Weave

Design thinking meets circular economy
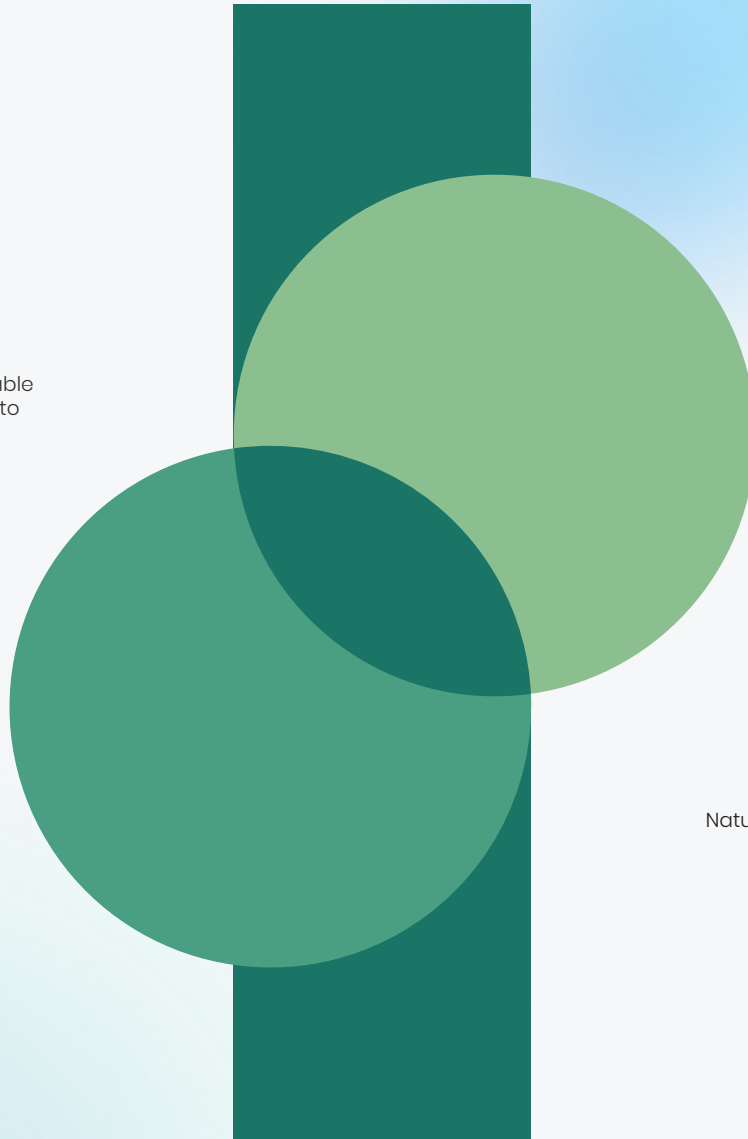
DESIGN

Every great design begins with
an even better story.

BUSINESS

There's no shortage of remarkable
ideas, what's missing is the will to
execute them.

CIRCULAR

In nature nothing is
created and nothing is
destroyed but everything
is tranformed.

SUSTAINABLE

Nature holds the key to our aesthetic,
intellectual, cognitive and even
spiritual satisfaction.

ECONOMY

Globalization, arguably, is the
best thing to have happened to
modern-day.

CREATIVE CORPORATIONS
AND CONSCIOUS DESIGN

|| सिद्धिः भूयते विद्याम् ||

avantika
UNIVERSITY

From the Editor

In a world of metamorphic challenges, from depleting resources to new age consumer problems, it takes a designeer to awaken and formulate conscious solutions to power enterprises that dare to be creative.

Design thinking companies today have consistently outperformed. Focusing on collaboration, co-creation, empathy, design thinking, and conscious approach are a natural fit. At the same time, companies are approaching the challenges of the world with a new creative direction.

The students of Avantika University bring you the second issue of WEAVE showcasing the best design, technology, business and most importantly a blended approach of the three. We have an illustrious line-up of brilliant minds, including Kailash Katkar talking about the incredible

success story of QuickHeal, and Tal Catran bringing in a fresh perspective, from Tel Aviv, on Designeering.

Parallelly this publication also encompasses awe-inspiring leaders expressing their thoughts on design, culture, innovation and its impact on the Indian continent.

WEAVE also spotlights new talents and challenges the latest trends. Pranay Patwardhan's personal account takes us into the mind of a young creative director at Animal, while the Co-founders of Xeno Co-lab, Swar Raisinghani, and Nikhita Ghugari, introduce us to Circular Design and how to implement it.

I invite you to delve into our second issue, Creative Corporations and Conscious. Design.

Miral Zafar

Miral Zafar

Ishan Nakate

@ **@nustaesthetics**

Since the beginning of this universe, life systems have caused materials to flow infinitely in a circle, the coverpage draws inspiration from the same. Circular design is designing of a cycle in which resources are continuously cycled in various forms, following a reuse and recycle loop. These resources therefore do not go to waste. Waste indeed is waste if you call it that – because one man's trash is another man's treasure.

Reach out to us on theweavemagazine@gmail.com

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The Curious Case of Business v/s User Goals

Ankur Sardana
Head of Design, OLX Group

He is a design leader, startup mentor and improv coach. He has had an opportunity to work with some of the best companies across the globe, including Honeywell, Philips, Samsung, Zomato and Amazon.

LinkedIn: *Ankur Sardana*

If a company identifies that the gap between their business goals and their users' expectations is always widening, it needs to rethink their business strategy. Ideally, if the company provides an experience that its users need and appreciate, they will pay for it, and that is the best way to achieve business growth. Netflix is an excellent example of this. No one would have thought people would pay for content, but Netflix stuck to its commitment towards content. They never tried cutting corners by introducing advertising or low-quality streaming. And we are happy to pay them. No wonder their yearly revenue is $6.44 billion. Not all companies have the DNA and deep pockets to sustain user centric thinking at all times Here, are a few different approaches we could take as designers in different situations (in software product/services organizations)

1. Lead and Evangelize, where user goals are primary
"User-centered thinking is not just for the design team"

This is the best place a designer can be. This is an organization that believes in forming long term relationships with their users rather than short term gains. Designers should look at making the new product deployment design by being inclusive.

Looking at co-creation with business, product and tech teams, designers should show how (User-centred Design) UCD could be part of the new product development process.

2. Support and Wait, where business goals are primary fuel for survival
"We are a startup; we need to show growth."

Agreed, especially if the company is bootstrapped. Investors are salivating over proven models and growth metrics like DAUs (Daily Active Users) and MAUs (Monthly Active Users). This does restrain the startups from focusing only on user goals. Designers at this stage need to be nimble and still keep refocusing the founders. Hopefully, when the money finally comes in everyone is ready to change the focus more towards users.

