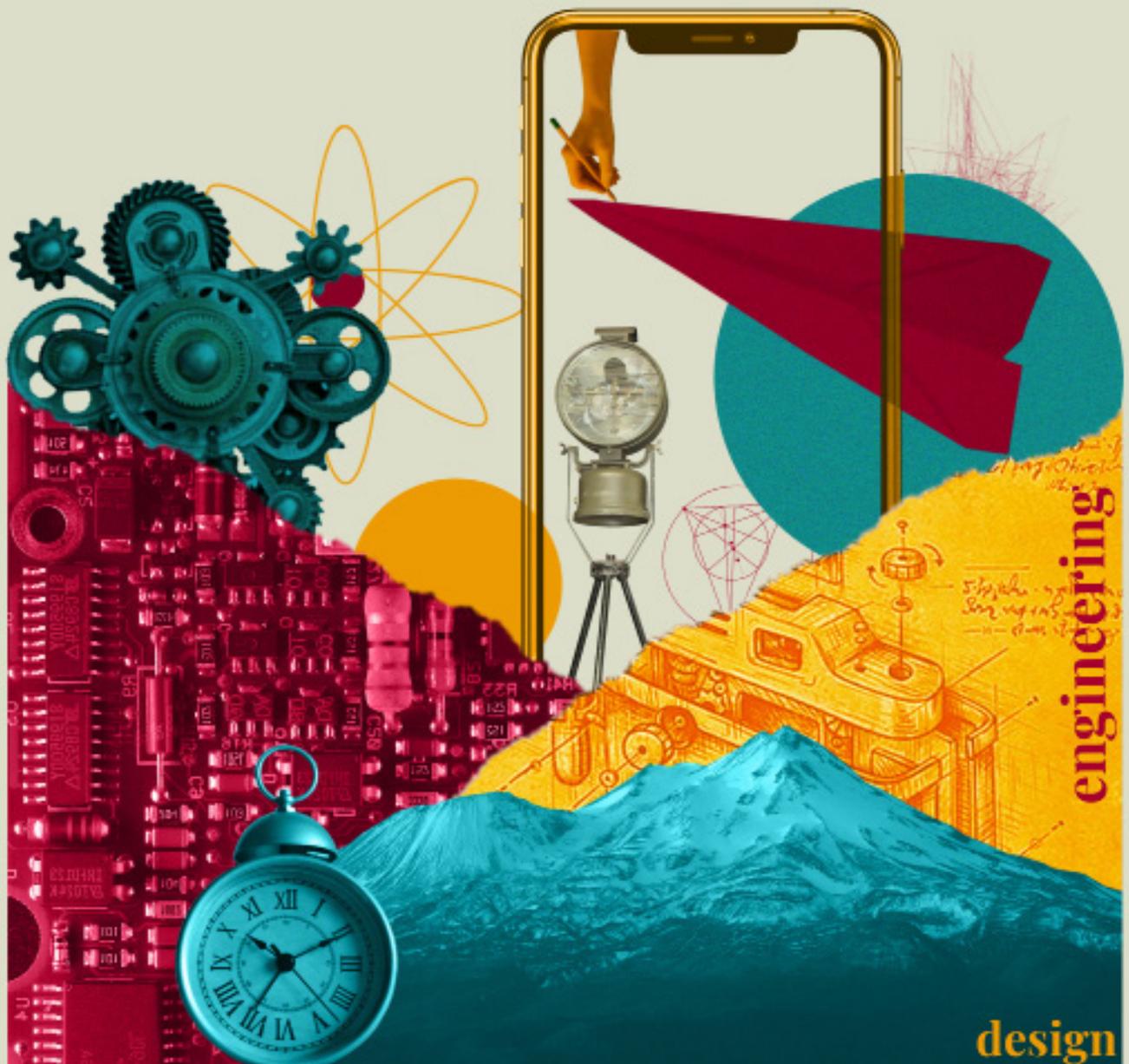


SEPTEMBER 2020

# WEAVE

DESIGNEERING  
THE NEW NORMAL

ISSUE 1



Dipanshu Singhall

 @pinkoblue

From vintage to modern, every product made is an excellent example of the combined efforts of designers and engineers. The freedom to express through design and smart technology, when combined together, forms Designeering.

Reach out to us on [weave@avantika.edu.in](mailto:weave@avantika.edu.in)



## From the Editor

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There are so many conversations to capture, and not all are spoken. Weave welcomes leaders from varied segments in the domains of design, technology, and business, by providing an avenue for those worlds to interact, we endeavor to curate thought leadership and the inspiration to innovate.

Innovation has never before been in such demand as our present circumstance. The pandemic has united people in common suffrage and demands re-invention of

opportunities. This issue picks on the brains of Designing Leaders, like Srini R Srinivasan, WDO, Raghuram Velega, Reliance Jio, Nand Kishore Chaudhary, Jaipur Rugs and many more illustrious personalities. Our catalogue of leaders inspire by their social outlook that are uplifting people and societies in India and the world at large.

From Avantika University, we invite you to delve into this collection of insights on “Designing the new normal.”

Miral Zafar

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# Table of Contents

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- 01**      **Thought Leadership: Sajith Ansar**  
(CEO, Idea Spice)  
Supercharging your personal brand online
- 05**      **Thought Leadership: Sameer Chavan**  
(Design Leader & UX Strategist- Intel, Intuit, LG, Oracle, Naukri, Flipkart)  
Designer Recognition in Corporate India
- 09**      **Feature Article: Raghuram Velega**  
(VP, Head Big Data and Analytics, Reliance Jio)  
Designing and the impact on Design in an Enterprise, using Big Data & AI.
- 13**      **Interview: Designeering talks with Srini R Srinivasan**  
(President, WDO)  
Showcasing insightful dialogue
- 19**      **Comic Strip**  
Hop on for a new adventure of  
'Chonky Raccoon' defeating 'Problem: The devil'
- 21**      **Profile: Nand Kishore Chaudhary**  
(Founder Jaipur Rugs)  
Written to paint a portrait of someone who everyone wants to be
- 25**      **Infocus: Amrit Pal singh**  
Unveiling Amrit Pal's revolutionary Toy Faces project

- 29**      **Case Study: Spriha Biswas**  
(Chief Product Officer, Scribetech)  
Design is not just a right-brain pursuit
- 33**      **InFocus: Farid Bawa**  
(Senior Designer DDB & Tribal Worldwide, Founder All India Permit)  
A Home Far Away From Home
- 37**      **How: Kiran Nair**  
(Manager Industrial Design, JCB)  
Back to basics
- 39**      **To Inspire: Amit Inamdar**  
(Founder PlusONE initiative and Zealous Design Solutions)  
The Art of Upcycling
- 43**      **Infographic: Bridging the Gap**  
Bridging the Gap Between Industry and Academia
- 45**      **Thought Leadership: Rakesh Patel**  
(Lead Service Designer & UX Researcher, Virtusa)  
The Systematic Approach to System Design
- 49**      **Thought Leadership: Rohan Shinde**  
(CEO, Connexis)  
Reasons to be excited about the Future of Technology
- 53**      **Young Achiever: Sahil Jain**  
Meet the youngest comrade at World Design Organization
- 55**      **Campus Talent**  
Celebrating budding designers
- 57**      **Team Weave**  
The people who brought this issue to life

Thought Leadership



# Sajith Ansar

CEO, Idea Spice

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Sajith is the CEO of Idea Spice, a multinational branding firm that has created over 1400 brands around the world. He lectures regularly at universities and mentors startups and entrepreneurs. Forbes Middle East has listed him for 3 years amongst the top 100 leaders in the Arab world.

# Supercharging Your Personal Brand Online

We are all brands and all have personal brands regardless if we want it or not. We have left our footprint in the minds of the people who have interacted with us, and each person carries keywords about how they describe you in their own minds.

