



Inspiring Creativity...
... the Indian Context

A Presentation by:
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National Institute of Design
Ahmedabad, INDIA

Photo: Dr. Deepak J Mathew

Creativity: Point: Counterpoint
DesignEdAsia 2006
The Hong Kong Polytechnic School of Design
November 28, 2006

India



The **Seventh Largest Country**
in the World

Spread over **3500 km** in
length and **3000 km** in
breadth

35 states with different
cultures, languages, customs
& traditions

A 5000 year old civilization

- A deep spiritual wealth
- Open democratic society

“In each of these culturally cohesive societies, ‘creativity’ was recognized as a quality as essential and ordinary as the act of breathing.....”

Source: Convocation Address in 1989 at NID
by **Dr Kapila Vatsyayan**



India - A Land of People



- Population over 1 billion
- 18 major and 1600 minor languages and dialects
 - Strong social fabric

A Cultural melting pot

6 major ethnic groups, 52 major tribes, 6400 castes & sub-castes

29 major festivals celebrated by over 1 billion people in different stages of progress

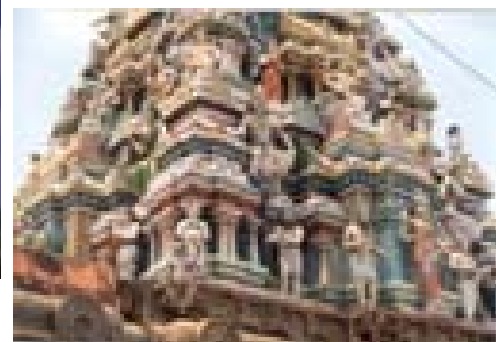


*“The concept of **service and sharing** is deeply rooted into the Indian tradition... All occasions, whether of **happiness or grief, festivity or religiosity** are occasions of **mutual cooperation and sharing.**”*

Source: **Shashank Mehta**, NID Design Plus, Dec.2004

Rich Heritage

...Streams of wisdom



*“ We have 600.000
villages in India ...
we have more
IT engineers
in Bangalore than
in Silicon Valley ”*

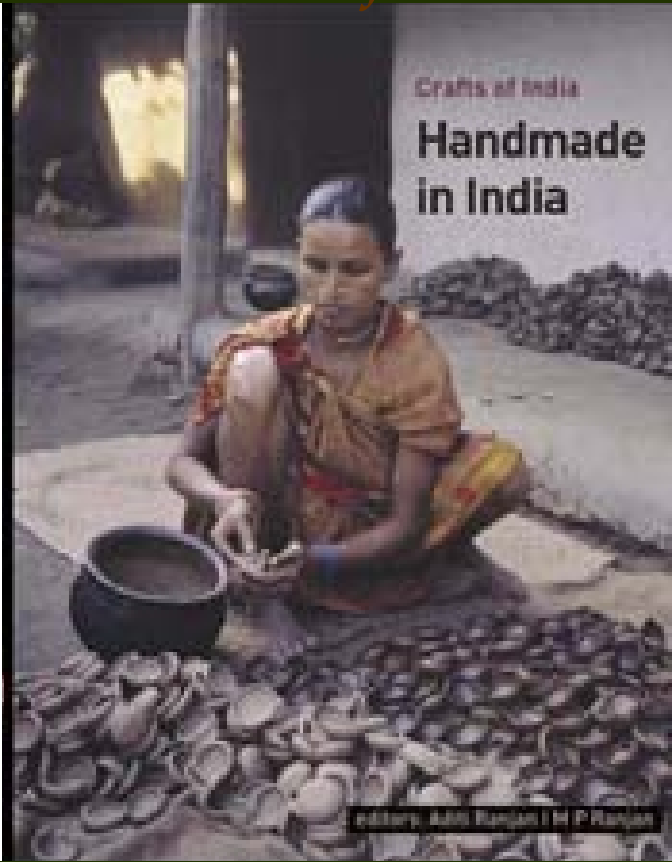
Ashok Jhujunwala,
Doors of perception East
Conference, Bangalore,
December 2003



Young population (20-49) expected to reach 45% by 2010.

*“New and old, modern and traditional, rich and poor
all coexist in India.”*

Craft - the 2nd largest employment sector



... providing employment to **30 million people** of the country.

...the **products are evolved and perfected** as many of these crafts are practiced through generations.

Beauty and creativity forms an integral part of the product along with its function / utility.

The rich craft heritage of India is unique and diverse as its customs and traditions.

Pragmatic Approach



“Indians by nature are highly enterprising and they find ingenious and amazing ways to make the most of whatever resources and skills at their disposal to earn their daily living.”