> *"If a company identifies that the gap between their business goals and their users' expectations is always widening, it needs to rethink their business strategy."*

3. Negotiate and Push,
where Business and User
Goals conflict
*"We cannot always look at
user's convenience."*

This is where most
designers might find
themselves. Data and
user testing are the best
ways to move forward in
this scenario. Designers
must use data through A/B
testing to prove their point
or push for user testing
through prototyping where
testing is not possible
and then speak about
how users have voted for/
against something till your
voice is heard.

Furthermore, when you
cannot stop something
irritating for the user, try
softening the blow. Fake
Door testing is something
like that. It is done usually
to see if the users want this
feature (without building
that feature). Say, the user
clicks on a link - 'Press here
to download the PDF of this
form', and nothing really
happens, maybe a pop-up
'We don't have it available,
will let you know soon'. Why
not change the text to -
'Download a PDF when it's
available'? Always better
to be transparent.

4. Pushback and Correct,
where Business is blind
sighted with growth focus
*"Sometimes it is fine to hide
what's not needed; users
won't get to know."*

There is a fine line between
an experience which
nudges the users to try
new options provided
by the business, and when
the patterns become dark.

We have seen UX where
CTAs (Call to Actions) are
provided to confuse and
get more clicks or when
extra money is added to
the bill at checkout. Here is
when we need to put our
foot on the ground and
keep up to the ethics of
UCD. At Amazon, whenever
there is a conflict between
UX and PM / Business
folks / Tech, the tenet of
'Customer Obsession' is
invoked. It is not surprising
that the evaluation of
Amazon recently hit
$1.6 trillion.

*"Design can definitely
play an important role
to maintain balance, but
when it comes to
a face-off, we are with the
users and so should be
you."*

**"Ideally, if the company
provides an experience
that its users need and
appreciate, they will pay
for it, and that is the best
way to achieve business
growth."**

Feature Article

Kailash Katkar

Founder and CEO Quickheal

Customer-oriented Innovation and QuickHeal

Humble beginnings, with simply a thirst for knowledge and a drive to solve consumer problems, is the genesis of the QuickHeal empire. In conversation with the founder, Mr. Kailash Katkar, he starts by admitting, "I am not from a business background."

Kailash Katkar started by repairing calculators, and as the consumer demands changed with the emergence of computers, he identified that is where the need would be and taught himself to repair computers. His focus has always been, even now, entirely customer-oriented.

"Problems are imperative, they bring challenges and ultimately give you life."

LinkedIn: *Kailash Katkar*
Website: *QuickHeal*

1. Starting from scratch in a competitive industry segment, the challenges you faced must have been paramount. How did you find the strength to persist on the journey of Quickheal?

QuickHeal truly sprouted from a pure passion for solving consumer problems. Unaware of the terminologies or the details of running a business at the beginning, my brother and I collaborated in an attempt to fill this gap in the established software/virus protection softwares. In 1994-95 my brother Sanjay developed the first antivirus tool which was received very well by our consumers. Still, we never intended on achieving any major monetary gains from it.I have experienced failure too, and the trick is making the right decision at the right time. One must not get stuck and be bogged down by an unsuccessful venture. Being able to let go and move on is essential to enable innovation.

2. What has been an inspiration for you to grow the company having it still transforming with the industry's times and demands?

My main objective is to keep my customers happy, this way I draw inspiration from them, and the technical problems they face, itself. Always finding ways to help society with my skills and if it demands, learn some new ones too.

Parallelly, there is a constant analysis into where the market and the digital world is moving, to anticipate future challenges concerning cybercrime with trial and error.

Everyone is unique and there is always something to learn from everyone. It is key to do so because people from their experience can educate you on dealing with new challenges as the business grows.

We wanted to make sure QuickHeal was not driven by family, and instead, be an institutional business.

Therefore it was public listed so that it could run somewhat on autopilot. The inclusion of shareholders in the business was a whole new experience with more accountability and convincing.

3. Where does design thinking principles (problem-solution based approach) come in?

Problems are imperative, they bring challenges and ultimately give you life. Let me tell you how scaling up has worked QuickHeal, we think from 10 consumers how to enable 100 then 1000 and more to now tending to consumer demands from around the world.

Customer satisfaction is where the focus should be, success and ROI comes automatically.

Nevertheless, this has become particularly difficult because, now there is a new generation of consumers sprouting every 3 years itself, challenging previous generations' beliefs and systems.

It is essential to keep changing, moving, and sensing areas that may need QuickHeal solutions, to keep ourselves on top of things.

> "We aim to provide zero-day attack, with the incorporation of machine learning and AI the process is super fast now."

4. Could you share the 'QuickHeal Culture' and how you implement it in your workforce?

Culture comes from values and integrity, with a large workforce, this can be set by putting proper processes and policies in place. We have two key aspects of our culture here.

Firstly we, as an organization, believe that quality speaks for itself and customer satisfaction. Thereby there is no need to mislead or initiate comparison with the competition to attract consumers, always best to be transparent and frank for true consumer loyalty.

The second aspect is that we stay grounded to our roots and true selves. My team will always reflect an aura of simplicity and humility.

We encourage investing in relationships and genuine emotional connection with our partners and customers. Moreover, we always think Win-Win where both parties, the partner and us should be able to generate revenue.

5. How do you keep the innovation culture going, especially creating solutions to the ever-evolving cybersecurity threat?

Innovation runs the business, we cannot expect yesterday's products to solve today's problems. It takes continuous creativity and problem solving to combat new viruses with solutions to new systems and data privacy. Our work does not stop at just the solution, we have teams that are responsible for digging deeper into the source and cause of the attack such that it can be eradicated at detection itself.

We aim to provide zero day attack, with the incorporation of machine learning and AI the process is super fast now. Once a solution is formulated, it can efficiently be tested over a multitude of operating systems and reach consumers promptly.

We also have a behavioral-based protection approach. Here if QuickHeal finds suspicious activity in your device, it immediately quarantines and sends a message to our security research labs to decipher. This lab comes under our R&D department that also houses our solution function, product development, cloud, and networking teams all collaborating to keep the innovation alive.

– Written by Miral Zafar

> "Machines especially those not functioning always get me inquisitive, and I find unlearning as a process of re-learning, so naturally, I have a tendency to keep upskilling."

How To

The Future is Circular

By Swar Raisinghani & Nikhita Ghugari
Co-founders of Xeno Co-Lab

Xeno is a service innovation company focused on creating meaningful, sustainable impact for people and businesses through collaboration to design unique products, services & experiences. In their previous professional stint, Swar has worked with Veryday, a part of McKinsey Design & Nikhita with Oneo Design & Turian labs.

Website: *Xeno Co-lab*
LinkedIn: *Swar Raisinghani*
LinkedIn: *Nikhita Ghugari*

There is a growing urgency to combat the highly flawed current economic linear model of take‹make‹dispose, stressing our finite resources with swelling population and consumption patterns. We will need businesses and economies to change at a systemic level adopting the qualities of Circularity as defined by the **Ellen MacArthur Foundation** — that is, 'restorative and regenerative by design.'

