

Arch

Dec'
2012

backstitch

RAJENG/2012/44989 Vol. 01 | Issue 07 | ₹ 15/- | Jaipur | Quarterly Special

Arch Design Magazine



The Global
Ambassadors Program

Career Opportunity
in Real Estate

Self - Belief

Zero Waste World

Learning to Solve
the Larger Problem

Delhi's Biggie WIFW

Effective Sharing
& Communication

Visual Merchandising

Global Ambassadors Program India Women's Advancement in India's Growing Economy

Women are a force for driving economic, political and social change. The Global Ambassadors Program, a Vital Voices and Bank of America partnership is designed to provide mentorship opportunities for emerging women leaders in developing countries. Then goal is to invest in women leaders around the world to help accelerate their leadership paths, address economic disparities and create a more prosperous and secure world. Over the next five years, they expect to mobilize over 225 Global Ambassadors to reach at least 6,750 women leaders. Increasing opportunities for mentorship is a priority both because of disparities that persist between men and women, and because of the strong indicators that investing in women drives economic growth, improving lives for individuals, families and communities. To learn more visit bankofamerica.com/globalambassadors.

The Program: The Global Ambassadors Program in India consisted of two conferences (held in Delhi and Mumbai) and an intensive and innovative mentorship initiative for Global Ambassadors and mentees. The program was centered on the theme of "Women's Advancement in India's Growing Economy," and underscored the critical function that women in India can and must play in moving the nation forward economically and highlight the role of women as drivers of innovation and economic growth.

The audience at each conference comprised of members of the Vital Voices Global Leadership Network in addition to key Bank of America staff and clients, and stakeholders from the government and civil society. Participants attended plenary sessions addressing topics such as business and economic challenges that inhibit the potential of women-owned MSMEs in India, corporate social responsibility and the role of women and the relationship between mentoring, leadership development and career growth. The sessions also presented an important opportunity to engage key stakeholders to explore the barriers and opportunities faced by women who are part of middle management in a variety of industries throughout the private sector. Global Ambassadors participated in the plenary speakers, sharing their insights about topics including their own leadership paths, diversity and inclusion in the workplace, career advancement and the value of mentoring.

Global Ambassadors and Mentees 2012 are

Candace Browning, Head of Global Research, Bank of America Merrill Lynch

Donna Orender, CEO, Orender Unlimited

Geraldine B. Laybourne, Founder and Former Chairman and CEO, Oxygen Media

Janie Wanless, Managing Director and Head of Corporate Banking, Country Manager Bank of America NA

Julie Fasone Holder, Founder and Principle, JFH Insights

M. Susan Chambers, Executive Vice President, People Division, Wal-Mart Stores, Inc,



Mentoring Sessions: In addition to participating in the conferences as panelists and speakers, each Global Ambassador was paired with an innovative and dynamic emerging woman entrepreneur or non-governmental organization leader. Over the course of four days, Global Ambassadors and mentees took part in a multi-faceted, impact-oriented approach to mentorship that will push the mentees to take concrete steps to grow their businesses and organizations and enhance their leadership, business and networking skills.

Vital Voices facilitated a one-on-one mentoring relationship between the six Global Ambassadors and six mentees as well as group and networking sessions. While emphasis was placed on the primary mentoring relationship in the long-term, Global Ambassadors used their specific expertise to offer guidance and capacity building support with all the mentees in attendance through targeted 20-minute one-on-one sessions. The structure of this approach created a cohesive and unified micro-network to support mentees as they return home to set strategies for fulfilling their goals and objectives.

Mentoring Walk: On Saturday, October 20th, Global Ambassadors and mentees participated in the fifth annual Mentoring Walk in India. The six mentees took the lessons they have learned during the week

spent with their mentors, and walked as mentors at the Mentoring Walk to serve as inspirations to emerging women leaders. This thus served as an opportunity to instill in the mentees the importance of paying forward the investment made in them.

Mentees

Akanksha Hazri, Founder & CEO, m.Paani

Archana Surana, Founder and Director, Arch Academy of Design

Dr. Rashmi Tiwari, Chief Operating Officer, CEO Clubs of India

Sarika Gupta Bhattacharyya, Founder and Director, Altavis Consulting Services Pvt. Ltd.

Smita Mankad, Managing Director, Artisans Micro Finance Pvt. Ltd. (Fabindia)

Sohini Chakraborty, Founder, Kolkata Sanved



The Global Ambassadors Program

A Vital Voices & Bank of America Partnership

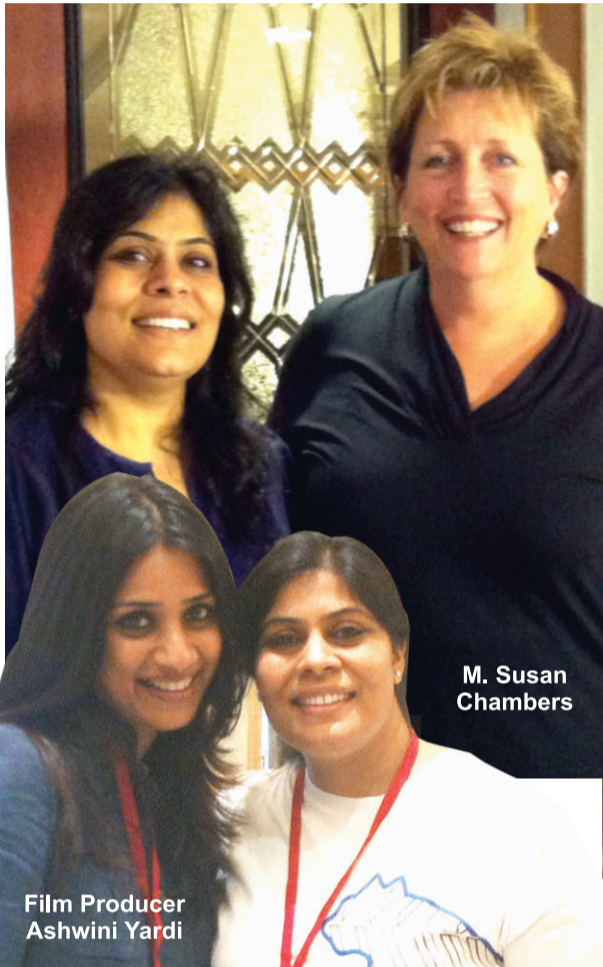


Janie Wanless

Julie Fasone Holder

Candace Browning

Donna Orender



M. Susan Chambers

Film Producer Ashwini Yardi



Geraldine B. Laybourne,

Anita Dongre



Alyse Nelson

Kiran Gera



Neeta Lulla

Illa Arun



Nancy Powell
US Ambassador



Archana

Smita

Rashmi

Sohini

Sarika

Akanksha

Pratima Pandey
Fashion Designer

Investing in Women

Facts & Figures

WOMEN WORLDWIDE

- Economic analyses show a significant statistical correlation between gender equality and the level of development of countries. The evidence is compelling that women can be powerful drivers of economic development.