...Design is the way of life in India.”



*“India is the only place
where someone is
looking to the poor not
because they are poor,
but because they have a
capital of **knowledge
and capabilities** ...”*

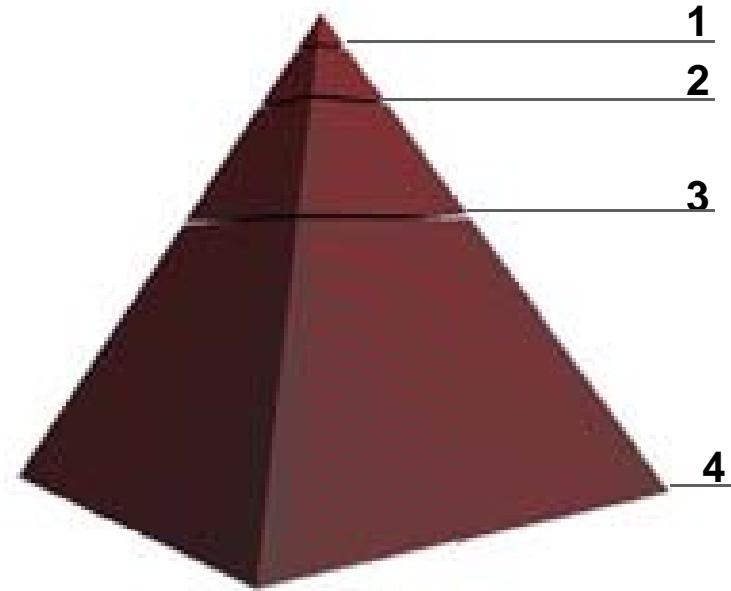
Prof. Ezio Manzini,
Polytecnico de Milano, Italy

the second most populous market in the world.

“A vast majority of the Indian population comprises of middle-income group segment,

... though positive in temperament, they tend to become conservative and conscious in embracing new changes.

... this major market segment is therefore a highly cost sensitive segment. “



- Tier 1 – 7 million more than \$ 20,000
- Tier 2 – 60 million \$ 10,000 to 20,000
- Tier 3 – 125 million \$ 5,000 to 10,000
- Tier 4 – 700 million less than \$ 5,000

Market pyramid of India (Source: Harvard Business Review July – Aug. 98)



“The products are expected to perform for prolonged use....

...it may then be resold to be reused or recycled, either in full or parts.

...Production criteria that affect the product’s performance, quality and finally the cost of the product, therefore dominates the industry and also its design.”



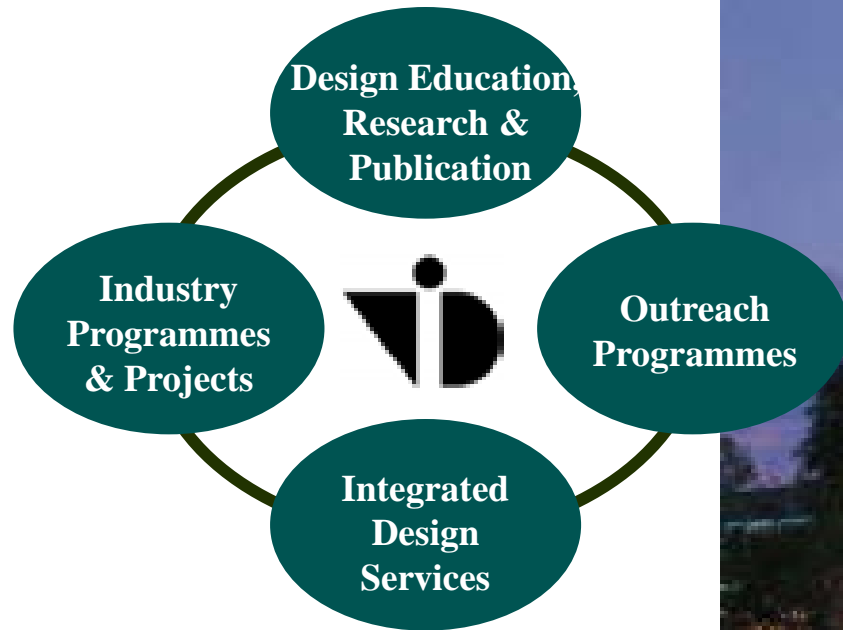
“The solutions that are ‘people centric’ - people not as consumers but as human beings - the one that generates new employment opportunities en-cashing the existing skills of the people, improves the standard of living while preserving the values of traditional society, are more likely to achieve success.”