Circularity may seem like a constraint, limiting access to certain low-cost materials while calling for tedious rearrangement in value chains. However, companies have now started identifying it as an opportunity that

unlocks profitable business channels. Predictions show that economic opportunities related to SDGs could be worth up to US$12 trillion and increase employment by up to 380 million jobs by 2030.

Service designers play a pivotal role in this transition by helping companies unlock these potential opportunities and revenue streams through circular design. The design process typically does not focus on designing the end-of-life or off-boarding of a product/service and lacks a system thinking approach to design solutions. Simultaneously, collaboration across countries, industries, and functional expertise is going to be particularly important to build and share strategies and practices.

" Circular Economy is soon going to trigger the next leap in innovations and business opportunities across industries globally."

As a part of Xeno Co-lab's initiative to fuel our passion to help designers become more aware of the circular design process and help companies identify strategies to transition towards it, we wanted to

share some actionable steps to help companies build a regenerative model through design —

Design products as service experiences
Design for the end-to-end experience for customer experience and circular design

Focus on the end-to-end experience of user interaction with a product/service, help designers identify gaps or pain points in the journey, but could also help create circular design solutions. If each touchpoint in the user journey is designed to achieve circularity, then designers could create a closed-loop system, delivering differentiated and compelling customer experiences for companies.

Design for Extended Lifecycle
Principle of modularity to reuse, replace and refurbish to increase the product/service lifecycle

Modularity can be reflected through hardware and software. Extending product lifecycles needs to be systematically designed & implemented. It is the companies that need to build the necessary infrastructure and means to facilitate desirable actions from users and implement them across value chains. Ultimately the responsibility and ownership of the product lifecycle lie with the companies and not the user.

Conscious Choices
Making mindful and intentional choices of materials and resources across the supply chain

It is important to reflect on the choice of material or resources required during the design process itself, not any later. Smarter and creative decisions need to be made across the supply chain to ensure that it is more efficient and reduces negative impact compared to the conventional value chain.

Human-Centered Circular Design
Design circular design solutions that are relevant to the user's needs

Consumers today do pay more for sustainable products, but if the solution does not fit into their lifestyle and is not as convenient as its alternative, then that switch to circular choices is very difficult. Tom Szaky, the CEO and founder of TerraCycle, tackles the challenges of consumer behavior change by addressing the question 'Why did disposability win?' — why do consumers choose it over other environmental-friendly alternatives? How can we create a model that is as convenient and cheap?

We need to design a model that is aligned with consumers' lifestyles and motivations. By building an understanding of this through research, we create an experience that adds value over their current experience and is easier for users to adopt.

Leveraging Technology for Circular Practices

Advancement in technology has led to paramount opportunities, it should be used intentionally and purposefully. Instead of digital transformation being the end-goal, think of why and how you may use it in the process to serve real needs, to accelerate the transition to a circular economy.

As it will take time for all companies to truly understand and begin to operate in a circular model, it is the designers who need to lead this transition. Service designers do have the power and the tools to design circular solutions and create an ecosystem for a company by solving organizational challenges and facilitating collaboration across silos to design truly innovative solutions that have a positive impact on humanity, the environment, and the economy.

To dive deeper here is a link to the full article:
'*The Future is Circular*'

> "Designers need to work with the early adopters of circular design solutions to help them shift, reducing the negative outcomes of a linear model, and demonstrate the impact for the followers."

COMIC STRIP

"Things to do while Photoshop grills your laptop"
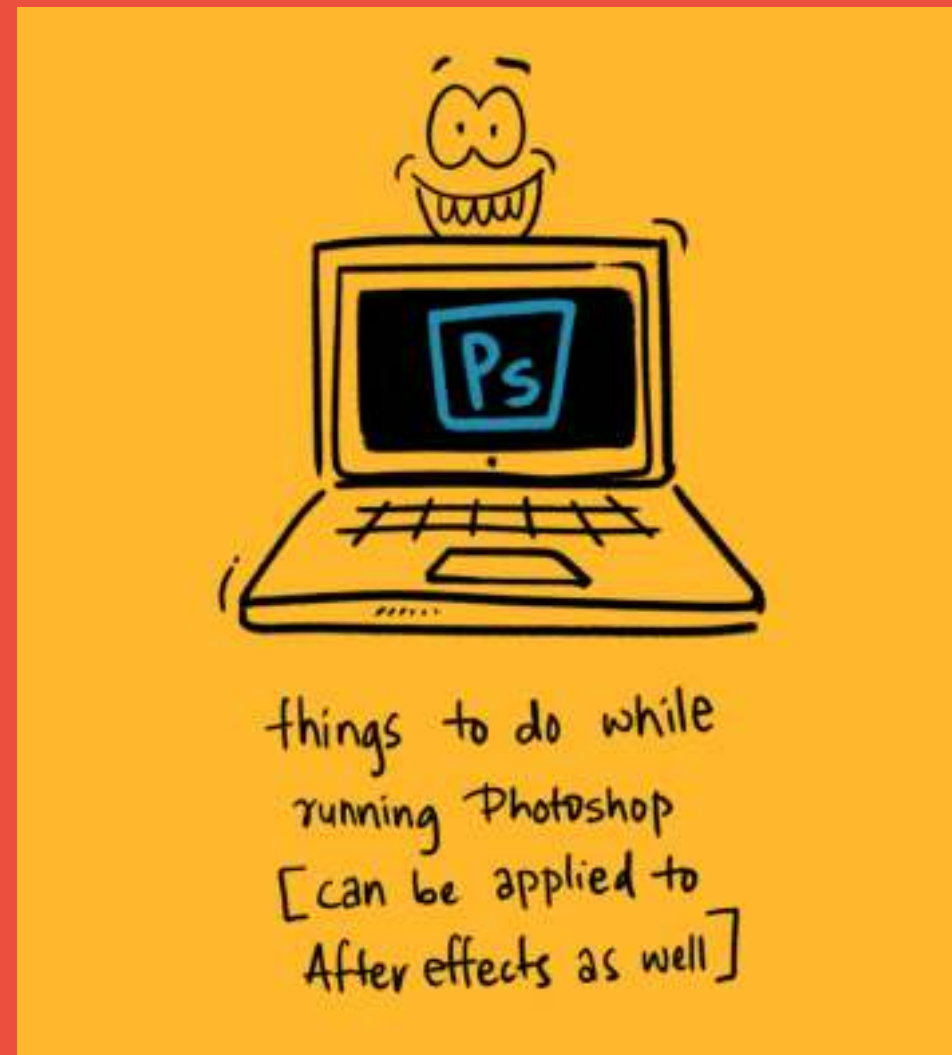
While Photoshop is a God-blessed tool, we all have experienced it 'overheating' our devices, here's an exaggertion of things we can all do while it turns the device into a heated pan. May all devices rest in peace.