(*Groundbreakers: Using the Strength of Women to Rebuild the World Economy, Ernst & Young, 2009*)

- According to the ILO, women's formal labor force participation reached only 51.7% globally in 2008, compared to men's formal labor force participation, which averaged 77.7% the same year. (*Economist Intelligence Unit, Women's Economic Opportunity Index, 2010*)

- Women represent two-thirds of the world's poorest people, with women making up the majority of the 1.5 billion people living on a dollar or less per day. (Marcoux, A., "The Feminization of Poverty: Claims, Facts and Data Needs." *Population and Development Review*; United Nations Women Watch)

THE CASE FOR MENTORING

- Social networks are among the most pivotal resources an enterprise can leverage for growth. Networks are a vital source of business and industry knowledge; they provide leads on contracts, market information, logistical support, and new distribution channels; and linkages to suppliers, investors, and increased access to markets, financing and technology. Research shows that women entrepreneurs benefit more from early-stage strategic assistance and coaching, and strong early networks encourage women to take risks during the start-up phase of businesses. (Inter-American Development Bank, 2011)

- Research shows that many women don't have the connections for credible introductions into industry associations, chambers of commerce, venture-capital groups and other key networks. Having the right contacts that are knowledgeable about the regulatory environment and in operating a business, as well as having access to mentorship opportunities were cited as important factors for successful enterprise growth among entrepreneurs profiled in a World Bank study. (World Bank, 2010)

- Greater diversity in networks provides a wider variety of resources, viewpoints, ideas and information than less diverse networks of people that have close relationships. If an entrepreneur's network is limited to a group of people who cannot provide valuable information about business, the performance of the firm is likely to suffer in comparison to that of a company whose owner is able to take advantage of a diverse, high-quality network. ("Sources of Advice in Entrepreneurship: Gender Differences in Business Owners' Social Networks," *International Journal of Entrepreneurship*, 2009)

WHY INVEST IN WOMEN?

- The most important determinant of a country's competitiveness is its human capital; i.e., the skills, talent, and productivity of its workforce, with women accounting for one half of the potential talent base in the world. Studies done by the World Economic Forum confirm a strong correlation between gender equality and the level of a country's GDP per capita and its level of competitiveness. Ultimately, empowering women results in a more efficient use of a country's human capital. (World Economic Forum, *2010 Gender Gap Report*)

- Small and medium enterprises (SMEs) make a significant contribution to job creation and to increasing a country's competitiveness. SMEs account for 90% of all businesses and employ approximately 60% of the workforce in Asia-Pacific Economic Cooperation (APEC) economies. Studies show that strong linkages

exist between women's equal access to property, access to finance, and business productivity. (APEC)

MENTORING WALK:

Each year, thousands of women from across the globe gather in their own communities to participate in the Vital Voices Global Women's Mentoring Walk. Women leaders walk with high potential emerging leaders to provide insights and guidance and share their own stories to empower the next generation of leaders. These women, members of Vital Voices' Global Leadership Network, gather to show the importance of women's leadership, the critical need to nurture the next generation of leaders and the duty of women to empower those who will follow them.



The First Ever Vital Voices Mentoring Walk in India at Central Park, Jaipur, 19 Nov. 2011.



Mentoring Walk during The Global Ambassador Program at Taj Lands End in Mumbai, 20 Oct. 2012.



Mentoring Walk in India at Smriti Van, Jaipur, 17 Nov. 2012.



Mentors & Mentees at the Mentoring Walk, Jaipur, 17 Nov. 2012.



Chavi Rajawat,
Sarpanch Soda Village, Distt. Phagi

Vital Voices Global Leadership Network Mentoring Walk



The Mentoring Walk unifies the Vital Voices Global Leadership Network. The Global Mentoring Walk convenes established women leaders and emerging women leaders to walk together in their community. As they walk, they discuss their professional challenges and successes to establish a mentoring relationship. The Global Mentoring Walk is an opportunity to highlight the importance of women's leadership, and to accelerate the impact of women leaders through mentoring. The concept for this Global Mentoring Walk derived from American media icon, founder and former CEO of Oxygen Media, Geraldine Laybourne, who launched mentoring walks to empower young women professionals in New York City and across the United States. Attributing much of her own success in the American entertainment industry to mentoring, Ms. Laybourne stated: "Why is it that so many of us did well? Because we had a mentoring outlook. We helped each other along."

Geraldine B. Laybourne joined Symantec's board of directors in January 2008. Laybourne founded Oxygen Media and served as its chairman and chief executive officer until November 2007 when the network was acquired by NBC Universal. Oxygen was launched in 2000 to fill a void in the television landscape – creating a network targeted to younger women. Laybourne led the company to be a strong advocate for women, through programs like The Mentor's Walk, Oxygen's national program for bringing along the next generation, and "Who Cares About Girls," Oxygen's documentary series.

Prior to starting Oxygen, Laybourne spent 16 years at Nickelodeon. Under her leadership, Nickelodeon became the top-rated 24-hour cable service and won several notable honors, including Emmy®, Peabody®, CableACE® and Parent's Choice® awards. From 1996-1998, Laybourne was president of Disney/ABC Cable Networks where she was responsible for overseeing cable programming for the Walt Disney Company and ABC.

Laybourne is a member of the Board of Directors of Electronic Arts and J.C. Penney and also serves on the Board of Trustees of Vassar College. In 2010, she became Chairman of Alloy Inc., a private media company. Laybourne also sat on a number of industry boards and advisory committees, including The National Cable Television Association, The National Council for Families and Television, New York Women in Film & Television (Advisory Board), Cable Positive (Honorary Chair) and the Council of National Advisors of Springboard Enterprises.

She earned a Bachelor of Arts degree in art history from Vassar College and a Master of Science degree in elementary education from the University of Pennsylvania. A native of Martinsville, New Jersey, she and her husband Kit have two children and three grandchildren.

With over 19 years of experience in the field of design education, **Ms. Archana Surana** is the Founder and Director of the ARCH Academy of Design, an Institution she set up to impart specialized and industrially relevant education with National & International Certification in Design & Crafts. She has been instrumental in nurturing more than 3000 young men and women over the last decade & is actively involved in the revival & development of Crafts across Rajasthan, India. She has formed the Self Help Group- Kumkum, to motivate needy women towards economic empowerment, and create solidarity amongst them. Most importantly, her belief in Entrepreneurship and Self Reliance has led her to engineer entrepreneurship based Skills Upgradation programs for artisans and the underprivileged under various schemes sponsored by Central and State Government and Semi- Government institutions. A widely traveled and noted speaker she is on the board of various government & industry bodies and has been an integral contributor by invitation to important forums both national and International. As head of her Design institution she represents it in policy making forums including the **International Foundation of Fashion Technology Institutes (IFFTI)**, and **International Council of Societies of Industrial Design (ICSID)**. She has received the prestigious Indira Gandhi Priyadarshini Award for her contributions in the field of design education. More recently she received the prestigious Yuva Icon Award from Former President Dr. A.P.J Abdul Kalam for her achievements and inspiring leadership in the application & practice of innovation in design education. A **U S State Alumni** and **Fortune Mentee**, she has represented India in the "International Women Leaders Mentoring Partnership Program" of VITAL

A **U S State Alumni** and **Fortune Mentee**, she has represented India in the "International Women Leaders Mentoring Partnership Program" of VITAL VOICES Global Partnership launched in public private partnership with the U S State Department and Fortune Magazine at New York, in 2007. She was sponsored by AVON for the **Fortune Most Powerful Women Summit** at California, USA and was invited to attend the Fortune Global Forum at New Delhi in October, 07. In 2010 she was awarded the **Vital Voices Exxon Mobile Challenge Grant** for Vital Arch Women Leadership Program to develop business and entrepreneurial skills amongst women.

Since 2007, she has been an invitee member of the Governing Council of the Confederation of Indian Industries (CII), Rajasthan.

She is a Charter Member of TiE, Rajasthan (The Indus Entrepreneur) and is the Founder Chairperson of TiE Stree Shakti (TSS), Rajasthan.

She is a Governing Body Member of the Federation of Indian Chambers of Commerce and Industry- FICCI Ladies Organization (FLO).