Today, with social media, people take even more care to represent them online. Many a time, the authenticity lacks and we often slip up.

Many of you possibly have understood who you are as a brand, and embraced its importance and impact.

Many of you have spent immense time and effort across platforms crafting your image for the world. You have even possibly built yourself a reputation and are known for something specific- "She's adventurous," "He's an expert salesman," or "She's an amazing speaker."

You have probably got social media accounts across platforms and have grown them organically.

**How do you now increase your momentum, to take the reach of your voice to the next level, and to effectively use your personal brand?**

Here are 5 simple approaches that can help you amplify your voice and brand:

## 1. Focus your energy

In every aspect of time management, there is a distinct ROE (Return on Effort). Time is not Infinite, the focus should be on mediums that give you the best-amplified result towards a clear objective. Random posts without a thread or logic is a sure-fire way to get burnt out in the effort. List clearly through trial and error which mediums have worked and which kind of articles, lectures, and ideas have had maximum interest and traction. Over time, focus on these instead of becoming an expert on everything. Find articles that your readers have enjoyed and re-post them, share them with publications, post them across mediums. Use lectures that have made a high impact on people and find a new audience for the same.

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**“Your brand is what people say about you when you are not in the room.”**

**-Jeff Bezos,  
Amazon**

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## 2. It's never just online

Realize that personal branding is never just an online process. It is what you portray in meetings, peer groups, and new networks. List keywords you want to know and find ways to manifest them. Ask your friends and family for 3 keywords that best describe you as a brand to find common factors. For example, if you are writing about innovation, you have to manifest this in everything you do, like the events you attend, the books you read, and the people you seek out for inspiration.

## 3. Make a content bucket

To supercharge your personal brand, and take it to the next level effectively, make a clear plan for a few months by planning titles and subjects, you will write about. Based on the keywords and DNA you have chosen, it makes sense to clarify in advance what articles you will write, along with the causes you will champion. Making a calendar also makes you commit to continuity in your efforts at building your personal brand.

## 4. Share failures too

Across every interaction, it is often necessary to get off that high horse and share your heart; your failures, what you learned from them, and how you moved on. Your listeners and readers are seeking inspiration and ideas that are best illustrated when you can let them in on your weaknesses. Go ahead, open up, and share these stories to connect more effectively. Remember that the more you inspire, the greater is your brand.

## 5. Create original content that is distinct

The most important and simplest of rules in personal branding is, to be original and not imitate. If you are not creating unique content and a personality that stands apart you are me too. Make sure you are not copying or modifying what's already out there, ensure you have a unique voice and tone to share what is heartfelt and completely you!

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**“Realize that personal branding is never just an online process.”**

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**“The most important and simplest of rules in personal branding is, to be original and not imitate.”**

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Thought Leadership



# Sameer Chavan

Design Leader & UX Strategist  
(Flipkart, Intel, Intuit, LG, Oracle, Naukri)

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One thing we see common across design teams in organizations in India is that the maturity required is lacking as we are populated with younger designers. It will take us some time to have a seat at the table internationally.



# Designer Recognition in Corporate India

My career began as an Industrial Designer in the Automotive Industry. Industrial designers play a vital role in the manufacturing industry, acting as both, Principal Manager, and UX person. They have qualities such as ownership, recognition, and drive execution. Even now, after 20 years, the role of a software UX designer is constantly evolving.

Back in 1999, after completing my graduation from IDC, IIT Mumbai, I aspired to join major manufacturing product companies like Philips, Tata, Godrej, and Mahindra. They had a rich culture and were stable organizations. I didn't pay much attention to software companies as there was limited knowledge about them.

In 1999, employment at a software company was more about the execution of visual artifacts in the western world. There were hardly any product companies in India. Therefore, in a service company, you worked for a client, and if you stayed longer you may get promoted to

project manager or get deployed to client location as an account manager. But over the last few years, western companies have grown from, not just getting their bugs fixed in India, but also, offloading some portion of product development here.

However, the actual product development and the strategy behind it is always carried out at their headquarters. In 2004, I got an opportunity that not many people got at that point in India. I was appointed as a UX Manager, at Oracle. Recently, I have seen VP of Product(s) and Engineering collocated in India, to help western companies make quick decisions and deliver faster. 'Director of Design' positions have also come in place but not in India.

A new division has been framed in established companies under 'Design Thinking'. To forge design culture in the company, with chief innovation officers, or UX Evangelist. These are home-grown companies and lucrative startups. Today these companies

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**“As you grow in design leadership you need to understand the business, finance, and product strategy.”**

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have positions of, Head of Design, that are unfortunately still charted as a lower manager level in the HR system. This becomes a brink for designers as a career option.

Even with our so called revolution, designers are not treated at par with PM's or engineers. What is daunting is that even salary mapping is comparatively low. Additionally, they try to hire younger professionals for the position of Design Head resulting in not having the much needed conversations around product or delivery issues. Interestingly enough, I was appointed as the VP of Design at Info Edge (naukri.com, Jeevansathi, 99acres) in 2007 where I received an equal opportunity.

Corporates in India are seeing a rise in "Millennial Designers," compared to other engineering and PMs categories. Today more than 50% of the designers have not been to design school, they are self-taught designers; agile and fast. PMs love them as they get their work done at a rapid speed. I would suggest these designers should aggrandize their skills with some theory

and workshops. While design school designers need to learn to execute fast and learn new tools and technologies.

One thing we see common across design teams in organizations in India is that the maturity required is lacking as we are populated with younger designers. It will take us some time to have a seat at the table internationally.

A designer should be prepared to work in very complex environments where they need to negotiate between users, customers, PMs, and engineers. There is a lot of tension and responsibility. At the same time, designers can be competitive and have conflicting ideas at the start, hence tend to be seen as confused and unsure, unless the culture of that company is empathetic and they have patience.

As you grow in design leadership you need to understand the business, finance, and product strategy. Designers at times, take decisions by heart, they need to improve on this and understand team dynamics, as they will be moving from being a design expert to a general manager, where

design quality is not the only expectation. Lastly, I wish the design community to keep being helpful towards each other and together build a design-driven identity in India.

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**“A designer should be prepared to work in very complex environments where they need to negotiate between users, customers, PMs, and engineers.”**

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**“One thing we see common across design teams in organizations in India is that, the maturity required is lacking as we are populated with younger designers. It will take us some time to have a seat at the table internationally.”**

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# Raghuram Velega

Vice President, Head of Big Data and Analytics, Reliance Jio

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The future, as we have always called it, is here now and the “Digital Transformation” of all businesses & governments has become the bare necessity to survive and thrive.

Today user demography has drastically changed to include people of all age groups, genders, and cultures. The expectation of the user is, whatever he/she needs should be simple to use. Easy to discover. Accurately satisfy his/her needs.

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# Designing and the Impact on Design in an Enterprise, using Big Data and AI

The expectation of the user is, whatever he/she needs should be

1. Easy to discover
2. Simple to use
3. Accurately satisfy his/her needs.

Enterprises in their digital product strategy and thinking have put “The Human” at the centre. On average, a person spends around 1 - 2 hours per day interacting with digital media and products (phone, TV, Smart IOT Devices, etc.). This generates around 1.7 MB of data per second for every person on earth (Source: DOMO). 90% of the world data was generated in the last 2 years (Source: IORG).

Enterprises are trying to leverage the data produced by the user to understand their needs and behaviors to serve them better. “Human Centric Design” approach has become a must to build products that are continuously augmented by learning from data generated by humans using those products.

**Enterprises are putting this into practice by:**

## **Hyper Collaboration:**

Create a core team comprising of developers, designers, and subject matter experts who work together to build a product from inception to production.