- Tanvi Dev

Website: _Tanvi Dev_

Design and Culture

Culture — a derivation of the Latin word 'colere' signifies growth and change. It is an amalgamation of wisdom, knowledge, art, and beliefs. These rituals eventually become our way of life, making us a part of a larger group we call communities. Each of these rituals has a certain way of thought, planning, and execution with a purpose.

Likewise, an organization is a social unit of people designed and managed to meet a need or pursue collective goals. This group of people coming together for a common goal from different backgrounds would need to be integrated towards a common notion. This harmonious gravitation towards growth is what I would call Designed Systems.

Organizations can differ in terms of some being chaotic, while most striving for military-like precision. Each of them is better suited to its context. In this context is where the word culture, both in the organizations' performing markets and within internal systems, would need to be aligned seamlessly. This alignment of context is my notion of Culture Design. Ultimately design designs culture.

Design coming full circle

Design generates a repetitive reaction that can be coded as behavior. These behaviors then shape our collective experiences through culture. We all agree that design is omnipresent: in the products we consume, the space we live in, our mobility. Everything is designed such that outcomes influence our habits, which in turn influence our behavior, our behavior becomes our way of life and becomes our cultural showcase. Thus design comes a full circle.

" The design attitude is more attuned to striking an emotional chord with its outcome while being collaborative and visual in the process of transformation."

Vishal Kapoor
Chief Design Officer (Group),
Future Group India
—————————

He has been associated with retail design space for over two decades of experience with Future Group & Shoppers Stop, leading retail business companies, India. He is a firm believer in the role of integrating creative and analytical thinking for sustainable organizational growth.

LinkedIn: *Vishal Kapoor*

Design in everyday life & cultural outcome viz;

As an example of design coming a full circle, the advent of push-button mobile phones to today's smartphones has tethered us to a new kind of obsession; literally stimulating our physical and psychological sensibilities, creating a new way of our reaction to the environment around us. This is the power of design created culture, which will mutate into a new design need! Separate lanes for mobile users on pathways in China or an integrated traffic signal on the footpath on a street crossing in Netherlands to avoid accidents of immersed mobile users are extended design examples.

In today's markets, the speed of this cyclic movement of creation, operation, and destruction has been most rapid. With the advent of technology and empowered consumers, the power equation has shifted towards the consumer. The traditional models of organization design, processes, and behavior are all getting refreshed to stay contextual to the changing consumer.

" Everything is designed such that outcomes influence our habits, which in turn influence our behavior, our behavior becomes our way of life and ultimately our cultural showcase. Thus design comes a full circle."

What is with Design Attitude?

The role of designers lies majorly in the skill periphery of organizational needs that evolve into the thinking and strategic platforms. Here design can become very potent, naturally getting fluidity and comfort with chaos, not compromising on user-centricity.

The design attitude is more attuned to striking an emotional chord with its outcome while being collaborative and visual in the process of transformation. This works psychologically, in a fragmented yet interconnected formation, and links various dots of diverse constituent disciplines while solving a specific problem or exploring possible future problems. A designer's capability to think with hands brings in a sense of action while thinking, and thereby a lot of honesty and transparency in the process. Design thinking is a value-add while approaching with a with a solution-driven mindset, by envisioning new 'what if' scenarios.

Finally, the 'design mind' naturally works towards resolution with empathy, rather than increased environmental tension. I believe the design attitude is more holistically receptive to 'pro-sumers,' in our ever growing collaborative economy where consumers now directly influence producers.

With the economy changing from industrial, to the service-driven experience economy, where a product is hygiene, design attitude would be looked upon as a key trait. This will be in the form of creative leadership that balances the left and right brain as necessary for growth.

"Ultimately design designs culture."

Frames per Second, Changing Every Second

> "What we create as artists is a perpetual evolution, shifting with our changing worldview."

By Pranay Patwardhan
Creative Director, Animal

He is an acclaimed Illustrator and Animation Filmmaker. He is also the Director on the Alumni Advisory Board for NFFTY. In the past, he has worked with Tata Elxsi, Green forest animation & founded his startup in direction and animation for music videos & visualization.

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The music swells up as two Shikara boats drift apart, slowly floating away from the camera towards the sunset. An ornate THE END slate appears, much to my confusion. I am at the ripe old age of seven, peeking in to see the end sequence of a 1960s classic my parents are watching on our bulky TV. I gaze in complete denial that the movie has ended.

What was all this despair? The longing, the heartbreak? Where was the perfect ending with the two protagonists embracing and dancing to peppy music? A long time before I had heard of film noir or the hero's journey, or felt melancholy; my perception of the film—and the world by extension—was absolute. Black and white. The nuance, the intricacies, the faults, the appreciation, it all came eventually.

What we create as artists is a perpetual evolution, shifting with our changing worldview, and with all the things we watch and how we perceive them. SWAT Kats episodes over childhood summers. The ridiculously catchy opening melody of Take on Me. Political debates at dinner tables. Sore thumbs from an all-time Tetris high score. Witnessing a Sachin cover drive for the first time.

Everything that we see and interact with, consciously or subconsciously, shapes our curiosity, broadens our horizons, and makes us truly unique observers. That's the whole reason nostalgia exists. We emote differently to the same things at different times in our lives. The more we see and feel, the more we fall in love with the poetry around us.

I'd like to take you through some of my most beloved animation memories. Long-form, short films, commercials, indie projects, and everything in between. Be warned, we

> "Everything that we see and interact with, consciously or subconsciously, shapes our curiosity, broadens our horizons, and makes us truly unique observers."

On a lighter note, who can forget the quirky Simpu on Channel V, or even the catchy 'Amaron Lasts Long, Really Long' jingle with the retelling of the rabbit and tortoise fable?

Moving into the bizarre realm, these next few aren't for the faint-hearted. The shock of first coming across Don Hertzfeldt's crude yet influential gory stick figures. The suspense of Bambi Meets Godzilla (1969). The trippy wizardry of Cyraik and his ever-looping worlds (that even McDonald's plagiarized in a commercial). These were all rebellious game changers.

Yet another ode to the painstaking tenacity and dedication of the craft is stop-motion animation. A subgenre in itself with its countless iterations, from the DIY 'Lego shorts' all over YouTube, all the way to long-form epics like Wes Anderson's Isle of Dogs (2018) and Laika's ParaNorman (2012).

Finally, a special shoutout to a modern-day classic in Spider-Man: Into the Spider-Verse (2018). Dazzling in its beauty, stirring in its soul.

Animation and film-making is a way for me to merge my myriad passions and influences into one fluid form of storytelling. Not just reserved for children's cartoons, this medium captivates, inspires, and surprises even the most jaded of us. From discrete phone notifications to flashy sci-fi visual effects, it surrounds us all.

"To get briefly profound for a moment, animation is your brain making up an imaginary visual between two consequent static images to complete the story, and that must have a larger meaning."

are only scratching the surface here, but I do hope that it is the beginning of your personal journey into this mesmerizing rabbit hole.