“Production by masses and for masses rather than mass-production”

– Mahatma Gandhi

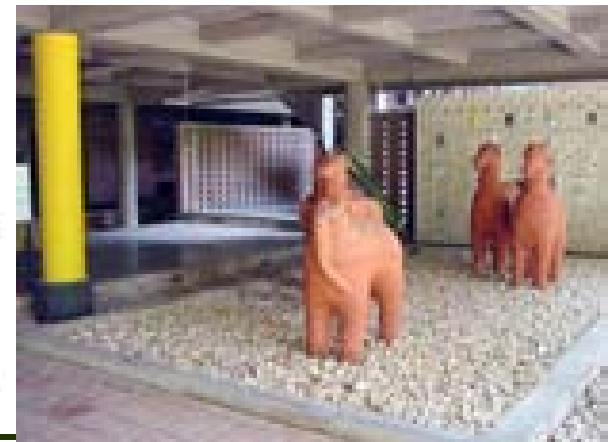
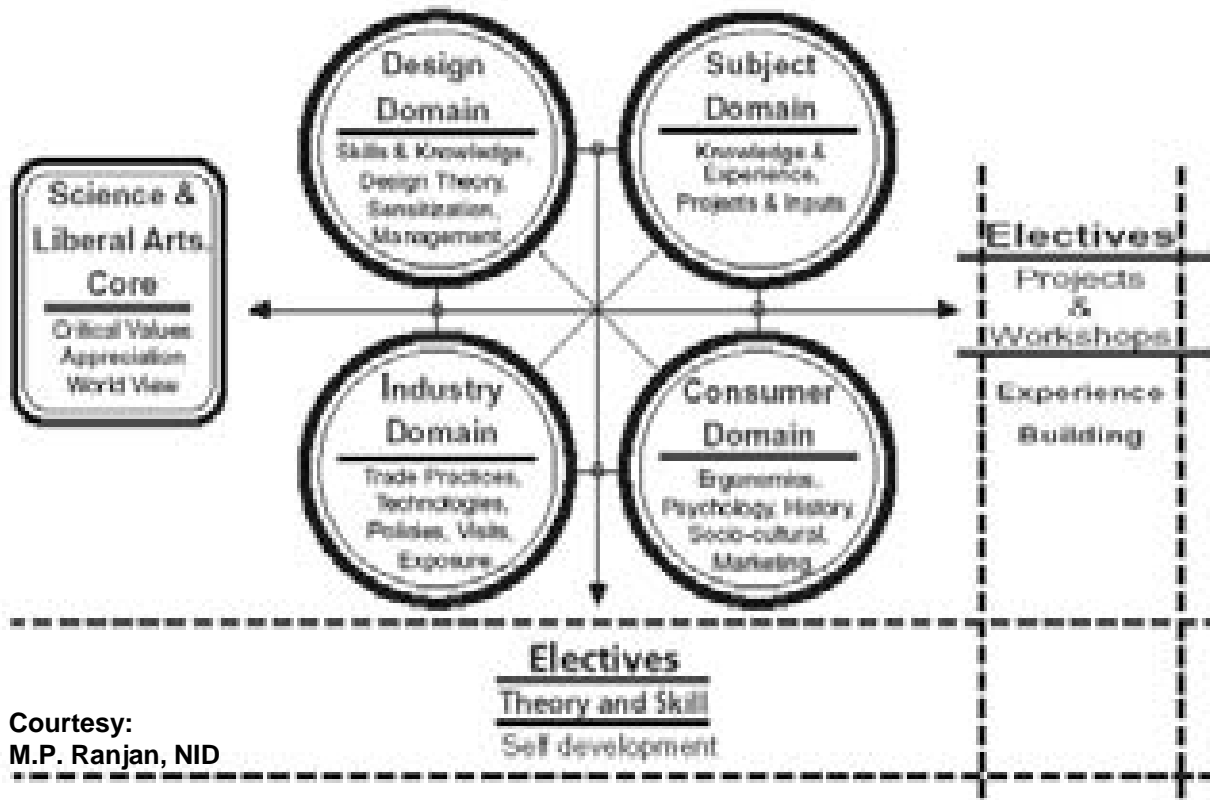
*Diversity of culture, traditions
and ethnic & economic dimensions
offer variety
of
Opportunities and Challenges
for Creative Solutions*