## **Human-Centric**

**approach:** They are laser-focused on what the user needs and the market demand at all times during the product life cycle.

**Data-Driven:** Leveraging data to learn about user needs and market demand during the product “design and build” phase. Leveraging data to learn product user experience during the product “in-life” phase, to quickly adapt the product for superior customer experience.

## **Advanced Technology Adaptation:**

Leverage big data and AI technologies to harness a large amount of data and extract insights to help designers and developers during the product “design, build or in-life” phase with a focus on superior UX.



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**“Human Centric Design” approach has become a must to build products that are continuously augmented by learning from data generated by humans using those products.”**

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# Key principles followed for designing products:

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**“With the advent of modern-day technologies like Voice enable, Augmented Reality /Virtual Reality/ Mixed Reality, Big Data, and AI, the Designers need to think out of the box to incorporate them in their design thinking”**

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- 1.** A design strategy for a product needs to always keep the customer at the centre. Focus on the user’s needs, expectations, frustrations, and create designs that make them happy.
- 2.** A designer needs to be aware of the product’s purpose, business, and target audience.
- 3.** Design decisions need to be based on data from users, competition, and business. to help provide a great experience to target users in the use of the product. This increases user engagement and retention.
- 4.** A designer needs to understand the psychology of the target audience of the product and create a simplified product interaction flow that can satisfy them.
- 5.** A designer needs to create designs that are easy to learn, create a memorable experience, and help users carry on their tasks efficiently and effectively.
- 6.** Designers need to standardize on the visual and interaction paradigm across the enterprise, so there is design consistency and understandability across all product lines of the enterprise. Apple is a great example of such success.
- 7.** Designs need to be validated at every step of the product life cycle “design, build and in-life” with the real target audience.
- 8.** Designers need to collaborate with Developers at the design phase to make sure, the designs being proposed are developable using technology.

**“The new age of design and technology revolution has begun. Big data is here and it is here to stay. It’s time to jump on the AI wagon NOW.”**

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# Designeering Talks with Srini R Srinivasan

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Mr. Srini R Srivasan is the President of the World Design Organization (WDO) and the Chairman and CEO of a creative product development firm, LUMIUM. He houses an insatiable appetite for new challenges and experiences in terms of the technology and work he is doing.

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**What was it that excited you to be a part of the Design domain and build a successful company in this space. Were there any unique gaps that you identified?**

I got introduced to design during my term at TATA Elxsi. When I got attracted to the design side of things, I certainly felt there was a gap. Typical contracts of manufacturing industries looked for optimization, cost-cutting, and extended product life curves, compromising the initial design. Secondly, when small design entrepreneurs have a dream in their eyes, larger manufacturers do not encourage them due to volume constraints. So by establishing LUMIUM, I wanted to also offer a complete solution. That is, carrying the design, at the start, through engineering, coupled with small-volume manufacturing, that we carry out of Ahmedabad, India.

**Speaking of LUMIUM, can you share your working style as the leader of your company?**

It reflects on my personality. I trust people and have the confidence

that any arising problem can be solved, therefore I do not hesitate in delegating tasks. This way I can do the majority of my work remotely, staying in the US while monitoring operations in India and Japan.

Then, of course, we also mentor them wherein any problems or issues are encouraged to be discussed openly and truthfully. That way it is a learning experience for them and I get my work done well.

**You have had the opportunity to experience multiple cultures: Madras, Mumbai, California, and more. How has this shaped you?**

My dad was in the Air Force, being a 'fauji' family we were used to packing bags in an instant and moving to different cities. You only know those few, but I have lived in multiple more cities.

Therefore, making new friends on the very first day at a new school or society, made it very natural for me to do the same later, at my workplaces. Simultaneously this attribute of my father's job also armed me to adapt to different circumstances in a matter of a few days

or hours. My role in WDO has also given me opportunities to travel the globe which I very much have enjoyed and deeply cherish.

**Coming to WDO, you have been working so hard on building a Global Design Community while being the president of the organization. How has your experience been so far and what drives you?**

This is my 7th year with WDO, going from being a board member, treasurer, president-elect to now president, these years have been very fruitful. I've enjoyed this time and made friends worldwide.

Last year in October when I took up the presidency in a glittering ceremony in Hyderabad, we had no idea that 6 months in, COVID would emerge and put a stop to everything.



But here is what we did shut indoors; we changed the course of the organization to become much more online and active. We now have virtual board meetings every month while before it was once in 4 months. This way people have been more eager to discuss issues from around the world, 'thanks to COVID'. One of my promises, at the time of taking over, was to bring WDO to the membership, rather than the other way round, and I am very happy to say we succeeded, by going to each and every region almost, virtually. Overall it has been a hugely rewarding experience.

**Designers are now moving to the new blended approach of Designeering with the impact of technology. How do you think this will shape future design companies in the world?**

Having come from building technology products myself, before entering the design business, I think the task for designers today is very demanding. Only knowing design in terms of aesthetics is no longer enough, designers today need to delve deeper



because the world today does not just look for or appreciates solely aesthetics but also the technicalities behind it. Designers today need to be multidisciplinary while also being aware of multi-domains like medical or consumer electronics. Today's world demands a wider scope of technical knowledge to be successful. Therefore Designeering is the right word.

**Lately, there is a constant talent drain observed from the east to the west; how do we retain talent in the future of design companies in the world?**

In my case, I came to the west 30 years ago because at that time not everybody could find good opportunities in India, the few who did

find were mostly ones who came from good financial backgrounds, others had to move to different countries, finding greener pastures. That's no more the case, you can see the improvement in the payroll letting people live comfortable lives in India, compared to the western world. The consumer market has improved tremendously, with people's buying power increasing more opportunities for designers to produce new products, and also technologies have opened up. Leading to a variety seen across all industries from beverage to automobile, there is a rise in multi-branded goods as people are willing to take the risk to try new products, marketers also encourage this giving discounts. Resulting in

changes in consumerism in the last 20 years. People now willingly support new ideas and provide funding for the production of new products. Giving birth to venture capitalism in India. This way design entrepreneurs also get the satisfaction of building their products and get a chance at being commercially successful.

Ultimately, today the US is the last place people want to go due to the high COVID death rate and a number of other incidents as illustrated by current affairs, the system is truly changing.

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**“Today’s world demands a wider scope of technical knowledge to be successful, so Designing is the right word.”**

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**What is your view on this new normal in terms of the domain of Design/Designing, how do you see it shaping into the future?**

Design is becoming more valuable, people are paying attention and companies are paying a lot of money on it.

However, at the same time studios are having difficulty standing up to this internal competition, which puts a bit of a spoke in the wheel for small design studios, like LUMIUM, that make up a huge chunk of the design industry. Thereby the paradox is, while design schools are increasing in number, resulting in more design graduates, the opportunities for independent studios to practice design are diminishing a little bit, with big companies doing it all in-house.

**Keeping the above in mind, what is your advice for growing entrepreneurs in this domain?**

You need to compete much harder, you need to become much more valuable to clients. Value in terms of Designing, by maybe producing a few units to showcase, in a shorter period of time. Learn how to create and produce value.

**While reading about you I came across your work in social design and sustainability, can you tell us a bit about why these areas fuel your interest?**

Social design, what can be done for the common good, has always been a part of me.

Aligning with my personality wherein I voluntarily am always there for the community to help solve any issue. I was even involved in a similar club at my kid’s high school.

Sustainability was introduced to me when we (WDO) undertook the 17 Sustainable Development Goals articulated by the UN to make 2030 a better world to live in. I was immediately attracted to take it up, and see how we could tackle them at my personal capacity even. We have collected efforts to work on reducing the global rate of consumption and on goal 5 Gender Equality. We are encouraging equal opportunities for both female and male, and also combating violence against women, for which we recently did a UN women design challenge with 100+ people. So those are a couple of things close to my heart and I feel very happy to be a part of them and even happier to be initiating them being part of WDO.