Let's begin with the obvious ones. Chances are these are the ones you're already thinking of—the dazzling, free-flowing, hand-drawn Disney classics. The magic of the carpet ride in Aladdin (1992); the horror of the stampede in The Lion King (1994); the musically genius adventures of The Jungle Book (1967). These spectacles transcend generations.

Inevitably, Hayao Miyazaki is next. The master storyteller brings alive enchanting worlds almost too beautiful to imagine. Even in these mystic realms, his stories never shy away from intense themes like environmentalism and war examined through the very real lens of human emotion. Coupled with unique pacing and dynamic characters, this is a radically unique approach to the medium. Recommended watching: Spirited Away (2001), My Neighbor Totoro (1988), Howl's Moving Castle (2004).

Closer to home, India's animation boom began in the early 2000s, and mythological sagas proved a popular theme with the industry. But one of the most strikingly well-made renditions of a mythological story had come and gone more than a decade prior. This was the Japanese-produced Ramayana: The Legend of Prince Rama (1992), a sublime blend of anime and the Indian aesthetic. Years later, Nina Paley's Sita Sings the Blues (2008) was a more contemporary and comedic approach.

How To

Go Hybrid Go Designeer

COVID-19 The greatest equalizer mankind has encountered! The rules of the game have changed, rich or poor, central or remote, it is clear that the 'New Normal' is here.

All inperson services, including medical, educational, financial, food, and shopping, have gone digital almost overnight by computerized, and automated technologies. The need to evolve, be versatile, responsive, flexible, and adaptable is the key to sustaining our jobs and as a result our families.

It is easy to sink into despair and laziness. Wake up at noon, overweight, because we cannot leave home, and blame everyone else for our miserable state. Yet, there are plenty who take, almost invent, a different approach, they refuse to succumb to 'it is what it is.' They are the Hybrids.

Unsurprisingly, they share the same gene as our brilliant entrepreneurs and inventors, Galileo Galilei, Leonardo da Vinci, and Thomas Edison. Demonstrating that a confluence of engineering and design skills, with a touch of genius, a strong drive for success, and some crazy can make us fit and be disruptive, to create an impact. Remember that, like today's startups, they all had to first identify a need, develop a creative solution (engineering design), and finally figure out funding.

A startup is a high risk commercial enterprise, especially for the first timers. Understand that a startup is first people, and then technology. You are not born an entrepreneur, nor do you have to be one. Those who try, fail to deliver the technology or product for which they signed up on this journey. Rather enjoy the ride, while working hard. 96 percent of entrepreneurs do not survive their first year of operation, for various reasons, but in most cases, the reason is liquidity or "running out of fuel." Inability to raise the required capital. The initial

"It is the era of 'Hybrid' with physical and digital, on-premises and remote, combining professions; Designeers."

By Tal Catran
Accelerators Guru, International Keynote Speaker, Professional Moderator and Startup Ecosystems Builder

He is a prominent figure in the global innovation ecosystem & has founded 14 startups accelerators since 2012. He is a business partner with Haier Israel Innovation Center, Hubspot for startups, Microsoft for startups & more.

Website: *Tal Catran*

investment will, in most cases, come from the founders themselves, but a major chunk is raised from private investors called angels. Ask yourself, when did you last see an angel? Most likely would be from venture capital funds, or companies interested in a product. Angels are a capable yet lean team of founders, versatile, technological, and ready to do what it takes, in a world of Supermen!

Israel is considered a world leader in the field of start ups. Overall, there are over 8,000 start ups in Israel, and about 1,000 new start ups are launched each year. The number of Israeli companies trading on NASDAQ is larger than the total number of companies from Europe combined. OECD published a list of the most educated countries in the world, based on the number of adults between the ages of 25 and 64 who received tertiary education: A two-year or four-year degree, or education through a vocational program. Based on this information, Israel ranks 3rd with 50.92 percent of adults meeting OECD criteria, Japan (2nd) at 51.44 percent, and Canada (1st) at 56.71 percent. Israel ranks 1st in

the availability of scientists and engineers, the number of start-ups per capita, and per capita investment in venture capital.

It is clear that education stands at the foundation of Israel's success, as well as the realization since establishment in 1948, we can rely mainly on ourselves and have to meet our needs independently. Israeli startups generate billions of dollars annually through existence while improving the lives of millions of people around the world. All in all, do not wait for fortune to fall into your lap, go out and grab it! It is better to be well equipped with sufficient education, professional hunger, and loads of motivation to succeed lucratively too. The more versatile, agile, and sharp you are, the greater are your chances of reach your targets, and potentially standout. Don't Hesitate, Accelerate!

" The digital world has leaped forward light-years."

"Do not wait for fortune to fall on your lap, go out and grab it. "

Designer Mom Under House-Arrest

Disha Kaushal
Design Thinking Consultant and Educator

Disha is a postgraduate in Strategic Design Management from NID, with special interest in visual narratives, human behavior and cultural studies. She has worked as a design strategist for IOS apps, graphic designer and as a copywriter for Grazia India & more projects.

LinkedIn: *Disha Kaushal*

The pandemic has done enough damage to our lives. But what we don't realize is the goodness it has brought out in us. Most of us have taken it upon ourselves to do at least one small act of kindness during these tough times, for reasons as varied as, making us feel good about ourselves to making sure those who help us can continue to be in our lives, once the worst is behind us. For me, it was a year of many realizations.

I have a newfound respect for nursery teachers; this year a learned what a major leap it is for a child to hold a crayon to write something that makes sense. With the schools shut, my 3 years old decided she would not study on a device. Kids are too smart these days to be told what to do with a device, so I took it upon myself to teach her at home. It has been a much bigger struggle on my part, that any homeschooling parent will tell you.

Most successful teachers do not only love to speak and educate, but also understand that teaching is not "one-size-fits-all domain". Thereby, depending upon the aptitude of their student, one has to keep in mind that he/she is more responsive towards the one need to change their approach and outlook. From personal experience let me share that I was trying to teach my daughter, one who has not been to any regular school, how to hold a piece of chalk. She felt too much pressure on the fingers and moved away. So a couple of days later as I was painting an old container, my daughter joins in and asks if she could paint too. Turns out she enjoys using the brush. Now she loves using the brush a lot and writes letters, draws using pens, crayons, and paints in just a matter of a few weeks.

> "Design is the ability to get to the crux of a problem and bring about a solution that solves it, and simultaneously, creates an experience that's beyond the fundamental brief. Design is the art of storytelling!"

Another incident that I often mention, in my design thinking classes, is when my daughter figured out that I would not hand over our precious glass bangles to her. She then got a rubber band and cello tape rolls to use as a bangle instead. Understand, the biggest challenges in teacher readiness are to gauge when to step in, and when to back off and let the student solve the problem herself. It can be almost impossible to curb this urge as a parent, but over these months I see that I have more to learn from her than vice versa.