NID's Creative Campus; many facets



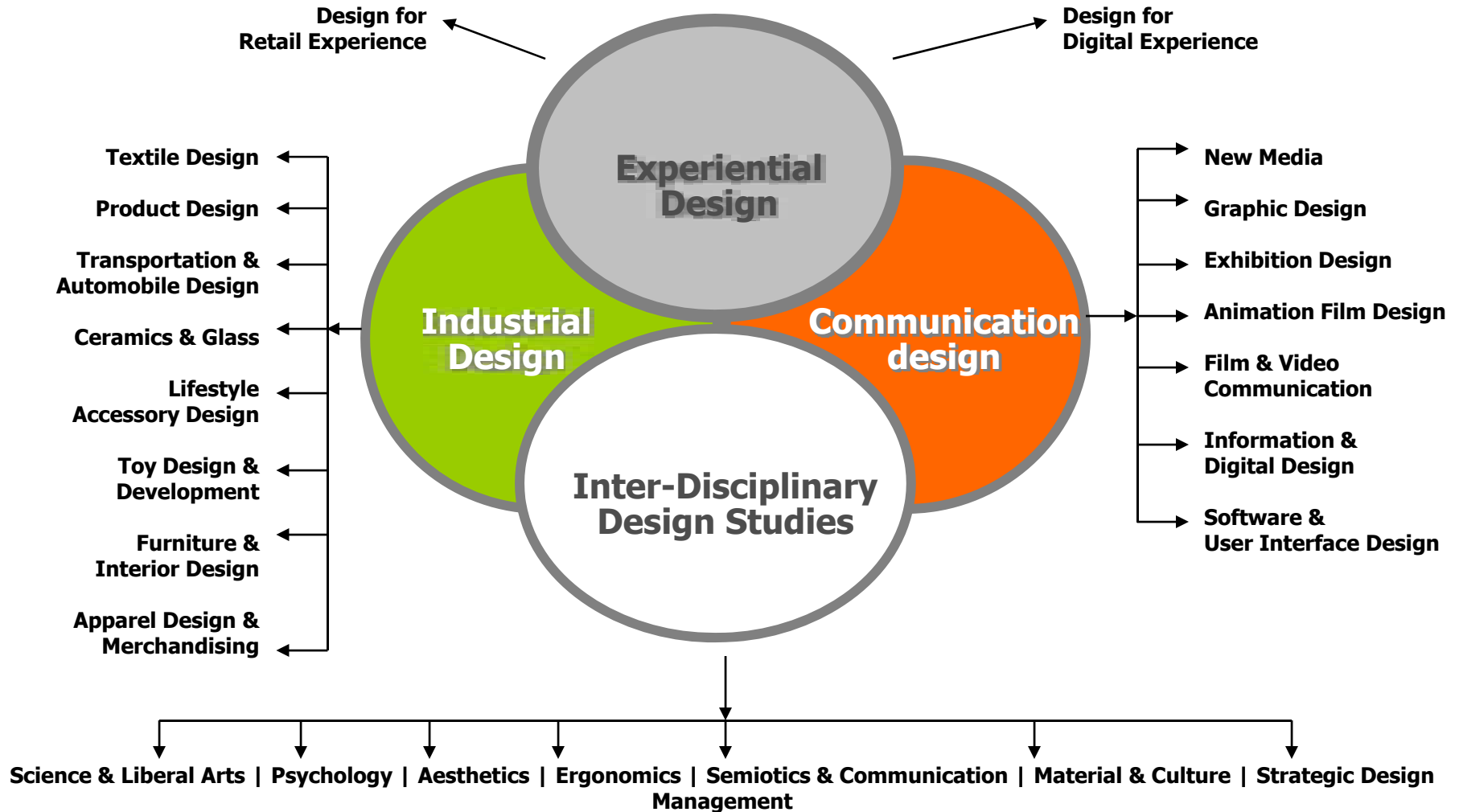
... improving the quality of Life

Trans-disciplinary Approach



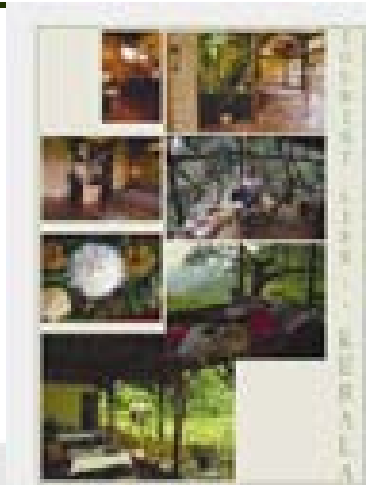
... in pursuit of Design Excellence

Multi-disciplinary Learning



SPACES - PRODUCTS - IMAGES - SERVICES - EXPERIENCES

... large palette



The book is not only a visual feast but also a rich source of information. It covers the history of Indian fashion, the evolution of traditional attire, and the influence of modern fashion on Indian clothing. The book is a must-read for anyone interested in Indian fashion and culture.