She is an active Rotarian (MPHF)

and a Rotary Foundation Alumni

and Past President of Rotary

Club Jaipur South, R.I.

Dist. 3050 (2011-12).

She is presently the
Chairman, Interact
Clubs, R.I

District 3050

(2012-13).

Archana Surana
with her Mentor
Geraldine B. Laybourne



Delhi's Biggie WIFW a mix of low & high notes

By monu sharma

“ The biggest fashion event this season – Wills India Fashion Week 'A/W' 2012 yawned up to a low gear start but concluded on a high note. The entire five-day-long extravaganza was not as grand as its earlier versions which witnessed big names from Bollywood and personalities from other social circuits, but the designs blew us away. Backstitch brings you the most from the capital's biggest fashion festivity that marks the 19th season of this fabulous show. ”

The show kicked off with most stalls still lying bare. The bollywood quotient showstopper list was strictly relegated to the B-list! The day saw the likes of Anand Kabra, Atsu Sekhose, Payal Pratap, Surily and a host of other designers showing off their wares. We liked Anand Kabras vivid colours and jaali designs and Payal Prataps gypsy spirit and light weight fabrics was very relaxed. Surilys funky, fringed dresses with a whole lot of colours, & Geisha designs took inspiration from the Edwardian era. Kiran Uttam Ghosh showcased a collection with an androgynous theme and garments that blurred the line between women and mens wear. Special shows were that of Wendell Rodricks and Dutch fashion here and now India.

It was a star studded second day. Unlike the first day, day 2 got to see tighter shapes, bohemian forays and lot of prêt lines. The day opened to a showcasing of creations by designers Surbhi Chawla, Sakshee Pradhan, Khushi Z and Taniya Khanuja. Despite some wardrobe malfunction on the ramp, the show was brilliant.

Strong shows by all designers included standouts from Samant Chauhan, Anaikka and Kanika, Saluja Choudhary, am:pm, Dev r Nil, Kavita Bhartia, Rajesh Pratap Singh and James Ferreira. The evening concluded with a stylish and extravagant show by Manish Malhotra.

After a successful first and second day, Wills Lifestyle India Fashion Week Spring Summer 2013 saw a grand upswing with the opening fashion show on its third day. Designers Jyoti Sharma, Katikeya & Isha and Nalandda treated the ones present at the show to an offering of magnificence.

Day 3 also got to see shows by Gaurav & Ritika, Divyam Mehta, Manish Gupta, Anupama Dayal, Nachiket Barve, Alpana & Neeraj, Arjun, Rahul Mishra, Gaurav Gupta and Namrata Joshipura. Highlights of the day included Gaurav Guptas neon inspired collection called 'Cathode' and Namratas grand finale collection inspired by Batman.

The 4th day continued with Malini Ramanis show titled Warriors of the Rainbow which shared a message from mother earth. Gauri & Nainikas collection was rendered in pure ivory whereas Vineet Bahl presented a collection inspired by his stay at a hotel in Marrakech.

Aneeth Arora showed memories of past and present, Rimzim Dadu showed earthy references whereas Anand Bhushan tried to represent the real superhero. The list also included Abhi Singh, Preeti Jhavar and a few others. The 4th day concluded in a stylish, colourful and vibrant manner with designer Ranna Gills collection titled Exocita.



The last day of the 5 day Wills India Fashion Week got to see a monochromatic theme by Raj Shroff. Virtues, the label of talented trio Viral, Ashish & Vikrant presented 'The Moroccan Princess'.

'An Ode to Gota' created by Jenjum had a very young and contemporary look. Ideal for a resort holiday, Pia Pauro's – 'Isola Pia' translated itself into an Island which was Italian.

Shivan & Narreshs collection titled ZIP took forward the artistic language of abstract expressionist Barnett Newman and conversed with his ideology of colour fields and the use of hued zips to define spatial structures. Charus collection dazzled the runway with sheer and flowy fabrics. Rajdeep Ranawat presented SANTORINI, a collection filled with vibrant colours and beautiful baroque prints that spoke volumes about his love for all things natural.

Inspired by military style, Sulakshana Mongas collection of new designs characterized a smarter look portraying the stronger side of women. The essence of the collection was Indian and the structure was contemporary.

Designer duo Hemant & Nandita presented their S13 collection titled 'Kaleidology'. Known for their experimentation and playfulness when it comes to garments, the duo didn't fail this time either.

A collection titled 'An Evening At The Town Hall' was presented by designer Joy Mitra. The collection was an ode to the classic colonial era of costuming when British seamstresses joined hands with Indian masterjis to create a fusion silhouette of great zing and panache.

Nida is different and so are her designs! The show began with some introductory theme music of famous Hollywood producers with the creation of a surrealistic and dreamy world, & using dialogues from Hindi movies as background scores.

Wills Lifestyle Grand Finale by Ritu Kumar –Cinematography and videos on the scenes placed on the walls surrounding the ramp had everyone mesmerized and the clothes were grand with Ritus signature style. Blazing colours, rich deep pinks, bold and elegant lines made possible by treatments like serigraphy and lithography spelled glamour and romanticism. Recreating the magic and simplicity of Art Deco, the foremost design movements of the 1930s in art, fashion and architecture, the collection exemplified a mastery of graphics with its aesthetic message wonderfully suited to both India and Europe. Ballroom dance sequence by 3 couples on French and yesteryear old Hindi movie songs got everyone grooving to the beat and sing along lyrics. The grand finale, thus, was one big affair with everyone enjoying it to the last moment.



LAKME FASHION SHOW 2012



AARTI VIJAY GUPTA



ABHISHEK DUTTA



ANITA DONGRE



KABIA AND SASHA GREWAL



PAYAL KHANDWALA



YOGESH CHAUDHARY



SHYAMAL & BHUMIKA SHODHAN



DEEPIKA GOVIND

Can We Design a Zero Waste World?

By Manish Jain

Co-founder & Coordinator of Shikshantar, Swaraj University, Udaipur
Graduate from Harvard University



Take a walk down nearly any city street in India. What do you notice first? If you are like us, probably the garbage: *gutka* packets, torn plastic bags, discarded styrofoam cups, plastic bottles... the trash is everywhere, and it's growing. It makes our landscapes ugly, fills our air with toxins, clogs our gutters, kills cows and other animals, and depresses our hearts. Waste is the biggest terrorist for India today. It can destroy everything – our air, our water, our soil, our health.

It wasn't always like this, however. Up until about 25 years ago, our streets were free of this trash. Our grandmothers, and the generations before them, never knew of the culture of 'use-and-throw' or even the concept of 'waste'. For them, everything had a place, a purpose, and every material was a precious resource. They carried cloth bags to market, stored their water in earthen pots, and used natural soaps and cleaning agents, like ash or *areeta*. They improvised vegetables from mango peels and seeds, toys from matchboxes, dhurries from waste cloth. They felt connected to Mother Nature and saw that their everyday actions were part of a cycle of life. They respected this relationship and sought to protect the world they were given for their children, and the children to come. They were guided by the values of simplicity and sharing.

We, at Shikshantar in Udaipur, Rajasthan, are inspired by these traditions. And, thankfully, we are joined in this thinking by a global movement towards 'Zero Waste'. Zero waste is quite different from the Best from Waste workshops and science projects one finds in schools and hobby classes around India.

The simplest definition of zero waste is "a toxic-free world". It means that anything produced or consumed must either be compost-able (returning to the soil, air or water without damaging it) or recyclable (being able to be used again in its current form or a related form). Unfortunately, plastic is neither; styrofoam is neither; chemical soaps are neither; etc. Zero waste is different from recycling in that its starting point is to REFUSE to use items that create waste. Other core principles of reduce, re-use and recycle follow from there.