I feel that our education system focuses only on literacy and numeracy in the early years when there is so much else to learn. As a member of the Global Shapers Community, I took it upon myself to help my child pick up on a more sustainable lifestyle right from this age. We have together been sorting and segregating our waste for the past 2 years. Every evening I would take her with me to feed the wet waste to the cows in a neighboring park, serving the purpose and also teaching her to care for the species.

Thus, I got myself into curriculum redesign for the pre-K segment. Focusing more on practical skills, which would stay with the child lifelong, I wish I had been told this when I was that age.

I wanted to make it accessible to children from all backgrounds, thereby making it technology-dependent and more teacher-focused. Consider the knowledge that your grandparents would share with you, in the form of stories or small chores around the house. Since I come from a background in design, I tend to be more receptive to the behavior

and needs of people, so when my daughter started asking questions like, "Mumma why do we need to bury the batteries in mud and not throw them in the trash?" It got me thinking that for far too long we as a community have focused on 'Human Centered Design", maybe now is a time to go beyond that and ask ourselves some tough questions. What am I making? How and where will it end up at the end of its life cycle? Will it make the world a better place? Yes. For that, I think the pandemic has made us ready.

"I think now is the time for 'Humanity Centered Design', one where we think beyond just our users"

A Culture of Innovation

By Anjan Biswas
India Innovation lead, Amdocs

With over 15 years of experience, Anjan is Responsible for building and nurturing a Culture of Innovation at Amdocs India.

LinkedIn: *Anjan Biswas*

The Need for a dedicated team to create a Culture of Innovation?

In the current times, which we usually refer to as VUCA (Volatile, Uncertain, Complex, Ambiguous), I keep reflecting on a statement by Steve jobs *"…focus wasn't about willpower. It was about the courage to abandon 1,000 great ideas to meet one big goal — even if that made people mad in the process."*

What Steve Jobs had brought to this world is now a repository of true inspiration. Beyond great products, he showed us how to believe, evolve, and constantly innovate!

" Imperfections are actually more beautiful than perfect. It allows us to be humane, opening possibilities to appreciate and value connections."

Need for Focus

Prioritizing and working on important and urgent tasks, will take you closer to achieving your vision. Ensure to say a 'NO' to short-term attractive opportunities (Business/Personal) in favor of the one thing needed for achieving the **VISION** or the **DREAM**.
When it was on me to choose between adhering to the best practices of innovation to achieve supreme perfection, versus, putting in the time to understand each element deeper, to tweak or replace it; the choice had always been to focus on experimentation. Trying out the unconventional; taking those small calculated risks and learning from them.

Exposing the teams to parts of a concept or methodology (like the Design Thinking Process) and allowing them to experiment, becomes more important compared to following a structured process to do what is conventional.

As I like to call it, being unstructured within a structured framework, to create that optimal experience. Mihaly Csikszentmihalyi talks about this in his book FLOW.

Beyond Obvious

My observations made me realize the power of 'imperfections.' For Robots to have relations, they need to be programmed with certain imperfections and allowed to learn from each other. Similarly, the vulnerability of an expert allows us to reach the actual needs of the user.

For the success of the Design Thinking Process, we must really connect back to our humanness as imperfections and vulnerabilities enable us to approach solutions closer to real user needs.

For this to happen, a dedicated and focused team is needed. It has to be a team that not only understands the imperfect ways of humanity but also appreciates the joy in those imperfections.

Simply leaving the task to mother nature to handle, is not enough. Teams can easily return to old habits, back to a structured mode of thinking, if there is no mechanism to maintain focus on the 'beyond obvious' installed.

Constraints Help

At the start of a journey, we fear constraints and find help to combat them. It is when we look beyond these constraints and embrace them with open arms, and realize that the solution is simple. Here the innovation happens.

Every iteration in the innovation journey, built on the strengths of a diverse and focused team, helps in embracing constraints and creating essential value. Remember that this value curve has periodic crests, troughs, and sections of plateaus. We need to tide over them with patience to witness the bloom.

Culture also needs periodic maintenance and top up. As leaders, sensing the opportune time to identify constraints and leverage them, helps to enthuse the team, keep them focused, and trigger innovation. Thereby building antifragility in the larger ecosystem.

"A form of curiosity to know more, active participation in everyday moments of life, observing nature with a solid focus, must be encouraged."

"Remember that this value curve has periodic crests, troughs, and sections of plateaus. We need to tide over them with patience to witness the bloom."

Nurturing the Profession of Design in India

A decade ago an ex-colleague in advertising asked me, "What is in design, that you plan to quit advertising? All just pretty brochures and invites!" I just smiled. Now, ten years later, as I write this article, it gives me a sense of achievement being a designer. It didn't take me long to discover the power of design.

I would not say that the concept of design in India is at a nascent stage. The difference is that design takes the lead in the west and unlocks its strength in every aspect and considered as an integral part of every business plan. They acknowledge mavericks like Milton Glaser, Saul Bass, Paul Rand, and Paula Scher; all of who have changed the way design is perceived in the contemporary world. In contrast, try looking for such names in the Indian design industry. Since design has always been overshadowed in India by terms like advertising, media, apparel, or entertainment, people fail to realize that "Design" is a broader picture and is at the core of everything.

So what is Design? In my opinion, it is the ability to get to the crux of a problem and bring about a solution that solves it, and simultaneously, creates an experience that's beyond the fundamental brief. Design is the art of storytelling!

Design for me is looking at a problem as if it were a human. It requires empathy to look deeply into the backstory and gain insight. Thereafter have meaningful conversations to come up with a solution and finally, bring that idea to life through meticulous execution.

Over the years, many methodologies have been referred to provide solutions to problems, today it is 'Design Thinking.' I feel it is not about the approach we use to solve a problem, but about creating an experience that is ownable and has a tale to carry.

Design thinking is not only applicable to design but to any field, because it isn't a just methodology, but a tool. A tool to look at things differently, systematically, and bring about innovation.

By Siddharth Ganguly
Co-founder and Principal creative at Uriel Design

With over 17 years experience in the design field, Siddharth is an independent design consultant, industry mentor and design coach.

LinkedIn: *Siddharth Ganguly*

> "Design is the ability to get to the crux of a problem and bring about a solution that solves it, and simultaneously, creates an experience that's beyond the fundamental brief. Design is the art of storytelling!"

Super-companies that truly respect design, like Apple, have stood the test of time. They have understood the customer psyche and built an experience around it. That is the power of design thinking and that's precisely why I coined a fitting term for it-Dimensional Thinking™.

So I ask myself, how can I bring about a change in the way design is perceived in India? How do I bring awareness amongst students, about how significant a role they would be playing once they graduate? How do I educate educators, that design is a far more complex and beautiful world?