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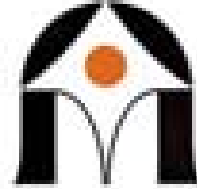


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Student designer:
Rahul Mishra,
NID 2006

...tradition



राष्ट्रीय महिला कोष
Rashtriya Mahila Kosh



Designer:
Mr. Anil Sinha,
Faculty of Comm. Design,
NID

...folk art



e-Kaavad Project

Designer:

Ms. Nina Sabnani,
Faculty of Comm. Design,

NID

...ICT for Masses

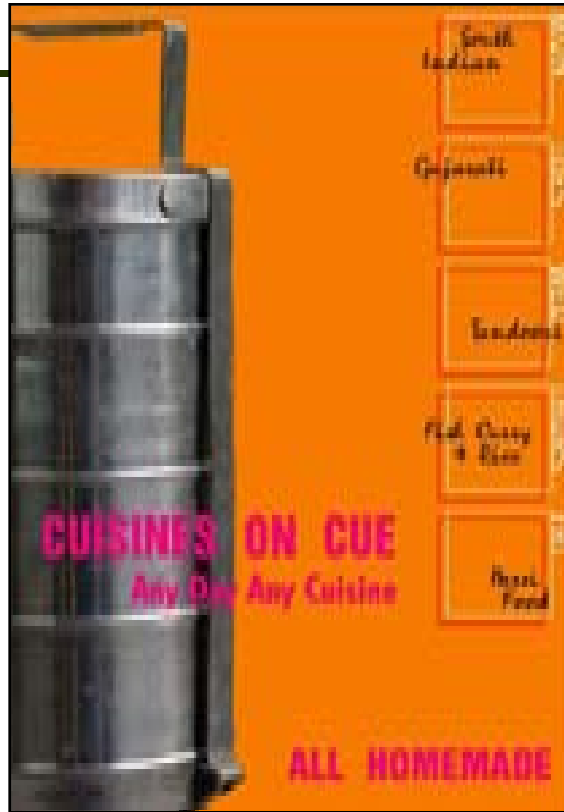
...festivals



▣ *'utsav'*
a film by: *Upasana Nattoji*, NID 2000

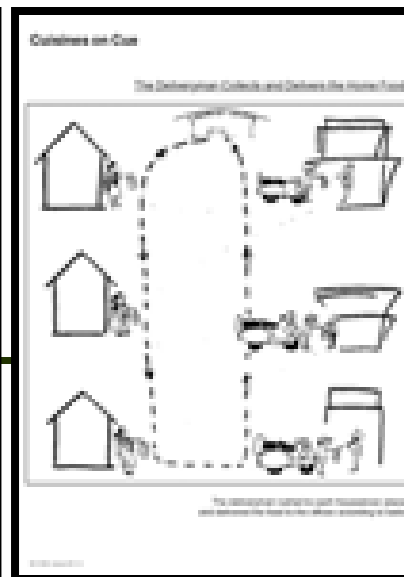
▣ *'alpana'*
a film by: *Prasun Basu*, NID 2002





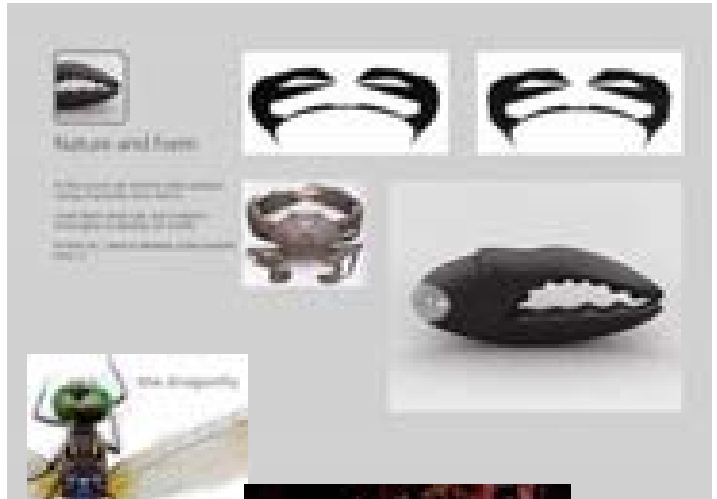
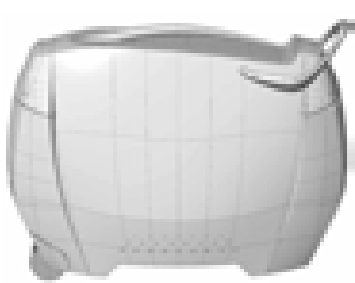
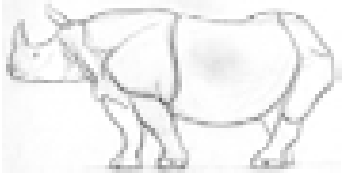
Visions of Possible World
A Student Workshop, NID, 2003