# Quick Bytes

## 1. Design leaders, who currently inspire you?

There are so many people, but here are my top 3 in the realm of product design

- Franz von Holzhausen - Chief Design Officer at Tesla. I am impressed by his ability to put together a team and design some very cool automobiles.
- Sean Carney - Chief Design Officer at Phillips. He has been introducing some very useful household products for the common man at a very affordable price.
- Mauro Porcini - SVP & Chief Design Officer at PepsiCo. He changed Pepsi's perspective on products.

## 2. A book that every Design leader must read

Design Leadership Handbook by Aarron Walter and Eli Woolery Provides lots of insight and tips on how to be a leader in the world of, especially product design.

## 3. What aspects of business do designers tend to overlook?

How to sell to clients, designers are just happy with their designs without keeping users in mind.

## 4. A trend that you see will become significant in the coming years is?

The world will be divided by a few select high-profile products, so no matter the status, designers will have to worry about the appeal, competitiveness, and uniqueness of their products.

Also keep in mind, as a designer, one of two things is bound to happen; someone else is either going to come up with a better product or a cheaper product than yours.

- Miral Zafar

**“I like to think of my life as a quilt, always looking for different patches of experiences to sew into.”**

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Comic Strip



@CHONKY\_RACCOON\_TIGER

The adventures of chonky racoon tiger as the name suggests is a story about a jolly plump hybrid superhero who fights crime to bring peace and happiness. This episode is about chonky helping a fellow designer find a solution to his problem.

**-By Saloni Virkar**



## Profile



Founder, Jaipur Rugs

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Mr. Nand Kishore Chaudhary is the Founder, Chairman and Managing Director at Jaipur Rugs. He is a firm believer in totality and for-profit solutions to society. Over the last 40 years, he is on a mission to create the best artisan proposition on the earth, linking his customers' homes directly with his artisans' blessings.

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# Nand Kishore Chaudhary

## **What made you enter this business?**

I started my career from working in a shoe shop known as Bharat Boot House owned by my father. We used to sell branded shoes in Charu, Rajasthan. I was never interested in the business because it was based in a small city and the scope was less. I was also offered a job as a cashier at a bank which I rejected. It was then I started exploring myself and questioning about the kind of person I am; soon I realized that I was a people's person and I loved being with nature. That time there was a high demand for carpets in the market and weavers were less. This made me think that I should start my own business of carpets.

## **What all challenges have you faced in your entire journey so far?**

I was innocent and my way of working was different from others, people used to oppose me. I always believed in

my intuition which strengthened me to move forward. The biggest challenge in my journey was I realized very late that I should have hired people who were aligned with the value and purpose of Jaipur Rugs. If people aren't aligned with those, then bringing out professionalism is a tough task.

## **How has the new normal (COVID) impacted your business and employees?**

After COVID 19, the work of Jaipur Rugs at grass-root had an opposite impact. Our weavers stopped stepping out, they started working more, earning more and eventually our production rate increased by 25%. In most parts of the world, people are at home and not traveling. They are redecorating their homes and this has led to an increase in the demand of carpets. Since Jaipur is a COVID hotspot, our office is operational only with 15-20% of the staff and

other employees are working from home. At Jaipur Rugs, we are focusing on how to keep our employees motivated.

## **When did you introduce your family into the business?**

I was a very friendly father to all my 5 children. When they completed their education from the US, they saw their father working alone; and I never had any global exposure and always prefer speaking in Hindi. We used to go to villages together and they found the entire business fascinating, and naturally became a part of this business.

## **Can you tell us about how you created the culture/eco-system of Jaipur Rugs?**

When I started the business, I realised I was driven by vision, mission and purpose. Through this, I wish to bring a change in the history of my business.

I always communicate to my employees that your loyalty is not towards N.K.Chaudhary or Jaipur Rugs, but should be towards the purpose.

### **Was the success of Jaipur Rugs something you had envisioned from the start or was it unexpected?**

42 years ago when I started, I was in love with weavers and their work. Gradually, as I got a clearer understanding of the business and its people, I started to dig in deeper. I never thought I would export to 60 countries, would have retail stores in India or would even have Jaipur Rugs as a brand. This happened very organically. The secret behind this is the things I enjoyed doing, I started to work more on it. I never thought that our Manchaha project would be a global phenomenon or Jaipur Rugs would be called a social enterprise. Jaipur Rugs has received more than 100 awards.

### **What is your take on design thinking and how do you implement it in your business?**

We have been researching about design thinking for quite some time and I think that it is a



very good tool for problem-solving. At Jaipur Rugs, we provide a global platform to all sorts of creative people to showcase their talent, and we also are pushing our weavers to self-management practices so that they will be able to make their own decisions.

### **Can you tell us about the people in your life who have impacted you and at what point in time?**

I had a friend before I started this business, Llay Copper. We are good friends even after 45 years! When I had any kind of trouble or confusion regarding business, he always helped and guided me. Apart from that when I was 20 years old, I used to listen to Osho which guided me and showed me a way. I always believe that when you bring together philosophy and business, it opens up a new

it opens up a new dimension.

### **What is your mission statement in life?**

When I started the business, I wanted to discover myself because my actions will define what I am. After working for 42 years, I realized that a business can be like an ashram. My future mission statement is Jaipur Rugs as a business and as an ashram, in where people are searching for the meaning and purpose of life and you could build a community of such people.

### **What is your advice on how to not let others bring you/your dreams down?**

When you are authentic and pure; anything you do out of innocence, people will always oppose you and try to stop you, including your parents and close people. I would only say

that you need to be yourself and not react to others' opinions and walk your own path.

### **What is your dream as of today?**

Recently I understood that when someone reaches a particular height, he/she often creates an identity and is always afraid not to lose that ever, and that fear impacts your decision-making ability. My biggest dream is to lose all the dreams which I have had till now.

### **What is your opinion/perspective on being called a social entrepreneur?**

People have been talking about social entrepreneurship since the past 8-10 years globally. I never considered social and business to be separate entities as I always believed that without society, a business cannot exist.

### **One key takeaway you would like young people to learn from your journey?**

Young people lack patience and want to be successful faster. The quicker you succeed, the more hardships you escape. There is a lot of

talent and due to the unprecedented time, there was a lot of disturbance in the placements and businesses. I recently hired many individuals; their work is much better than mine. I wish to give the right directions to this young generation and make them ready to be the best.

### **If you could write a letter to your younger self what would you say?**

Mindfulness, awareness and consciousness are much more important than anything else. The earlier you define your vision, mission, and purpose the better your thoughts and direction will be. I would write and ask myself to practice mindfulness.

**-Rutal Deshmukh  
Arnav Agarwal**



# Unveiling Amrit Pal Singh's Revolutionary Toy Faces Project



Illustrator and Creative Director Amrit Pal Singh has been garnering massive praise, and an impressive Instagram following for his best known 'Toy Faces' series. His project has also been featured on prestigious platforms like Forbes, Behance, VSCO, and many more, not only for his incredible design skill, but also, for the wide range of diversity, representation, and uniqueness in his work.

## **Tell us about your recent toy faces project and how it is going to be used by the design community?**

Toy Faces is a fun diverse library of 3D avatars for design mock-ups and commercial projects. The idea came when I saw UI designers using faces or illustrations for their mock-ups to show different personas in their apps, that is when I decided to make something fun and diverse to represent people from all around the world and that is how the concept of 3D avatar library popped. I built 70 toy faces for my library. Later on, I started taking custom faces orders which got quite popular and I recently crossed 1000 custom faces orders.