Human beings are the only species on the planet that produces something called 'waste'. Think about it. No other species produces any waste. We need to think about when we say that we throw something 'away', where is this 'away'? Can there be real development if we are destroying our ecosystems and basic assets of clean air, clear water, clear soil and food? Does real happiness come from consuming more and more?

It's not waste until it is wasted...

To transform our world into a Zero Waste Lifestyle, we can employ a few simple strategies. First, separate all waste into three categories: compost-able, recyclable, and toxic. Separation, on its own, can relieve about 85% of the waste problem, as 60% of waste is compost-able, and 25% is recyclable. Second, eliminate the toxics through substitution and/or dis-use. For almost everything that is being produced today, there is a natural substitute: cloth diapers for plastic diapers; *pathal-dona* for tetrapak plates; glass bottles for plastic bottles, or better yet, clean drinking water facilities for all.

Third, industry must be held accountable, by both laws and by citizen power. We must enforce 'Extended Producer Responsibility'. EPR means that producers must make things that will either compost or recycle easily; that are durable and long-lasting (unlike most technologies today); and that they will take back their products to recycle them in a non-toxic fashion. If producers fail to meet these standards, they should be penalized; their licenses revoked and their businesses shut down. And if governments fail to act, then citizens need to boycott these companies.

If we could follow these three steps, segregation, substitution, and EPR, we would very quickly become a zero waste country. Young people can lead the way in this.

We are very grateful to the tremendous roles that ragpickers, *kabaadiwalas* (those who collect recyclables by traveling door to door) and *bhangis* (traditional waste collectors) have played in saving our world thus far. We honor them as preventive doctors. Without them, we would have long been drowned in garbage, ill health and dis-ease. Supporting and honoring them is also part of manifesting a zero waste world.

Zero Waste has a creative element as well. It 'up-cycles' existing waste into useful, durable and beautiful products. The *jugaadi* mind, comprising the spirit of innovation and sustainability, is part of this process. The *jugaadi* mind looks at what is around us and makes the best possible solution from these elements. For example, we use *jugaadi* thinking while cooking, pulling together leftovers and remaining ingredients to come up a delicious and nutritious meal. Similarly, we use *jugaadi* thinking with waste, taking scraps of cloth to make rugs, or broken PVC pipe to make musical instruments, or tile remnants to make beautiful wall mosaics.

For at least the past five thousand years, India has been a *jugaad* civilization. This *jugaadi* thinking has led to fantastic creations in food, architecture, language, spirituality, technology – no domain in India has been left untouched by it. The *jugaadi* mind has not only led to amazing products, it has been the key to inner happiness. It is based on the assumption that we don't need more and more things to make us happy; rather, happiness comes from exercising our creativity and caring for the planet. However, we find that mass factory-schooling is killing the *jugaadi* mind as students get conditioned into a ready-made syllabus that requires very little imagination or self-initiative from their side.

Udaipur as a Learning City...

Over the past 8 years, Shikshantar has been working to both implement zero waste strategies and nurture the *jugaadi* design mind as part of its Udaipur as a Learning City process. We have been engaging with all kinds of partners – households, NGOs, forest department, schools, local businesses, hotels, etc. There are many small practical things we can do to redesign our lifestyles with the zero waste spirit which do not cost much money. Some of our key efforts include:

Zero Waste Homes and Offices: We are working with families and organizations around Udaipur to materialize zero waste strategies in

their own homes and offices. We set up systems of waste segregation and composting with them. In our drought-prone area, it is also important to not waste water, so we help them to install rainwater harvesting systems (re-creating what people had traditionally in modern forms). To get healthy, chemical-free food, and save money, we encourage and support them in organically farming on their rooftops, terraces and lawns. To save energy and resources, we build bicycle-powered blenders and furniture made of paper waste. We find and make natural substitutes for washing and cleaning products. The Shikshantar learning center itself is committed to being a Zero Waste Zone. We have changed our shopping, cooking, cleaning and working habits, so as to not produce any toxic waste.

Zero Waste Schools: We have carried out similar efforts with schools, providing them with a checklist of what they can change to make their school campuses waste-free. We have worked with individual schools to build zero waste zones, raise the awareness of their students and teachers, and upcycle waste into jewelry, mosaics, baskets, etc. We recently conducted an EPR project with Nokia and local schools, where school children helped to collect dead mobiles and accessories from their homes and neighborhoods. These were all taken back by Nokia for recycling.

Zero Waste Tourism: As Udaipur is a global tourist destination, we have a HUGE opportunity to impact the tourism industry and make it more zero waste. We are working with hotels to implement 20 different actions which would reduce waste and improve the health of the city. We are giving them a 'Greenleaf Rating' to direct green-minded tourists to complying hotels. Lonely Planet guidebook has published news of our efforts in their book on Rajasthan. We have also set up a program called H2Oasis which consists of various safe filtered water refill points around the old city. This program tries to encourage tourists to save on plastic bottles and also introduces them to the local cultural tradition of *pyaoo*.

Zero Waste Events: We have worked with conference organizers, weddings, and traditional festivals like *Rakshabandhan*, to make them 'zero waste events'. We use segregation, substitution and up-cycling as our main strategies. For example, weddings and conferences provide re-usable plates, bowls and glasses and cloth napkins for their guests; and *rakhis* are made by hand using waste materials instead of being bought in the marketplace (China-produced with cheap plastics).

Green Theatre Festival: In 2009, we hosted over 80 performers to share 20 plays in five locations in Udaipur, over the course of four days. Zero waste is not about fancy technologies, rather it is about

shifting our culture. The festival was an effort to engage the public in dialogue related to environmental issues and their power to make a difference. The festival was zero waste, of course, and it was also a main theme in the dramas. We have also held Udaipur's first cycle marathon to promote cycling in the city.

Kabaad se Jugaad Gatherings: These are local workshops in neighborhoods and week-long national gatherings that bring together young people committed to transforming garbage into useful, durable and beautiful products such as zero waste furniture, toys, jewelry, lamp shades, bags, musical instruments, etc. They share their skills and creations, and also build up their own consciousness around efforts they can take personally to make a difference in stopping the production of more waste.

Zero Waste 'Zines and Films: We have produced a cartoon series in Hindi and English and a media 'zine in Hindi and English on steps you can take for a zero waste life. These are re-printable for use in other cities. We have also collected a number of films which can raise dialogue and consciousness about waste issues, which can be screened in schools and neighborhoods.

Dariya Dil Dukkan: We have started a free-cycling store to redefine the shopping experience. Our mission is to create a gift culture where we have a society based on the values of sharing, caring and trust – where money has far less importance/control over our lives, where we get happiness by giving rather than just taking/over-consuming, where we use less and save more for the environment. Gandhiji said, there is enough for everyone's need but not for everyone's greed. In the Dariya Dil Dukkan, people are asked to bring one 'gift' (something nice but not being used) from their homes. They can place it in the store and take another 'gift' which is useful for their home. This is called free-cycling and kids love the idea.

Over the years, we have found that zero waste design consciousness is growing all over the country. It is inherently about a shift in our values and relationships. For example, a Delhi High Court bench recently made an observation that, "A developed country is not one where the poor own cars. It is one where the rich use public transport." Zero waste living calls for us to crack open and publicly debate the definitions of 'success', 'progress' and 'happiness' that we have been taught in our schools and TVs. It calls for us to awaken our imaginations and our spirit of generosity and love to reconnect our inner ecology with our outer world. I believe the youth of India is ready for this challenge.