...food habits



...nature & form

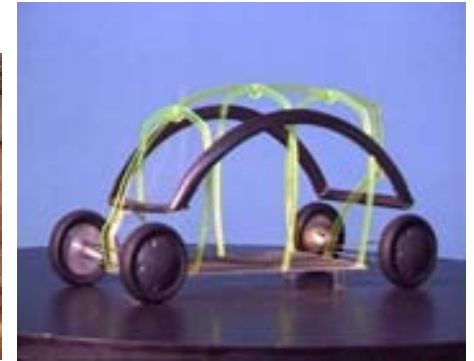
Product Attributes



... cityscape



www.webpack.com



**Rapid
Intervention
Vehicle**



**'Palki' - The Car for Indian Market for
2010 - Hino Car Co., Japan**

... architect



Furniture System for
ATMA - a building
designed by Le' Corbusier

In association with
Alliance Francaise Ahmedabad



This collection was exhibited in St Etienne, France and Furniture fair at Milan, Italy

... architecture



Designer & Project Head
Mr. V. S. Katiyar Faculty of Textile. Design, NID

... Connecting to Contemporary Markets

... crafts



Sustainability
value addition
creating new opportunities

...hand holding

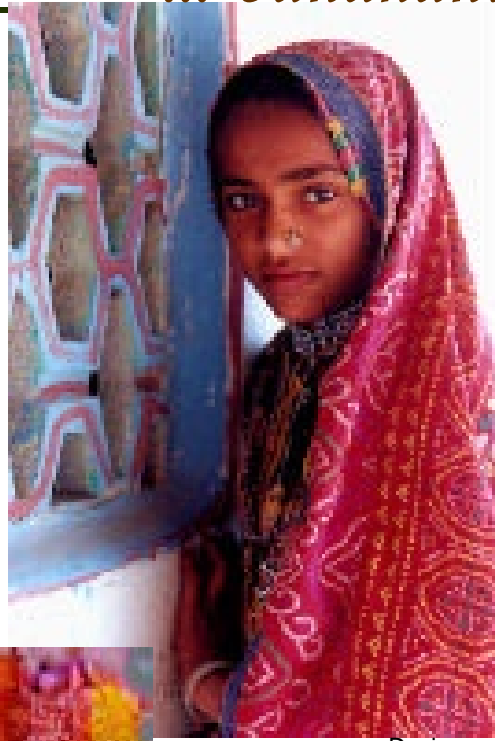


**Cube stools
developed at
BCDI Agartala**



Backward Linkages – Product – Forward Linkages

... 'bandhani' - the craft



Designers:
**Rahul Mishra,
& Samar Firdos**
NID 2006



“Design compliments Crafts beautifully, to recreate customized experiences for the Contemporary Markets.”

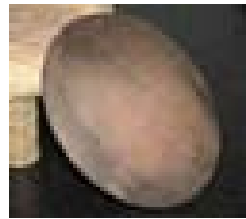
- Shashank Mehta

... Grass root Innovations



... Converting Idea into Market Success

... local knowledge & capabilities



Adapting Technology for Local Use

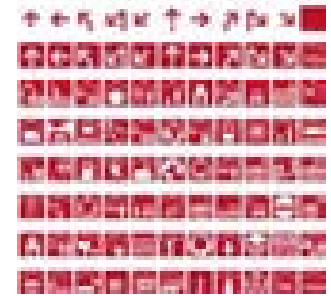


...Merging Tradition with Modernity

...social communication



Tirumala information signage symbols



... user focused approach



...technology

SMEs contribute an overwhelming 95% of industrial units
(www.moneycontrol.com)



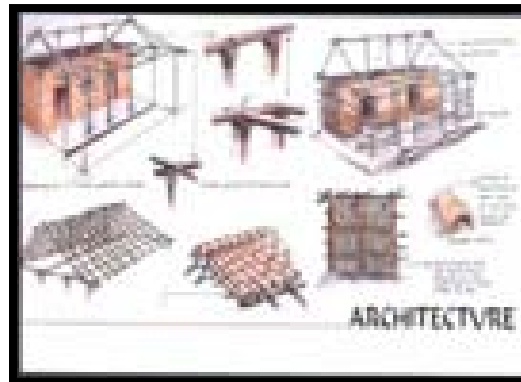
Center for Advance Technology CAT Indore