## **What is the driving force behind your creative process? What inspires you?**

I like to create whimsical things representing fun,

play, and experimentation. I want my projects to excite people and want childlike wonder to be conveyed from my products. Building playful products that represent diversity drives my creative process.

## **What is your creative process?**

It is not really defined, it varies depending on each project. Usually, I spend a lot of time building my ideas and researching in order to have a clear perception before I start the execution process. I create a lot of mood boards, explore, and experiment during this stage. After following this initial process, I jump into the software to execute the idea. Then come up with a design system to follow throughout the project.

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**“I personally took a very calculative decision and played to my strengths.”**

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## **What is the motive behind inculcating diversity and uniqueness in your work?**

With diversity being such an important issue I feel there's a lack of representation of

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**“I want to offer design assets to the community to enhance their projects while promoting diversity and representation.”**

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different personas and ethnicity in games and on many other platforms as well. With my products, I want to promote diversity across all platforms.

## **You quit your job to pursue a solo practice, and eventually founded your own company Mister Bumbles, can you tell us about that journey?**

In 2019, I quitted my job because I lost interest in the corporate ecosystem and didn't want to be part of it any longer. Starting my own company was not a planned move, I just wanted to take some time off to explore and while doing that I came up with ideas like Doggo cards and Monarchs of India, which is how I started my own company.

I would advise others to follow their interests but also keep in mind the

industry's demand. I am passionate about many things but I chose to go with 3D because I saw the 3D industry blooming. So, I personally took a very calculative decision and played to my strengths.

**What are the most exciting things you've accomplished in your career so far?**

Being a digital designer, I have always made digital products but with card games, I got a chance to turn my designs in physical form and launched it at comic con, its success was definitely the highlight of my year. I have also been working with Netflix on title animation from the past 6 months which has been an amazing experience.

The idea of creating what I like and seeing people getting interested in it and paying for it is really thrilling for me.

**How do you plan to help the design community with your design assets in the near future?**

I am recently chalking ideas for a new product which is another avatar library, but this time it is gender-neutral and ethnicity neutral. That was something missing in my toy faces project, so I wanted to tackle it in a fun way. I want to offer design assets to the community to enhance their projects while promoting diversity and representation.

**- Zeel Modi**

**“I decided to make something fun and diverse to represent people from all around the world and that is how the concept of 3D avatar library popped.”**

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# Design is not Just a Right Brain Pursuit

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Starting young at the age of 15, Spriha Biswas made her first product, Minesweeper as a java applet. Since then, there has been no looking back. She went on to code 20 different applications for start-ups which include a fitness app and India's 1st digital microscope, Cilika. Writing code for applications led her to human centred design. Currently she heads the product team of Augnito, India's first voice based AI for health care professionals.

When I was in my first year at IIT Bombay, we had a 'Mechanical Workshop' where we learned and performed fusion welding, lathe working, shaping, fitting, and woodworking.

Woodworking is where we had to manually saw wood to create blocks that would seamlessly fit into each other. In fitting, we had to cut a piece of metal manually to create an M or L shaped metal piece.

We learned how to make screws using a lathe machine and in fusion welding, we would get fully suited up to weld broken machine pieces using different welding techniques. It was fun but it was also very painful to saw wood and metal for hours.

One day I asked the professor, "We are in IIT, we will never do this kind of work in real life. Then what's the point of this course?" He smiled and solemnly replied, "So that tomorrow when you are responsible for engineering that 80ft ship - you know what's the effort and constraints to build all the parts!"

While I didn't end up building any majestic ship (yet!), I have carried forward this working principle of "understanding the effort and constraints of building each part" in my mission to build some of the best digital products born out of this country. I started making products at the age of 15, the first one being my own Minesweeper in Java.

Having programmed around 20 different applications for start-ups including a fitness app to track body movements using Kinect and the app for India's first digital microscope, Cilika, I had the profound realisation that programming was only a means to give function to an idea while design was the art and science behind identifying the real problem, producing multiple ideas and giving form to the best fit solution. This led me to a deep dive into Human Centred Design, better known as "Design Thinking" for over 3 years.

I have extensively researched, prototyped and tested products and services for mid to large sized companies, be it NGOs adopting new technology to service.



## Spruha Biswas

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**“ I had the profound realization that programming was only a means to give function to an idea, while the design was the art and science behind identifying the real problem.”**

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**“ All 21st century product leaders are 'designers' and not just engineers or designers “**

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interior parts of India to designing for billion dollar tech firms developing new tools to expand their reach in new countries. In all this experience, I have time and again found that most loved products are an outcome of seamlessly weaved teams of design and engineering.

All 21st century product leaders are “designers” and not just engineers or designers. At Augnito, which is a voice-first product for healthcare professionals, first all our

designers learn the science behind Speech Recognition and keep up with the opportunities that lie in deep technologies like Natural Language Processing and all our speech engineers observe users in real environments to understand their needs and challenges to inspire the next big breakthrough in R&D.

To put it simply, our work revolves around predicting what a user can say to Augnito in any scenario, how well is Augnito equipped to understand it and what happens when Augnito doesn't understand.

An understanding of vocabulary, recognition confidence and ambiguity is key to designing dialogs and commands. Since the advent of time, designing great products has always been a function of how well one understands the material they are working with. Fashion designers can't create without the knowledge of different fabrics, architects need to know about structural integrity and a potter needs to have an intimate knowledge of different types of clay and burning techniques.

The materials in this case are very complex technologies. One doesn't have to learn how to program, just as a fashion designer doesn't need to learn how to weave.

But as a designer, one needs to have a thorough understanding of the effort and constraints of these modern technologies. Working with cutting-edge tech often means that the limitations of the engineering team's capability drive the purview of the user experience one can design immediately. So for designers, it is equally important to learn what goes behind engineering of modern tech i.e. the material of your creation, as it is to understand the needs of the customers which is largely emphasised in design schools. With the introduction of the New Education Policy 2020 mandating institutes to be more holistic, I am looking forward to Designing being considered central to the curriculum in both Engineering and Design schools in India.

**“For designers, it is equally important to learn what goes behind engineering modern technology, as it is to understand the needs of the customers which is largely emphasized in design schools.”**

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# A Home Far Away From Home

## In conversation with Farid Bawa

Senior Designer DDB & Tribal Worldwide, Founder All India Permit

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The truck isn't only a vehicle, it's the owners home, it's their work environment, temple, and wife! Indeed, that's what a number of them allude to as that is the reason we see trucks decorated as new brides. Truck art is an art revolution in itself. We see such a diverse line of work on trucks with various societies, beliefs, flora, and fauna. Each craftsman has a remarkable style and what you get at the end most is truly exciting.

Enter Farid Bawa. After graduating as a communication designer from MIT institute of design, he went on to work with Ogilvy and Mather, Widen Kennedy, JWT and Reliance media works. Now Farid resides in Amsterdam and is that senior designer at DDBunlimited

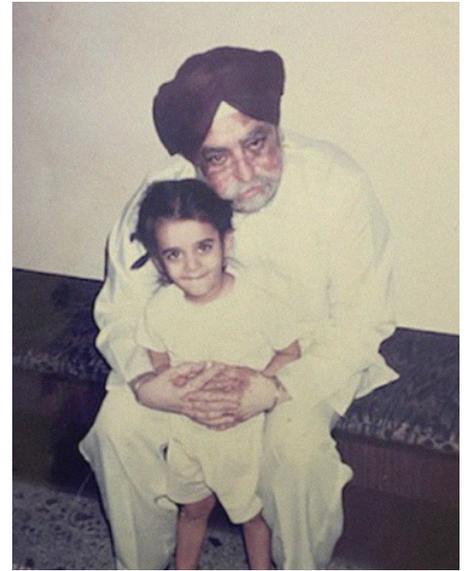
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“ The truck is but  
a canvas to our  
imagination.”