To learn more about our efforts, contact Manish Jain at 0294-245-1303; email manish@swaraj.org, or visit www.swaraj.org/shikshantar



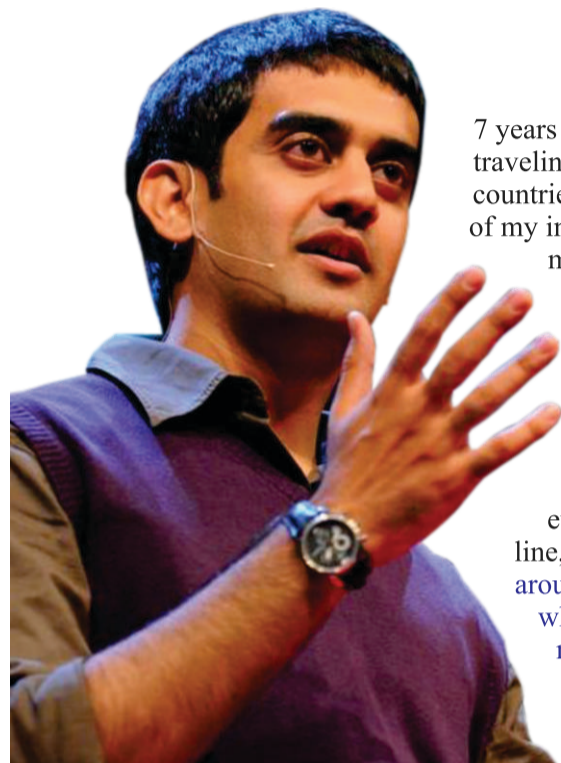
Manish Jain mentor the Jugaad Café at Arch Academy



Manish Jain Playing a Global Game

“The Design of Effective Sharing & Communication”

By **Ajit Sharma**
TEDx Ambassador, TEDxJaipur
Curator & Host



7 years ago, at the age of 21, I started traveling the world on my own, picking countries of my choice and professions of my interests. Life had just begun, my mind was a white canvass and every passing moment impressions were painted & repainted on it. There was a lot that surprised me on my way: people, cities, professions, cultures, food, wealth, music & just about everything. Somewhere down that line, I realized something. The world around me was very different from what I had imagined or known, and more interestingly, the world was changing much faster than what I was prepared for. May be that's how the world had always been. May be that's evolution & revolution was

how the idea of setting its foot in my mind.

7 years of extensive world travel and I asked myself so many questions.

What is happening around us today? What is this interesting phenomenon of change? We're witnessing a remarkable revolution in so many areas of interests. From technology to psychology, science to art, cultures to human behavior, all the stuff that one can imagine; is changing. Disciplines are intersecting and overlapping; giving birth to new areas of interests and subjects. As humans, we're on an exploratory ride and we're constantly discovering more and more. What does this phenomenal change show us? Knowledge today doesn't exist in isolation anymore. All that you see around is connected and hooks into each other. But what could possibly be the reason behind this new emerging order in the world or what connects all of this?

And to no surprise, one of the answers was Design – *Human Centered Designs*. Every passing day, we're pushing human boundaries for creating designs that have the potential to change mankind. We're designing behaviors & personalities into products, building relationships between the living and the non living, designs that suit environments and designs that bring isolated realities together. Everything that we interact with today is one way or the other influenced by design. Design & communication is no more a mere tool of consumerism or a science to build attractive, easy to use marketable products. Design and human behavior complement each other, one depends on the other. Social Media, space explorations, internet and telecommunication, our ways of entertaining ourselves, knowledge sharing, producers or consumers, villagers or city dwellers; life in every form is dynamically changing because of the designs that have gone in for effective sharing and communication. From 6th Sense Technologies to androids, from products built on intuitive design & services based on behavioral patterns, from near live digital presence to augmented realities, Design is surely leading this new world order from the front.

As humans, we've taken a huge leap in evolving our mind space & designing ideas and products, which are no more creator centric but keeps the humans in focus. The real power & ability of creating effective designs is being transferred to the consumers and users. Creating effective designs is an evolutionary science and therefore is getting limitless & unbelievable exciting.

The focus therefore today is *you* and *me*. We are the centre of the universe for using effective designs to solve problems, create world changing innovations & solutions. And as Darwin said, “it's not the survival of the fittest, but the survival of the one who is willing to change”, and so one of the ways we could leap into future is when we embrace evolutionary designs in our realities.

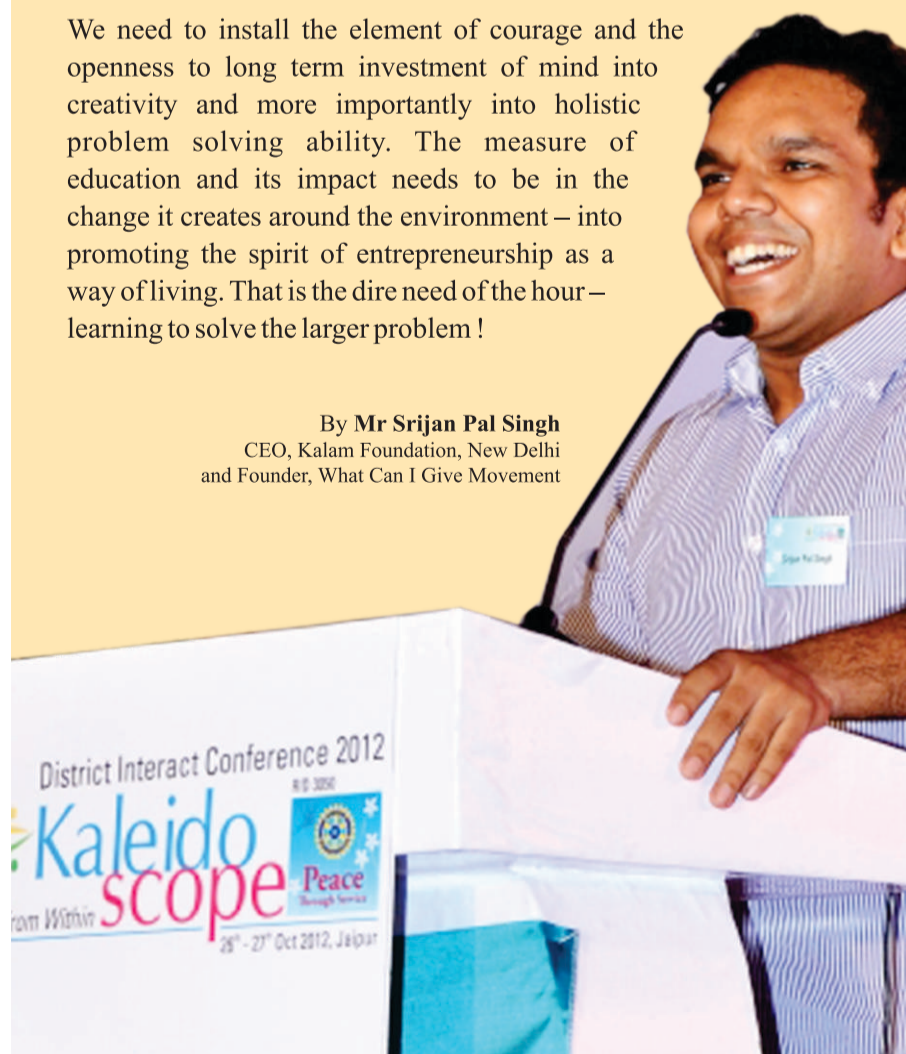
Learning to Solve the Larger Problem

Recently, I read Shashi Tharoor's masterpiece, “Elephants, Tigers and Cellphones” where he points out how Indians are world matching in design. Taking the example of mankind's largest creation in Aviation the A380, he states how the control system of cockpit comes from TCS, how the wing design had a role for Infosys and how the door system is again designed by an Indian firm. Brilliant! One would say, indeed a marvelous achievement for a nation which began with 1 in 10 literate some six decades ago. But the honest admission we need to make, even as a proud Indian for these deeds, is that after all, the A380 is a European product. More than a quarter of the employees at NASA are Indians which lead the most intricate space missions for the human civilization, albeit under a foreign institution. So is the story of almost any successful multinational, institution and even foreign government agencies. The bottom line is – India and Indians have been excellent in clearly defined pieces of work but poor when it comes to actually putting together these pieces in an integrated system like A380 or a visionary institution like NASA.