Center for Technology Extension
DRDO New Delhi

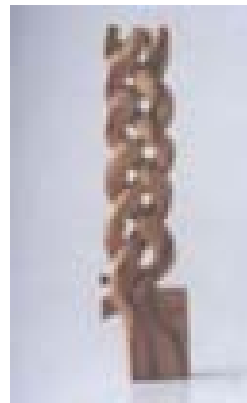
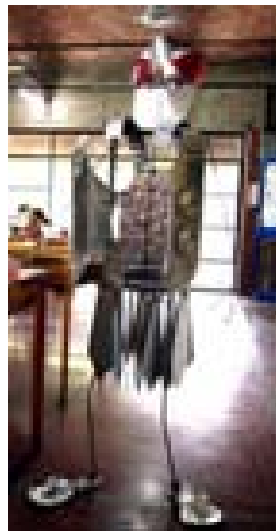
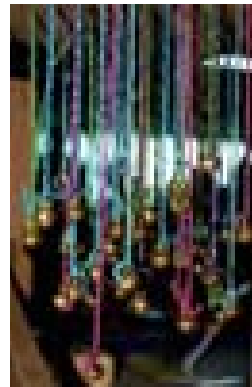
- *Converting Constraints into Unique Opportunity*
 - *Offshoot applications - New applications*
 - *Indigenization*

... environment perception



To live with the community, share experiences and learn directly from such interactions.

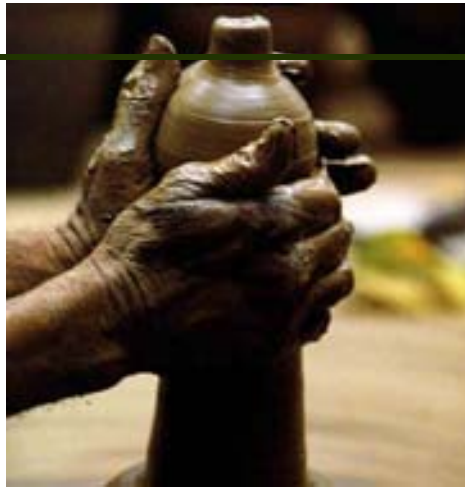
...materials & methods





...craft documentation

*votive terracotta of
central gujarat*



...indigenous innovations



The innovation that this person has done is he has converted the brake lever of the front wheel into accelerator. He has taken the accelerator wire from the accelerator lever and joined it to the brake lever.

He has to drive the rickshaw for 12 hrs as his wife used to pain as he has to hold a rope with this innovation as he has to do is press the lever and control the speed other vehicle thus he is relieved of his pain and making his task easier.

When the brake lever is pressed then the vehicle accelerates





The diagram illustrates the modification of a traditional diya. The traditional diya is a shallow bowl. The modified diya has a vertical stem in the center, which is used to hold a wick. The text explains that this modification allows the diya to be used as a lamp, providing light and warmth. The diagram also shows a cross-section of the modified diya, highlighting the vertical stem and the wick.

THE INNOVATION IS
TRADITIONAL DIYA

...indigenous innovations



Cutter(slicer) for garlic.



Crushing garlic, elaichi, etc.



Being used as a slicer or cutter for soft fruits like banana.



Green-chilly cutting.

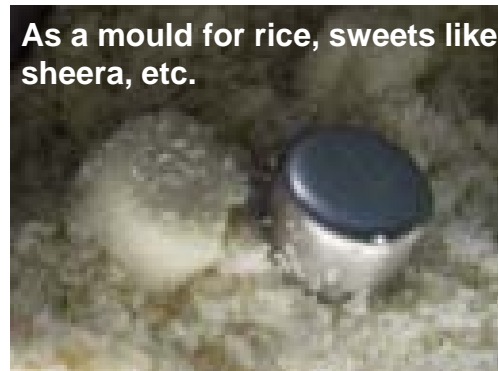


'katori' as a peeler.

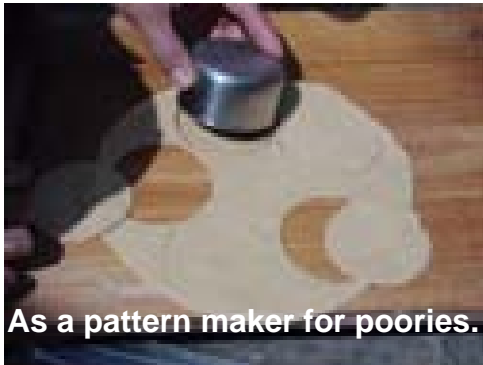
...indigenous innovations



To make 'dosa' on a pan.