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Truck art is simply not limited to trucks, “the truck is, but a canvas to our imagination”. When painted in a particular style, Quick brush strokes, and jazzy flows, anything can turn into a truck art. Along these lines, the normal story setting off around truck art is that following World War 2. The military trucks were discharged to the general population for transportation. Anyway, the camouflage made it look petrifying. So, to make it look all the more humane, artists painted the trucks to make it look like one of our breeds. This made the trucks look more approachable and lively, sporting through the dark highways. It reminds them of their domestic and what is a better idea than to take your home alongside!?

We see most things but never look at them. How often do we look at the details and paintings on the trucks? “I am afraid that if you look at a thing long enough, it loses all its meaning and essence.” Tragically now India is losing its craft. Like various expressions, even truck art should be preserved. This is when the ‘All India permit ’ took shape. All India Permit is a support system for artists to help them gain



“ I started ‘All India Permit’ as a side project inspired by my grandfather’s truck business.”

recognition by reviving and preserving the love of their life.

Beginning with Nagpur, where I was brought up, I had a delightful journey of around 4 years at MIT Pune. Advertising excited me, and I shifted to Amsterdam 3 years ago to work with an agency known as DDB and tribals. Started ‘All India Permit’ as a side project inspired by my grandfather’s truck business. I see connections, and that’s what’s accorded AIP.

It was one of the best moments when I was approached by Google to do a workshop, the truck artists that nobody knew off were now teaching paintings to the guys from Google. All I did was create a platform.

They were not tech-savvies, didn't know how to promote, yet the talents began to froth. With just a small community, we made it the most elevated moment of our life. The forte of All India Permit is that there is no defined logo so that it just can be blended into any art style aligned to the artist's style. Now, I am living the life of a truck driver in a home, far away from home.

The design changed the way I saw what I was doing and provided me with new ways to relook it. As a designer it's important to be

explore, to observe how people live in different environments, how people from different cultures solve their common problems but before becoming an artist, it's extremely important to know the design process. "To break out of bounds. You need to first look inside the bounds" It's a misconception that there is one design process. You make your own once you know the existing ones. "Look as far as you see and as close as possible." Your strength is the environment you are born in, the culture you live for, the people

you live with. Only you can take it further as an individual and solve problems unparalleled. This is just how AIP happened. AIP is just one problem to solve, there are so many other problems if you look at it. "Just like those artists, you customize the design to make it exclusive for yourself and the other half."

**- Priyanshi Katiyar**





Avantika University collaborated with SHOPXLAB Design Team to launch SHOPXLAB. Under this project, 20 students participated in two teams to develop a smart bag using skills in design and engineering, making it truly Designeering.

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The final presentations were made to the leadership team of the company who will take this project ahead. Each student received a gift voucher & certificate of appreciation

# Back to the Basics

## Kiran Nair

Manager, Industrial Design JCB

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### **What is design?**

We are all curious to know more about it, so let's start from the beginning.

When in college, you constantly are working on assignments after assignments. You get the brief, hit start on your machines and churn out ideas and designs. Let's hit our brakes for a moment, and stop our robotic repetition of ideas, wipe our slates clean and start afresh.

### **Be curious.**

Ask as many questions as possible. Before you put your pen to the paper and start sketching out ideas, ask yourself the question: WHY? Why design? Why this problem?

### **Why is the problem stated in this manner?**

Dive deeper into the subject and be inquisitive. The more you ask these questions, the problem will begin to demystify and you'll be able to find the core element of your design.



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“The more you ask these questions, the problem will begin to demystify and you’ll be able to find the core element of your design.”

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Once you know your core, pick up that pencil, pen or marker and start writing or drawing your ideas on a blank paper. Don’t over-think your ideas. There is no right or wrong; good or bad ideas, these terms are subjective. Fill your paper with as many ideas as you can.

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“Find your Dawn Wall and stay laser focussed, clear your thoughts and you will achieve your goal”

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Sometimes you might notice a pattern that you start to make different variations of one concept that you really like. Let us assume you create idea A and you love it. Then you might start creating variants of the same ideas. Your subsequent ideas might look like A1, A2, A3, A4..., and so on. Be conscious of not falling in love with a particular thought, concept or idea, let there be multiple plans.

Be aware, and consciously train yourself to think of various ideas A, B, C, D. All distinct in principle and theory. This gives you a basket

of ideas to choose from. This simple hack during the starting stage of the project gives you an extra edge during a presentation.

Be open to reviews, each stakeholder in the review comes from various backgrounds. When you go round the table, you can hear various perspectives from each stakeholder. This adds layer and helps you identify gaps in your design and improve on it. Listening to feedback and taking it in a positive stride is a skill learnt. This skill might take days, months, or years to practice. But practice as you may.

I have been through the grind in the design process and the grind is real. Recently I saw this show on Netflix - The Dawn Wall. A true story on pure grit. I connect this story to a designer’s journey. Design is a journey of pure grit. We speak a lot about passion and love for design. But we speak less about patience and perseverance. This is what ‘The Dawn Wall’ shows you. Find your Dawn Wall and stay laser focussed, clear your thoughts and you will achieve your goal.

To Inspire

# The Art of Upcycling

— Amit Inamdar



Amit Inamdar is a designer, educator, and social entrepreneur, with an ambition to convert ideas into reality. Amit has been researching and implementing innovative teaching techniques to help students and professionals involve multiple senses, to create enduring learning experience through Design Thinking and Strategy methodologies.

Founder PlusONE initiative and  
Zealous Design Solutions



Today 'Flex Banners' have replaced traditional static mass advertising options. Flex Banners are easy and cheap to print, have great strength, good color retention properties, and are also waterproof. However, the base material PVC (Polyvinyl Chloride) is impossible to completely recycle. While a popular option is disposal, burning of PVC releases cancer-causing gases in the environment causing severe health hazards.

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**“For nine years, PlusONE initiative has worked with different organizations across India to help them reduce their carbon footprint by designing products from their used flex banners”**

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Amit decided to take this problem head-on and apply all his knowledge and experience to address the issue of reducing the impact of non-biodegradable materials on the environment. With this thought in mind, PlusONE Initiative was born.



PlusONE Initiative is an award-winning, for-profit Social Enterprise, founded in 2011, that works on the up-cycling of pre-used advertising flex banners, to convert them into usable products and thereby extend its usability. PlusONE Initiative responds to give a second life to single-use plastic products (flex banners) by designing and manufacturing eco-friendly products. With this thought in mind, PlusONE Initiative was born.



The primary project, undertaken by PlusONE Initiative, is to design and manufacture various products. These include school bags, tote bags, purses, file folders, pouches, sling bags, laptop bags, and numerous other products, from used flex banners, for underprivileged school-going children and the environmentally-conscious citizens and organizations.





Research indicates that India consumes around 18,000 tons of flex banners every month (equivalent to 50,000 km in length of 10 feet high strip, which, if put in a straight line, can be spread 15 times from the north to the south tip of India). This needs 14,400,000 kW of energy (equivalent to light up approximately 95,000 houses for a month).

The water required in the manufacturing process of flex is 22,140,000 liters (equivalent to the drinking water requirement of 7,50,000 people). Less than 1% of this PVC is recycled. The average usage of flex banners is for 3 months but, by up-cycling used flex banners into usable products, the life of the material can be extended up to 24 months. With its innovative design strategy, PlusONE has up-cycled more than 140,000 kg of used flex banners to date.

PlusONE has a portfolio of more than 30 products made from the same material which are sold to environment-conscious citizens and organizations, with a major part of the profits earned, diverted to manufacturing products for underprivileged school-going children.

PlusONE Initiative also intends to provide a conscious response in the manufacturing of its products and have a uniquely distributed manufacturing model, where men and women from low-income groups are trained in the manufacturing of PlusONE products to provide them with an alternative income source.