This lack of system thinking is the Achilles Heel of the Indian learning system – which includes parents, teachers and the society as a whole. When was it when you last saw a class room where perhaps geography, history and science were being taught together in a seamless manner? Over our recent history we have evolved into a society of inertia – resisting changes into our self-imposed beliefs. Scrutiny of the defined history, of what the head of family says, of what the teacher imposes is blasphemous and akin to being anti-social. Moreover, much of our education is focused at create employees than entrepreneurs and creators – a distinct reminder of our basic needs of “roti and rozgaar”.

We need to install the element of courage and the openness to long term investment of mind into creativity and more importantly into holistic problem solving ability. The measure of education and its impact needs to be in the change it creates around the environment – into promoting the spirit of entrepreneurship as a way of living. That is the dire need of the hour – learning to solve the larger problem !

By **Mr Srijan Pal Singh**
CEO, Kalam Foundation, New Delhi
and Founder, What Can I Give Movement



Entrepreneurship & Career Opportunity in Real Estate

By Pradip Chopra

CMD PS Group of Companies, Founder ILEAD, Kolkata, Convener UdaanTPF.

According to Ministry of Urban Development Indian Urban population is likely to grow from the current 28 percent to over 45 percent within the next 20 years due to migration of people from Rural areas to Urban centers for better education, employment opportunity and lifestyles.

A whopping 54 crores Indians are below 25 years of age and would be looking for employment; for homes and for places to get educated, shop, healthcare and be entertained, all of which would require construction and building of infrastructure and real estate.

Both our working as well as Urban population is therefore going to double in the next 15 years who would live in their own homes instead of living with their parents due to growing trend of nuclear families and Real Estate emerging as the best investment option and way to ensure complete financial security.

25 crores sq.ft. of IT (Park) space will be added during the next five years to accommodate additional 23 lakhs IT workers and knowledge based industries & business.

At least 230 crores sq.ft. of housing and 50 crores sq.ft. of retail and other support service space would be required for the IT sector alone.

We need to therefore double our entire Urban Infrastructure (Built over the last 150 years just in the next 20 years.)

There is a Real Estate business opportunity of Rs. 100,00,000 crores (approx. US\$ 2.5 trillion) in India spread over the next 20 years which is likely to grow at an annual rate of 10 - 15 percent during the next 20 years – much faster than the growth of Indian economy.

Real estate and construction industry today provides the best career and entrepreneurship opportunity for the youngsters. Very few people are aware of the fact that Real Estate and Infrastructure sector is the second biggest employment provider in the country after agriculture. It is the only sector which provides employment opportunity to the widest segment of our population. An illiterate person who can barely lift and carry bricks to highly skilled architects, civil and structural engineers, electrical, mechanical engineers, sound lightening experts etc. can find employment opportunities in this sector.

According to Mercer, world's biggest H.R. Company, Indian Real Estate sector has offered the highest salary increase of 25% and above during the last few years (before the Global meltdown) even more than the IT sector with an average pay rise of over 17 percent. However, the available people with knowledge of Real Estate business have not grown to that extent. Till date,

there is an acute shortage of trained manpower in this sector as most of the developers are professionalizing their companies and would be in their biggest expansion mode.

Every builder today even after the slowdown has more volume of work than five years back.

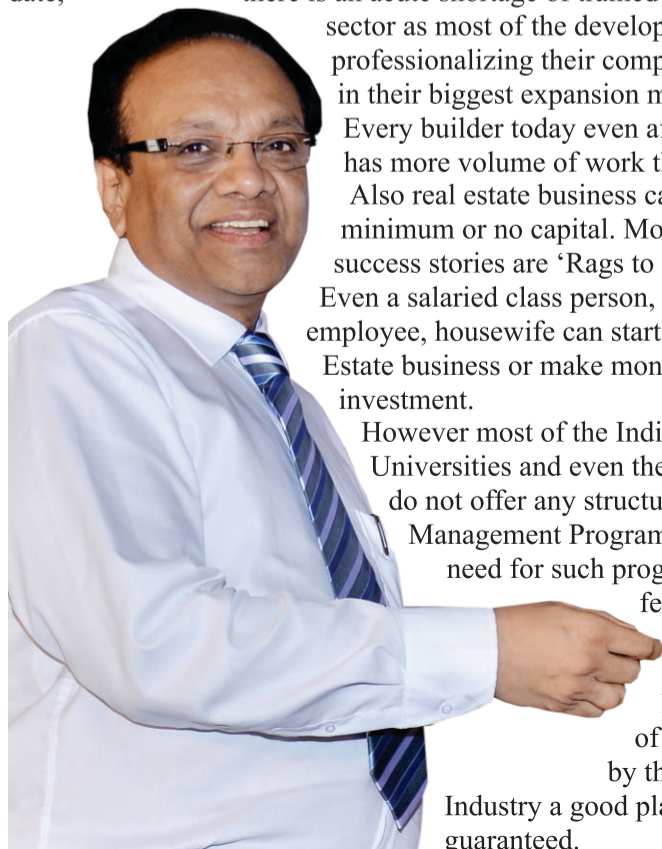
Also real estate business can be started with minimum or no capital. Most of the real estate success stories are 'Rags to Riches' stories.

Even a salaried class person, government employee, housewife can start a part time Real Estate business or make money from Real Estate investment.

However most of the Indian Colleges, Universities and even the Business Schools do not offer any structured Real Estate Management Program and therefore, the need for such program is being badly felt by the Real

Estate sector. Considering the huge requirement of such professionals by the Real Estate

Industry a good placement is guaranteed.



Self - Belief

“WHAT MATTER MOST IS HOW YOU SEE YOURSELF”

By Amitabh Shah
Founder and Chief Inspiration Officer (CIO) of YUVA Unstoppable

You are too selfish”, “You are too dumb”, “You are too rude”, “You are too fat”, “You are too slow”, “You never finish your tasks on time”, “You need to learn manners”, and “You never sleep on time.” Do these lines sound familiar?

Am sure as children and adults we have heard some or all of them.

Hearing such lines regularly creates a pattern in us and makes us believe that they are true.

For example, my mom had told me that Cheese will give me stomach problems when I was a kid. Since the last 25 years, anytime I eat P i z z a

I invariably get stomach problems, it is not that I had any physical issue it is a mental pattern that become a belief. On the flip side, we all can achieve the highest simply by changing our beliefs that have been ingrained in our minds.

So here is the magical exercise for tremendous positive change (to be done by students and adults)

Please make a list of 4 things that you think you 'Should' do.

For example, I should exercise everyday or I should finish my tasks on time.

Then answer all 4 with 'Why' you think you should do so.

For example, I should exercise more because it will keep me healthy and will give me energy to accomplish my tasks better or I should finish my tasks on time because it won't give me last minute stress with my teacher or boss and I will be more relaxed.

Then read each one of your 'Should' by replacing Should with “If I really wanted to I could.”

How do you feel now?