We need to prove that we are not mere service providers and make people realize that our lives are intertwined, in innumerable myriad ways with design. We need to embrace design in order to emulate and consecutively compete with the world. As designers we need to reinforce the significance of design, through path-breaking work, clutter-crushing innovative ideas, and one very important thing; treating a problem or idea as if it were human, by nurturing it.
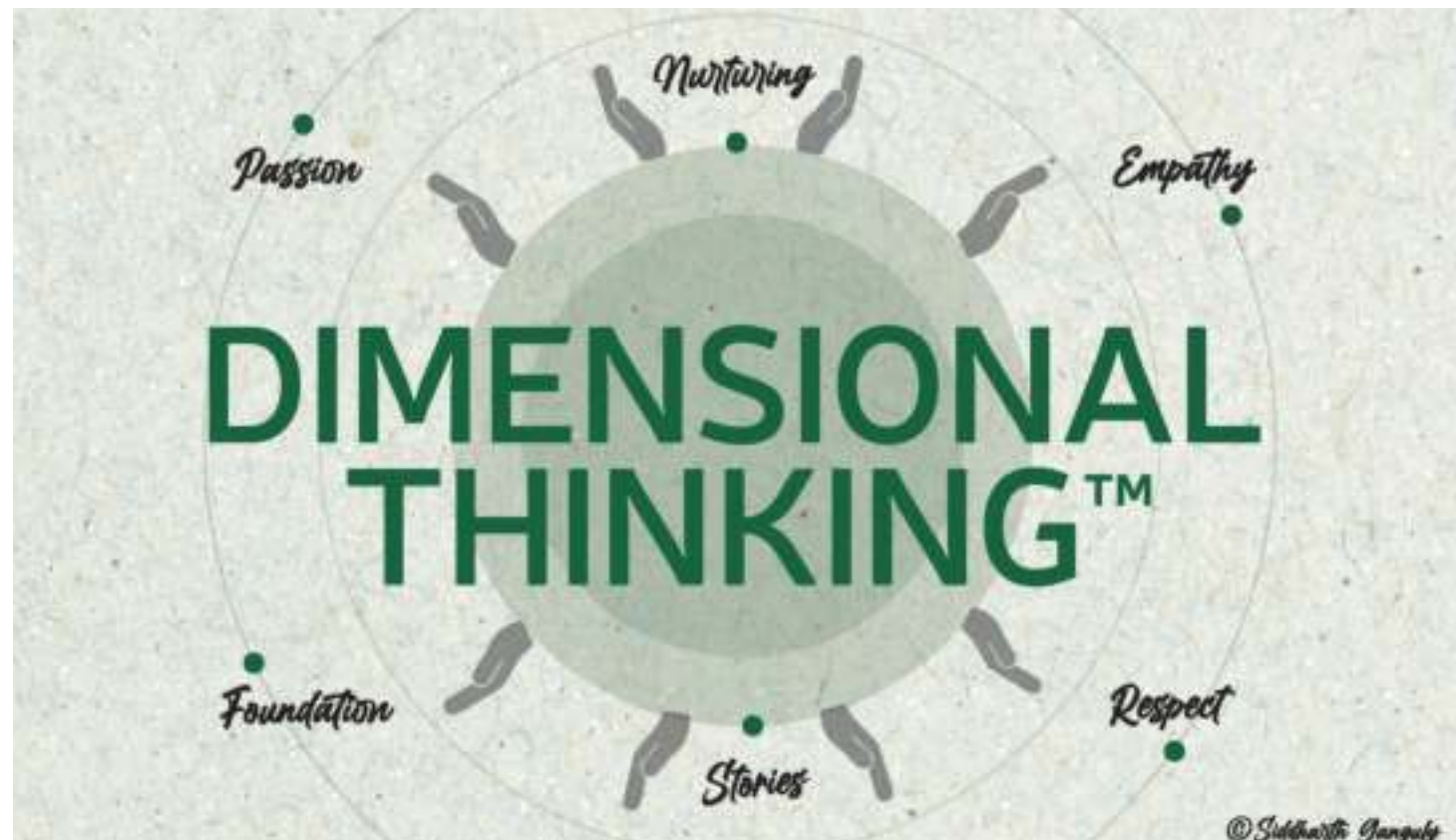
"We need to embrace design in order to emulate, and consecutively compete with the world."

Bridging the gap between industry and academia

September

Sessions conducted September to November 2020.

Neha Saraswat — Walmart

Chris Do — FUTUR

Mohan Krishnaraj — HARMAN

Puneet Arora — Dell

Tarun Jung Rawat — PWC

Satyajeet Mittal — Sanotion

Shivakumar Vishwanathan — Ogilvy Pennywise

Rajendra Dhandapani — Zoho School

Nadira Abdul — Innovation Quotient

Dhun Patel — Therefore Design

Vikram Damodaran — Diageo

Tanay Kumar — Fractal Ink

Ranjeet Kumar — upGrad

Narendra Ghate — Tata Elxsi

Nikhil Arora — GoDaddy

Anuj Prasad — Desmania

Samir Limaye — Wimco

Ambrish Chokroborty — R K SWAMY BBDO

Prarthana Ramesh — Janaagraha Centre

Sudhir Sharma — Indi Design

Zina Kranck — LEGO

Hardik Gandhi — Industrial Designer

i-Connect
Weekly interactive sessions with industry leaders to build skills & listen to their experiences.

ADS Podcast
India's first Designeering Podcast show showcasing Global leaders sharing their journey and opinions.

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

Gaurav Lulla — Loose Cannons Content Studio

Saurabh Kanwar — ATKT

Nandini Gangal — CRED

Rohan Verma — Urban Company

Monica Deshpande — Capegemini

Dhruva Paknikar — Paknikar Enterprises

Anand Gawade — Escorts Ltd

November

Young Achiever

Soham Mohanty
4th year Industrial Design student
at Avantika University

Having had a sculpting hand since my childhood, I love engendering things. It helped me discover my passion and pursue an education in it. I am Soham Mohanty, a 22-year-old undergraduate design student at Avantika University, born and raised in Bhubaneswar, Odisha.

2019 - 2020 has been a remarkable year for me, winning both, the YUJ UXplorer 2019 award and Lexus design award, India 2020. Lexus Design Award India, aims to recognize and award the finest works of indigenous industrial design. The award seeks to identify and honor members in the Indian design community who anticipate potential challenges and innovate to tackle those obstacles. Thereby captivating the hearts and minds of Indian consumers.

LinkedIn: *Soham Mohanty*

I hold a patent on my product Accufill. With India, one of the world's largest two-wheeler markets, Accufill is as relevant as it gets.