PlusONE Initiative was awarded for its contribution to the society and business model by the British Council in 2015.

Since then it has been appreciated for its efforts by various news channels and newspapers across India including Swachh Bharat Abhiyan. For nine odd years, PlusONE Initiative has worked with different organizations across India to help them reduce their carbon footprint by designing products from their used flex banners. Today, PlusONE is working on new innovative projects to address issues of sustainability.

**“Design is a formal  
response to a strategic  
question.”**

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# Bridging the gap between industry and academia

Session conducted  
in July-August 2020.

July

Darshan Gandhi  
Godrej



Anant Tambade  
Amdocs

Saswati Saha Mitra  
Whatsapp

Kailas Nadh  
Zerodha



Hiren Dedhia  
Diageo

Akash Surekha  
Tavisco



Pankaj Dhamane  
Renault

Varun Duggirala  
Glitch



August



i-Connect

weekly interactive sessions  
with industry leaders to build  
skills & listen to their  
experiences.

For speaking  
opportunities  
connect with :

[industryrelations@avantika.edu.in](mailto:industryrelations@avantika.edu.in)



ADS P

India's first D  
Podcast show  
Global leaders  
journey an

Anu Sinha  
Pepsico



Sameer Chavan  
Flipkart



Saumya Aymaus  
OYO



Kumar Rangarajan  
Slang Labs

Amod Gijare  
Forbes Marshall

Ryan Singer  
Basecamp

Jay Dutta  
Make my trip

Pandurang Kamat  
Persistent system

Revathi Kant  
Titan



Rohit Raj  
Glitch

Soumitra Bhat  
Salesforce

Shalu Umpathy  
IDEO.org



September

Podcast  
Designing  
showcasing  
sharing their  
opinions.

Coming Soon : ADS.COM  
a fun session where leaders  
share their failure stories &  
participate in a corporate  
roasting show.

Thought Leadership



# Rakesh Patel

Lead Service Designer and UX Researcher at Virtusa

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Rakesh Patel is a lead Service Designer and UX researcher at Virtusa. He not only understands the psychology of an Engineer, MBA and Designer but is working towards combining the learnings from all domains. He has also been featured as an Industry Mentor and an Expert Lecturer.

# The Systematic Approach to System Design

In this VUCA world, the value system of humans have evolved from being product-driven to service-driven, experience-driven, and now slowly, a knowledge-driven economy. At every stage, humans have tried to build sustainable solutions and take firm steps towards a better life. In the process, sometimes, they might not consider all the elements required to create a self-governing system. Going forward, they will be making changes, that will affect further changes; this gives rise to feedback loops, all in unpredictable directions, resulting in more complexity and chaos.

To solve this chaos, one can take inspiration from nature. Ants build complex architectural structures and communicate with each other to find food. Forage fish migrate long distances for spawning, feeding, and nursery goods. They usually traverse forming a triangle amongst them to avoid chaos. These are some examples of Stigmergic system behavior.

If we uncover these behavioral patterns, the sophisticated frameworks and complex structures will emerge spontaneously. This understanding eventually comes through knowledge gained in the study of the self-organizing characteristics of a complex system.

The concept “Designing the new normal” has emerged because we need to rethink our approach to solve complex, chaotic systems. We will have to open our minds to challenge our traditional policy in order to inculcate and imbibe knowledge. The knowledge that centers of the education system are at the frontline and are responsible to give a holistic stimulus to all stakeholders and students. Slowly, uncertainty is pouring into our value system, this needs to be addressed as soon as possible. If we still think in silos to build products, it might be challenging to come out from diverse and uncertain challenges going further.

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“The concept ‘Designing the new normal’ has emerged because we need to rethink our approach to solve complex, chaotic systems.”

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Here are a couple of ways of how one can approach these challenges.

## **1. Nurture mindset**

Every domain needs a dedicated effort to cultivate a specific type of thought process. So before designing the current structure, to build working prototypes, innovative products, services, or creating engaging experiences, we should first focus on how we can plan to change the mindset and the belief systems of knowledge seekers. We will have to ignite humanness and make them understand its impact and significance at every stage of learning.

## **2. Encourage diversity**

The beauty of our biological body is effortless; everyone is different. This diversity in nature nurtures a social upbringing that can become useful as fundamental tools to solve ambiguity in real-life problems. In this practical and realistic work, everyone will not be on the same page and will have its learning curve. Hence, everyone will take some time to feel confident about themselves and their beliefs.

## **3. Biomimicry**

Eiji Nakatsu, the general manager of the technical department, bullet train, took inspiration from the wings of an owl, belly of the penguin, and nose of the Kingfisher to redesign different components of a bullet train and keep its noise under 70 dB. For this kind of thought process, along with skills and knowledge of that domain, we will have to nurture an openness to make them realize the value of it to design solutions. We will have to carefully shift from logical thinking to liminal thinking to bring change.

## **4. No Structure is also one structure**

The structure of our current system should motivate future leaders, and make them realize the significance of every element and their relationship in the system. Now, when they go into implementation mode, they will have a decent idea of what impact it will create and how they can solve the issue.

## **5. Be an Inspiration**

Everyone needs to become an inspiration for themselves and others, in order to evolve; if all approach life with pure and honest thought no one will be able to stop themselves to enjoy the beauty of constraints and VUCA world.

**“So before designing the current structure, to build working prototypes, innovative products, services, or creating engaging experiences, we should first focus on how we can plan to change the mindset and the belief systems of knowledge seekers.”**

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Thought Leadership



# Rohan Shinde

CEO, Connexis

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Connexis is a technologically driven company, specializing in the fields of product engineering services and digital transformation. They have diverse experience in data visualization and market-disrupting solution like IoT, data analytics, and RPA.

# Reasons to be Excited about the Future of Technology

Advancement in technology is continuing to enhance productivity resulting in adding immense value to businesses globally. Following the appearance of technologies like IoT, Data Analytics, Cloud Computing, AI, and Augmented Reality businesses are adding significant value to their products and services. With the adoption of technology in the form of mobile handheld devices, B2B industries are leveraging the above technologies as an essential differentiating factor.

## How will technology change the world in the next 5 years?

It is very encouraging to see the pace and transformative potential of today's innovative technologies, which are being applied to solve the world's most pressing problems, such as :

- Feeding a global and growing population
- Improving access to and quality of healthcare
- Reducing carbon emissions to arrest the harmful effects of

climate change.

The next five years will see profound improvements in addressing these challenges. The investment community and the world's largest enterprise R&D organizations focus on developing and deploying solutions that will deliver results. The COVID-19 pandemic has provided a difficult lesson, how vulnerable our world is today to human and economic turmoil. Which has, perhaps for the first time in history, compelled global collaboration with data transparency, and speed at the highest levels to minimize an immediate threat to human life. Despite the formidable resolve and resiliency, as a world, we have underperformed. We must continue to bring visibility to these issues and keep exploring how technology and innovation can best and most rapidly address them.

Technology will play a key role in building a connected enterprise to offer greater visibility into customer behavior.

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“It is very encouraging to see the pace and transformative potential of today's innovative technologies.”

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## Operational Intelligence

The Internet of Things is enabling connectivity between businesses, people, processes, and products. Embedded systems are allowing stakeholders to get in-depth insights into customer behavior. It is also enabling them to improve their offerings and customer service. With the appearance of protocols such as LoRa WAN and Nb IoT, SMEs stand a benefit, as most telecom companies would enable connectivity of billions of devices in the next few years.

With the availability of scalable and secure cloud computing and IoT platforms, software licensing costs have reduced significantly. Thereby, leading to better adoption rates for this technology.