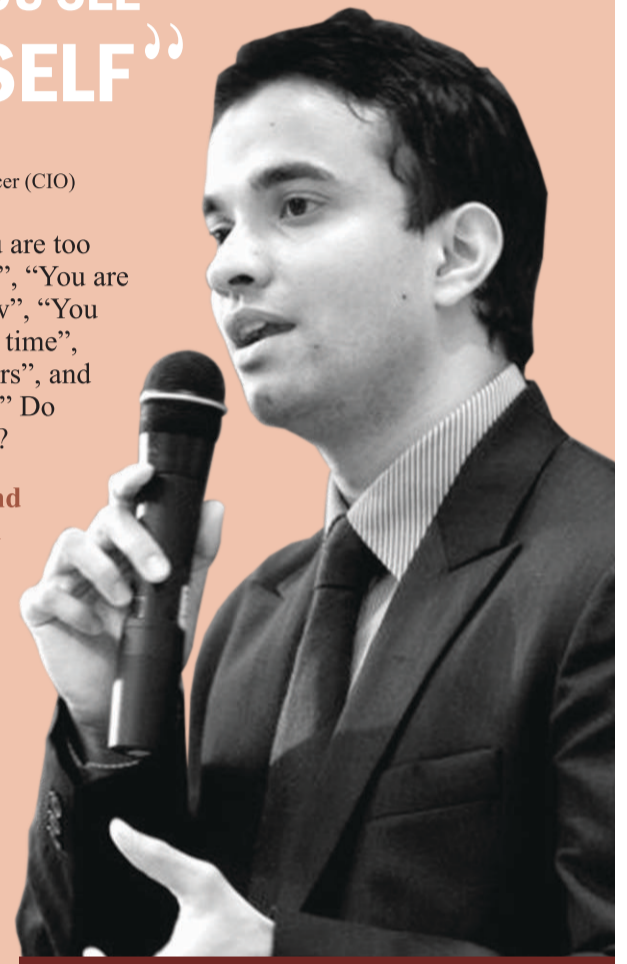
When we use the word 'Could' it makes us feel as if it is our choice and if we really wanted to we can do it.

The word 'should' is a bad word as it makes us feel that something is wrong with us.

Now you can look in the mirror & make an affirmation out of your 'Shoulds' and repeat it everyday to change your belief around it.

For eg: 'I am exercising everyday' or 'I am always finishing my tasks in advance'.

By doing the affirmation – “I can metabolize cheese perfectly” for just a week, I was able to replace the older belief and now I can eat 5 pizzas a day without any stomach problem.



District Interact Conference 2012
Kaleido
Design from Within **SCOPE**
 RID 3050
 26th - 27th Oct 2012, Jaipur



Rtn. Ashish Desai
 District Governor, RID 3050

Rtn. Archana Surana
 Chairman, Interact Clubs, RID 3050

SPONSOR CLUB

Rotary Club Jaipur Elite

The District Interact Committee 2012-13, R.I. District 3050 under the dynamic leadership of District Governor, Rtn. Ashish Desai and sponsor club Rotary Club Jaipur Elite announced the 3rd District Interact Conference—'Kaleidoscope' - Design from Within at Jaipur on 26th - 27th October 2012.

Kaleidoscope was celebrated a two day event targeted at youth at the school level. It was an endeavor to bring young people together and make them believe that "I can is 100 times more important than IQ. The event was focused on activities which is mobilize young minds in making new friends, improving their community, developing leadership skills with thought actions and taking initiatives to make a difference in the world. The conference is bringing together eminent leaders with exceptional and transformative ideas. Young people got an opportunity to express their ideas and have close interaction with the speakers of international fame. More than 200 Interactors from Guna, Sikar, Lakshmangarh, & Jaipur based Interact Schools of RID 3050 along with 36 Interactors from Chennai participated in the two days conference along with a cultural evening. The Interactors of RID 3050 were first to play the Global Game to SAVE THE PLANET with Manish Jain. The first prize for best participating school was given to MGD School, Jaipur and second prize was taken by Modi School, Lakshmangarh.

As staying motivated is a struggle- the session was delivered by experienced leaders and motivational speakers like Dr. S.K. Batra & Mr. Pradip Chopra who have set an example through their inspiring approach towards life. Speakers like Mr. Amitabh Shah, Founder of YUVA Unstoppable sowed the seeds of kindness in young people, by providing a platform for the youth to go to the grassroots to cater to the unprivileged. A workshop on creating useful things from waste materials will be taken by Mr. Manish Jain, Founder & Coordinator Shikshantar Swaraj University during the conference, who is engaged in new modes of lifelong societal learning. Global Tedx Ambassador. Mr. Ajit Sharma, a business entrepreneur and avid traveler will speak on "the best ideas of decades". Mr. Aishwarya Mahajan who currently heads the livelihood education unit of Aide-et-Action South Asia will launch a "Peer to Peer" Educational Program which will be implemented at school level for the next three years, whereas Mr. Srijan Pal Singh, CEO Kalam Foundation will share the initiatives propounded by President, APJ Abdul Kalam through the PURA project.

Speakers

Galaxy of Speakers for the Conference



- **Rtn. Anil Agarwal**
 DG Elect 3052
- **Rtn. Trilok Goyal**
 President Rotary Club Jaipur Elite
- **Rtn. Narendra Gaur**
 Member Jaipur Elite
- **Mr Srijan Pal Singh**
 CEO, Kalam Foundation, New Delhi
- **Mr Amitabh Shah**
 Founder of YUVA Unstoppable, Ahmedabad
- **Mr Manish Jain**
 Co-founder & Coordinator of Shikshantar, Swaraj University, Udaipur
- **Mr Ajit Sharma**
 TEDx Ambassador & Speaker
- **Mr Aishwarya Mahajan**
 South Asia Head, Aide-et-Action
- **Mr Pradip Chopra**
 Convener UdaanTPF, CMD PS Group of Companies.
- **Dr S K Batra**
 Motivational Speaker, Dy. Director & Advisor, Bhavans, Jaipur.

PARTNERS & SPONSORS

Sponsor



Co Sponsor



Institutional Partner



Knowledge Partner



Magazine Partner



Career Partner



Rotaract Club, Arch



Glimpses of Interact Conference 2012 - Kaleidoscope



Language of Silent Selling

Visual Merchandising

By Anuraag S



VM is the idiom of smart retailers. Like humans use languages to communicate, retailers use Visual merchandising techniques to communicate with customers. The comparison to languages doesn't stop there. Just as languages have their own grammar & logic of object, verb and subject, visual merchandising has its own rules and guiding principles. Within these set of rules you can still use creativity to write poetry. Using the same language a visual merchandiser too can use his creativity to create visual effects in the store to communicate innovatively with the customer.

In modern retail, where employee productivity is critical for profitability of a business, visual merchandising is the most effective way to improve productivity. A great visual merchandiser using lots of color, signages, visual breaks etc. creates islands of merchandise to attract customers, hold their attention to specific merchandise, throw critical information at them and aid the process of selling. I personally would rate Visual Merchandising as a key function and a competent retailer involves this function from the very start of store design, and for continuous innovation in the store. With modern retail ready to explode, I see tremendous opportunity for the emergence of a new set of young, energetic & most importantly, creative bunch of people, proudly calling themselves "Visual Merchandisers" (as stated by Rahul Rajamuthiah)

Windows are the most important factor within the store/shop front, communicating style, content, and price point. They can be seductive and exciting, based on emotional stimulus, or price-based (when they clearly emphasize value for money with easy and obvious ticketing). The window is one of retailer's most controllable elements in relation to image and to what is happening inside the store, but there are number of decisions to be made about how these effects are achieved. Window Display is your "Visiting Card" (Refer 'Visual Merchandising & Display' by Martin.M.Peglar)

Special emphasis should be placed on a store's window displays because they are the information link to the potential customer. Window displays can be as important, if not more important, than advertising. As many as one in every four sales could be the result of a good window display.