It is a sensor-based innovation, capable of detecting adulteration along with the quantity of fuel being loaded at petrol stations. The device is installed in the fuel filling cap of the fuel tank. It comprises ultrasonic sensors, designed to inform the consumer about fuel purity, ensuring greater clarity between the vehicle owner and the service station. This device is vastly pertinent in the Indian industry, considering its long time struggle with adulterated fuel. According to the Society of Indian Automobile Manufacturers, about 20 million two-wheelers are sold every year in India, giving Accufill a massive market potential. My innovation won the award in the Student category and will be one of the two designs, presented at the Lexus Design Event at Milan Design Week, 2021. The design award brought me a wealth of exposure and I was extended a mentorship by Lexus at Desmania designs, (awarded as India's finest Product Design Studio) under Anuj Prasad to advance my project.

In addition, I completed my summer internship at Big Basket. Here I was responsible for developing the design system, and design library, for the company's daily application. Currently, I am nominated as an ambassador for World Design Organization™,

Young Designers Circle. I have always loved working on user-centered problems to address design dilemmas. However, competing and winning the awards brought me immense exposure to the exciting world of design. I simultaneously gained confidence in my abilities, sure that I am heading in the positive direction as a learner. I understand that design is indeed a huge industry, and that being creative needs a great deal of research and experience, in order to develop a sense of design philosophy.

> *"Design cannot really change the world, but a change of attitude towards solving worldly problems while thinking for a sustainable world can have a large impact."*

Democratizing Designeering

On a rainy evening on June 2020, I received a message, "Sir can I have your number? I am Neelesh from Sydney, Australia. Need to get in touch with you." I hesitantly shared my number. He called almost immediately "Sir, I was a trainee at Artistree-Pune in 1997 (Ogilvy's design vertical in the '90s), I still remember the indoor cricket we played. I am writing a book about my life experiences. One thing you said then, had a profound impact; I was not good in English, and you said it was more important to get the job done right than to be fluent in English." Neelesh heads a leading telecom group in Australia. If it were not for design, engineering, technology, creativity, and a community spirit that Facebook provides, I would not have stood a chance at connecting with Neelesh or many others.

From those days in 1995, where clients turned us down saying we do not need Corporate Identity, the importance of design and identity has come full circle. Our first opportunity in design came in the form of redesigning the brand manual for the newly formed Birla AT&T Communications Ltd in 1996. Though not a complete corporate identity programme, we gained valuable experience in the process.

Today, design is a vital component of everything around us, in products and services that we utilize. An interesting fact; one of our best designers did not cut his teeth in art school, but by making Ganpati idols and self-learning technology. So in a way, technology also democratizes design. I have even heard of this musician who uses AI to perfect his songs so he has better chances of delivering hits! Communication too is now Designeered. Moving from one-to-many to one-to-one, it has exploded into new forms and avatars. Social media has a design component, a technology factor, and a reach dispensation. One needs to perfect all these elements

By Julian Thadathil
Chief Operating Officer, JTBrandlabs

He is known as a brand doctor, business growth consultant, digital-social strategist and creative facilitator. He comes with an extensive work experience in advertising and branding domain with companies like Ogilvy, DDB and running his startups.

LinkedIn: *Julian Thadathil*

"The challenge today is, in a world where attention spans are hardly seconds, how do we inspire and engage with people?"

to stay on top. We often forget about prospect fatigue and brand aversion in our social euphoria.

At JTBrandlabs, we have had success with companies, large and small. Technology plays a vital role in levelling the competitive landscape for us. Some of our clients have come to us after failing to get the right results in international hotspots of Designeering. At JTBrandlabs, we have been doing what the world is doing now, for the past 3 years- interacting digitally. That is why we were ready and running from day one without any disruption

when the pandemic struck. Extremely low profile, we let our work speak for itself. We have no employees, only off-site affiliates who are domain experts.

There is only one cardinal rule we have for our affiliates; do not work on our projects when fatigued. This comes from my personal practice of being an early riser who prefers to sleep off very early, even if I have deadlines looming. Your best work comes when your mind is rested, calm, clear, and when work is not really 'work.' A bit unconventional, but that is me and us!

"In the end, all your prospects are human first whose brains can only take on so much."

Campus Talent

Aman Soni

Jrogues are traditional brogue shoes, made from upcycled leather and naturally obtained jute, with a twist of prevalent Indian craftsmanship known as Tarkashi. Jrogues are made and strung entirely by hand and are rather eco-friendly.
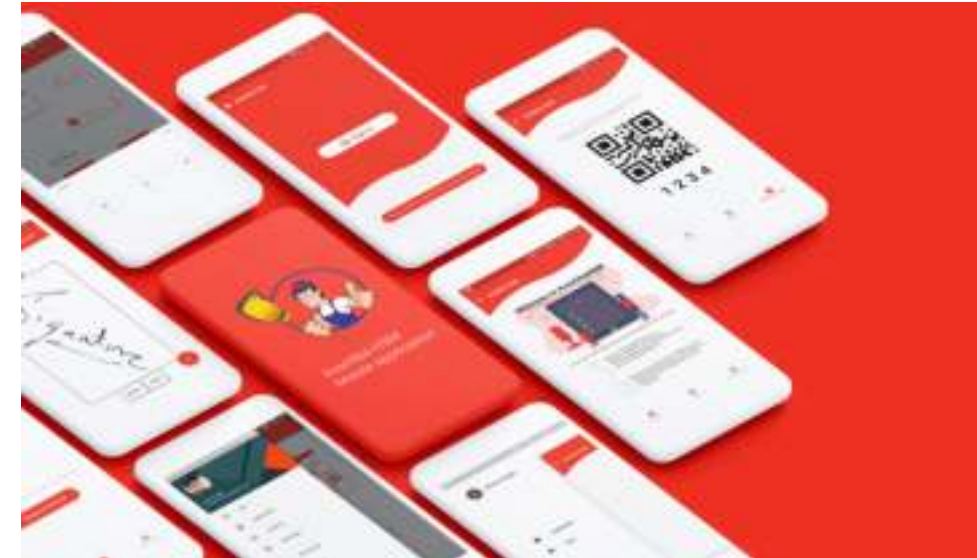
LinkedIn: *Aman Soni*

Shivam Singh Rathore

Avantika HSM (Housekeeping and Security Management System) is a mobile application developed to provide a consolidated digital connectivity solution for all the housekeeping departments, security teams, and campus hostel residents, at Avantika University.

Website: *Shivam Singh*

Anaghaa Chakrapani

This project aims to help Taco Bell expand its operations in India by driving sales through the digital application created specifically for an Indian audience.Through design, psychology, and business strategies, the launch of a digital app can help boost their revenue, and acquire repeat customers through exclusive discounts.

Behance: *Anaghaa C*

Hetvi, Vibhuty, Mrunal, Avantika

Almost all cuss words we use, offend a gender. Fuss About Cuss is an art movement which addresses the issue of the underlying sexism in the cuss words used today. For people to realise the same, abstract visuals of the literal meanings of the cuss words were depicted. Cussing cannot stop. Hence, we also introduced a new set of gender neutral cuss words.

Behance: *Fuss about Cuss*

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|| सिद्धिः भूषयते विद्याम् ||

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