### **Customer 360-degree view**

Data Analytics and AI models have been open-sourced to increase usability. AI-based chatbots are the best examples of how SMEs have used technology to enhance the quality of customer service and interaction with their customers. This is resulting in happier

customers and low churn rates.

Connectivity to siloed data sources like ERP, CRM, and HRMS data is enabling businesses to build a complete 360-degree view of their consumer behavior and empowering them to make correct offerings. This ensures a substantial increase in revenue. With the advent of affordable Business Intelligence tools, a business can create a list of the metrics that define the success of their business and can track them regularly. These tools being made available on mobile devices is making the enterprises truly mobility ready.

### **Be a part of the movement**

Rather than viewing digital disruption as challenges, embrace the uncertainty and potential that advances technologies, data analytics, and artificial intelligence will bring. The pressure to innovate, amidst technological progress, presents an opportunity for us all to rethink the work we do and the way we do it. Are you ready?

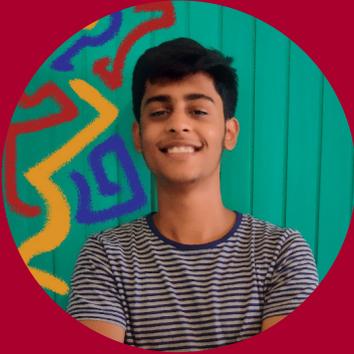
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“Rather than viewing digital disruption as a challenge, embrace the uncertainty, and potential that advances technologies, data analytics, and artificial intelligence will bring.”

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**“The COVID-19 pandemic has provided a difficult lesson, how vulnerable our world is today to human and economic turmoil.”**

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# Sahil Jain

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Twenty-year-old designer Sahil Jain's hustle journey starts from the town of Akurdi near Pune. The youngest member of the World Design Organization YDC, studies at Avantika University in Ujjain, Madhya Pradesh. He is a scholarship student specializing in Experience Design and Design Management. He has participated in various student led initiatives like Listwebinars and Avantika Designeering Series, where he is at the forefront of the ADS Podcast project.

He represents India in the World Design Organization, Young Designer's Circle. He is also a member of the Design Leadership Forum, by InVision.

"I participated in a Design Olympiad in school and I really enjoyed it. I never knew until then that it helped me discover my passion and pursue an education in it."



Young Designers Circle is an initiative to harness the creativity and ambition of the generation of young designers (under 40 years) across multiple disciplines. He is the youngest of the 17 designers around the world selected for this initiative who work together to promote the use of design to help meet the (UNSD) United Nations Sustainable Development Goals. "I took every opportunity that came my way, design competitions, hackathons, volunteering and all of that went in building my experience as a designer and a person. Working with people having decades of experience in design can be overwhelming but I try to look at it as an amazing opportunity to learn and grow."

Sahil believes the greatest social service is fostering a community.

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**“You cannot change the world alone but what you can do is share a vision with like-minded individuals and work towards achieving it. The world does not need new leaders because leaders come and go, what it needs is more willingness.”**

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Sahil currently works with Reliance Jio as an Experience Design Intern. Some of his work was a part of Akash Ambani’s Reliance AGM-2020 presentation. Previously, Sahil worked for CashFlo, a supply chain financing startup backed by SAIF Partners products. He contributed in designing their SaaS platform for SME owners

and their logistics website. As a freelance designer, Sahil has helped early-stage startups like Mavenick Consulting, Wittyphen, Scootywala, AAI Foundation and many more companies to design and scale their products. In his second year of college, Sahil along with his mentor Prof. Rohit Lalwani co-founded ‘PLAYVETO’, a card-based game that helps in revising academic concepts in a gamified way and improves communication skills and critical thinking. “There were many exciting moments that we shared as a team. One of them was when we made our first international sale and the customer created a video about our game and shared it with us.” PLAYVETO partnered Nasscom, Hyderabad Design Week and Avantika University to exhibit its products at their events across India.



# Campus Talent

## Hemant Kokate

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For this artwork, my main inspiration was the infamous detective Sherlock Holmes. I tried to recreate his room by manifesting his vintage style, in harmony with the imagery of the detective at work inside the room. It is a room that remains closed for days as is scarcely illuminated..



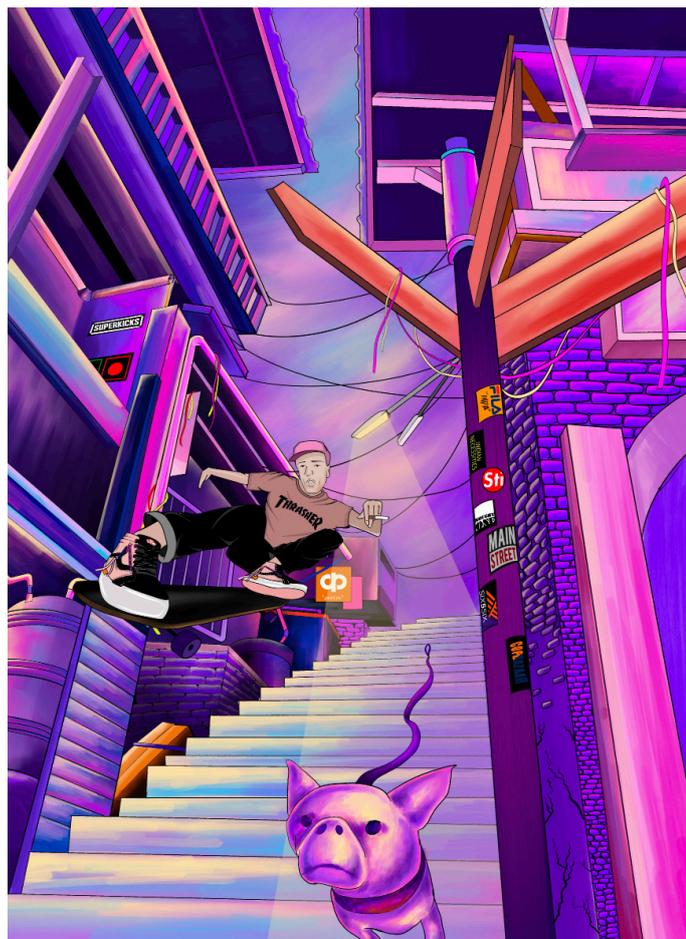
## Mrunal Deshpande

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This series is an introspective reflection of my experience with this art form. Dance, to me, is in everything. Choreographed into nature, I see it in the rustling of leaves and the ever-changing colors of the sky. Dance flows into my art and blends. The grace finds itself hidden in my design. I believe art, design, fashion and dance all harmonize and move together as one.

# Vishwas Shahdadpuri

I have always been influenced by the sneaker and streetwear community. Skating around and realizing the Indian streetwear and sneaker culture has grown enormously in the past few years, makes me happy. With my illustrations I try to promote the community and hope to see it get more recognition globally.



# Shivam Singh

This project tackles traffic management in terms of traffic congestion at junctions. With the help of image processing information, about number of vehicles at a place, can be sent to nearest traffic control room to keep track. This way if the number counted by the system exceeds a point traffic control can be alerted immediately an measures can be taken accordingly.



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# Team Weave

**Editor**  
Miral Zafar

## **Content Team**

Devashish Boralkar  
Zeel Modi

## **Design Team**

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Yashi Pareek

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## **Marketing Team**

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## **Special Thanks**

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Dipanshu Singhall  
Hetvi Mahesh Shah  
Mrunal Deshpande  
Rishabh Kiran

Shreya Paliwal  
Mihir Srivastava  
Rutal Deshmukh  
Priyanshi Katiyar  
Vibhuty Gaggar

Avantika Kulkarni  
Hatim Nomani  
Nikita Sharma  
Nitya Vijaywargiya  
Kaustubh Barhate

## **Experts**

Siddhi Dhavalikar  
Saurabh Dhankhar