Window displays should attract attention, create interest and invite people into the store to purchase goods. There is less than 11 seconds to accomplish this, as that is the average amount of time an individual will spend looking at a window display. Be careful not to crowd too much merchandise into a window, as customers find it difficult to determine the message and what items are being promoted.

Shoppers also lose interest when the same window display is left up too long. It is especially important to frequently change window displays in small towns where customers pass by several times a week. New displays indicate that new, up-to-date merchandise is available. In malls and larger towns, customers pass by less frequently.

Properly lighted window displays can help sell specific products or ideas that promote a store's image. Window lights should be strong enough to overcome the reflections from outside objects, such as parked cars and buildings. At night, additional lights on overhead marquees and projecting cornices can make the window area look larger.

Closed-back windows require a high level of general illumination. Massed window displays are often lighted with overhead fluorescents which are supplemented by closely spaced clear incandescent lamps. Use miniature portable spotlights to accent small display areas, price cards and specific items in a massed display. Compact footlights help relieve shadows near the bottom of vertical displays.

In a window display, the main focus should be on the merchandise or the key item you want to promote. The 'Eye-of-the-window' is the first place where the eye of a customer or passer by goes to. This is usually created by focusing the lights at the right spot.

Anuraag S is author of India's first indigenous book on Visual Merchandising and Chief Editor of THINKtank-India's only online Newsletter on Visual Merchandising. He is an MBA in Sales & Marketing from IIMM-Institute of Modern Management, Pune (now known as BIMM). He has over 16 years of rich experience in Design, Retail, Visual Merchandising and Store Design. He has also conducted many trainings & workshops for middle and senior management on Visual Merchandising and Developing CREATIVITY. Presently he is heading the Visual Merchandising Department at Allen Solly, Madura Fashion & Lifestyle, Bangalore. You may reach him at mail@anuraags.com

Window displays are more successful when a dominant theme is carried throughout the display, regardless of whether the featured products are fashion-oriented, institutional or promotional in nature. Suggested window treatments that have proven successful include:

- A single object against seamless paper
- Merchandise displayed as it would be utilized in a Realistic setting
- A theatrical setting using fantasy and drama
- Straight merchandise glamorized with props
- Animation, such as in an electronic store or book store window, that draws crowds of shoppers
- The use of sculpture, paintings or art objects for a touch of class
- Media tie-ins, with current area activities, films, stars or best selling books.



One of the greatest problems a VM has with a window is the glare/reflection in the glass that blinds the shopper from viewing the display. Often shoppers get a better view of the street or the store opposite the window, than the display itself. There have been various efforts in this field. While constructing a window, architects have used tinted glasses, angled sheets of glass, curved glass and deeply recessed windows. But all the above has failed. Tinted glasses for instance, affect the colour of the merchandise.

Window displays should be in harmony with the entire surroundings; a whole is being created rather than a fragment. When planning a window display consider the building facade, street, people and their perceptions, color harmony, lighting and viewing angle.

The idea is to catch the attention of the 'Passer-by' at the Store Front, create interest enough to entice him/her into the store to become a 'Browser' and this is called Visual Marketing. Once enticed inside the presentation of the offerings takes over to ensure that the interest births a compelling desire to buy, thus converting the 'Browser' into a 'Spender'. This Silent Salesman is Visual Merchandising.

Top left: Excellent arrangement of men's accessories, shows good cross merchandising, promotes a lifestyle and enhances the store's image. Top right: Good arrangement of chocolates and wine; such displays do very good during gifting season like Christmas. Good colour coordination.

Bottom left: Huge figure to highlight the Sale; this window can be seen at the mall entrance while driving down to the basement parking. Has crisp communication which is very good for a customer in a fast moving vehicle. Bottom right: A premium watches display show-case (note the feature signage). It is a near display for a high-end product and a brand conscious customer.



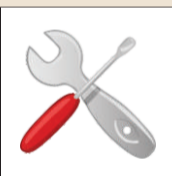
The Designer's Bible

Dieter Rams, a German industrial designer associated with Braun and Vitsoe and one of the most famous industrial designer of the 20th century, lists

10 Principles of Design

INNOVATIVE

Innovative design always develops in tandem with innovative technology, and can never be an end in itself

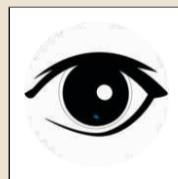
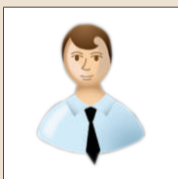


MAKES A PRODUCT USEFUL

Emphasises the usefulness of a product while disregarding anything that could possibly detract from it

HONEST

Does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept

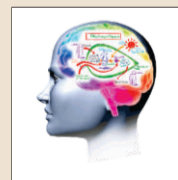


AESTHETIC

Integral to its usefulness because products are used every day and have an effect on people and their well-being. Only well-executed objects can be beautiful

LONG-LASTING

Avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years. Even in today's throwaway society

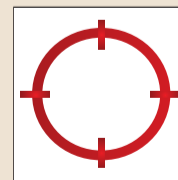


MAKES A PRODUCT UNDERSTANDABLE

Makes the product clearly express its function by making use of the user's intuition. At best, it is self-explanatory

THOROUGH DOWN TO THE LAST DETAIL

Nothing arbitrary or left to chance. Care and accuracy in the design process shows respect towards the consumer

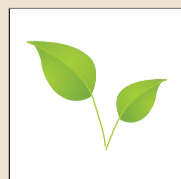
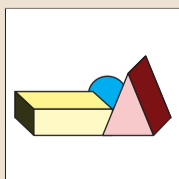


UNOBTRUSIVE

Neither decorative nor work of art. Design should therefore be both neutral and restrained, to leave room for the user's self-expression

AS LITTLE DESIGN AS POSSIBLE

Less, but better- because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity



ENVIRONMENTALLY FRIENDLY

Makes an important contribution to the preservation of the environment. It conserves resources and minimises physical and visual pollution throughout the life cycle of the product

All India Entrance Examination for Design - AIEED

AIEED 2013

All India Entrance Examination for Design



After Class XIIth
go for a Degree in
Design

PROGRAMS IN DESIGN

UNDER GRADUATE

- Fashion Design
- Interior Design
- Graphic Design
- Jewellery Design
- Craft Product Design
- Textile Product Design

POST GRADUATE

- Interior Design
- Fashion Technology
- Garment Production & Export Mgmt. (GPEM)
- Design Management
- Life Style Accessory Design

Affiliation & Authorisation



SERIES I :
ONLINE Entrance Exam
 1 Dec '12 - 30 Jan '13
CENTRE BASED Exam
 27 Jan '13
Results : 15 April '13

SERIES II :
ONLINE Entrance Exam
 1 April '13 - 30 May '13
CENTRE BASED Exam
 19 May '13
Results : 3 June '13

BATCH STARTS : 6 July '13

Prospectus & Application form can be downloaded from www.aieed.com & www.archedu.org

Prospectus & Application forms available from select **Bank of India** branches
Over **200 Exam Centers - 50 cities** - All India for Online & Center Based Exams
10+1 Students can also apply for AIEED 2013

Our Linkages



ADMISSIONS OPEN

Campus: 9 Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur -17, Rajasthan, India
Ph. 4060500/02/03, Mob: 9414070678 Email: admission@archedu.org