As a mould for rice, sweets like sheera, etc.



As a pattern maker for poories.

"The simplicity of the product made me study it's innovative uses by the Indian housewives. The uses (affordances) might not even have been thought of, before it's manufacture...."

....The simpler the product, the more it is useful, in other words, the less is more."

- Amit Patankar, Product Design, 2004.

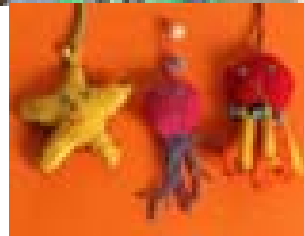
... learning from the field



...trans-creativity workshop



...participatory learning



*...strategic design intervention workshop for
developing economy*

... design clinic



Design for Development

Successful Design Intervention methodologies



- **Craft Documentation**
- **Skill Up-gradation Training Programmes**
- **Need Assessment** and Cluster Development
- Setting up and **Handholding** of Design Institutions / Craft Centers / Design Satellites / Design Cells
- Grassroots Innovation Design Studio

- Technology-Design **Fusion Areas**
- **Design Awareness & Training Programmes** for Industries
- **Design Clinics**
- Product Design & Development
- **Design Business Incubator**

Inspiring Creativity...

... a holistic approach



Individual

Inspiring Creativity....

... a holistic approach

Influences

Culture

Tradition

Heritage

Region

Religion



Individual

Inspiring Creativity....

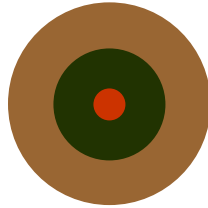
... a holistic approach

Exposure

New Knowledge

Latest trends &
techniques

Crafts, Industries



Influences

Culture

Tradition

Heritage

Region

Religion

Individual

Inspiring Creativity...

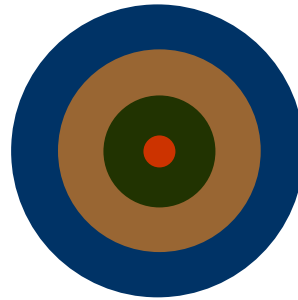
... a holistic approach

Exposure

New Knowledge

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techniques

Crafts, Industries



Influences

Culture

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Heritage

Region

Religion

Experience

Skill, Hands On work

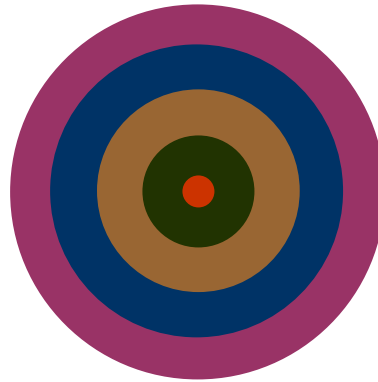
Individual

Inspiring Creativity....

... a holistic approach

Exposure

New Knowledge
Latest trends &
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Crafts, Industries



Influences

Culture
Tradition
Heritage
Region
Religion

Experience

Skill, Hands On work

Empathy

Inquisitiveness

Observation

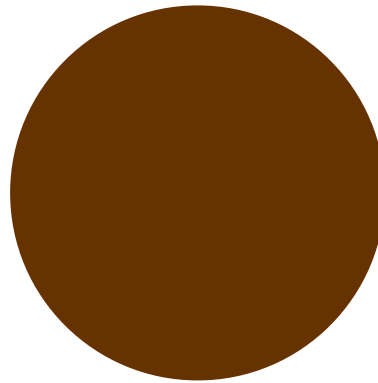
Individual

Inspiring Creativity...

... a holistic approach

Exposure

Influences



Experience

Empathy
Inquisitiveness

Individual

Creative Personality - Unique Identity

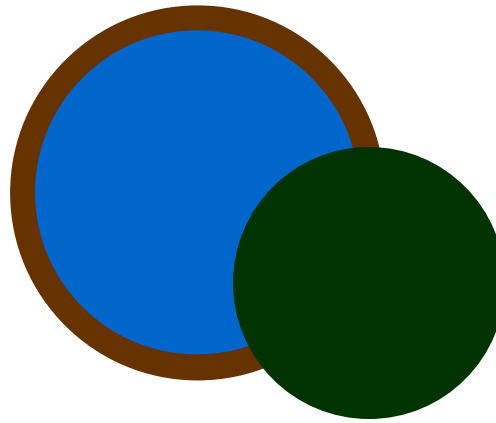
*Positive attitude
Sensitivity to life, Humility
Confidence*

Inspiring Creativity....

... a holistic approach

Challenges

Problems/
demands/needs



Creative Solutions

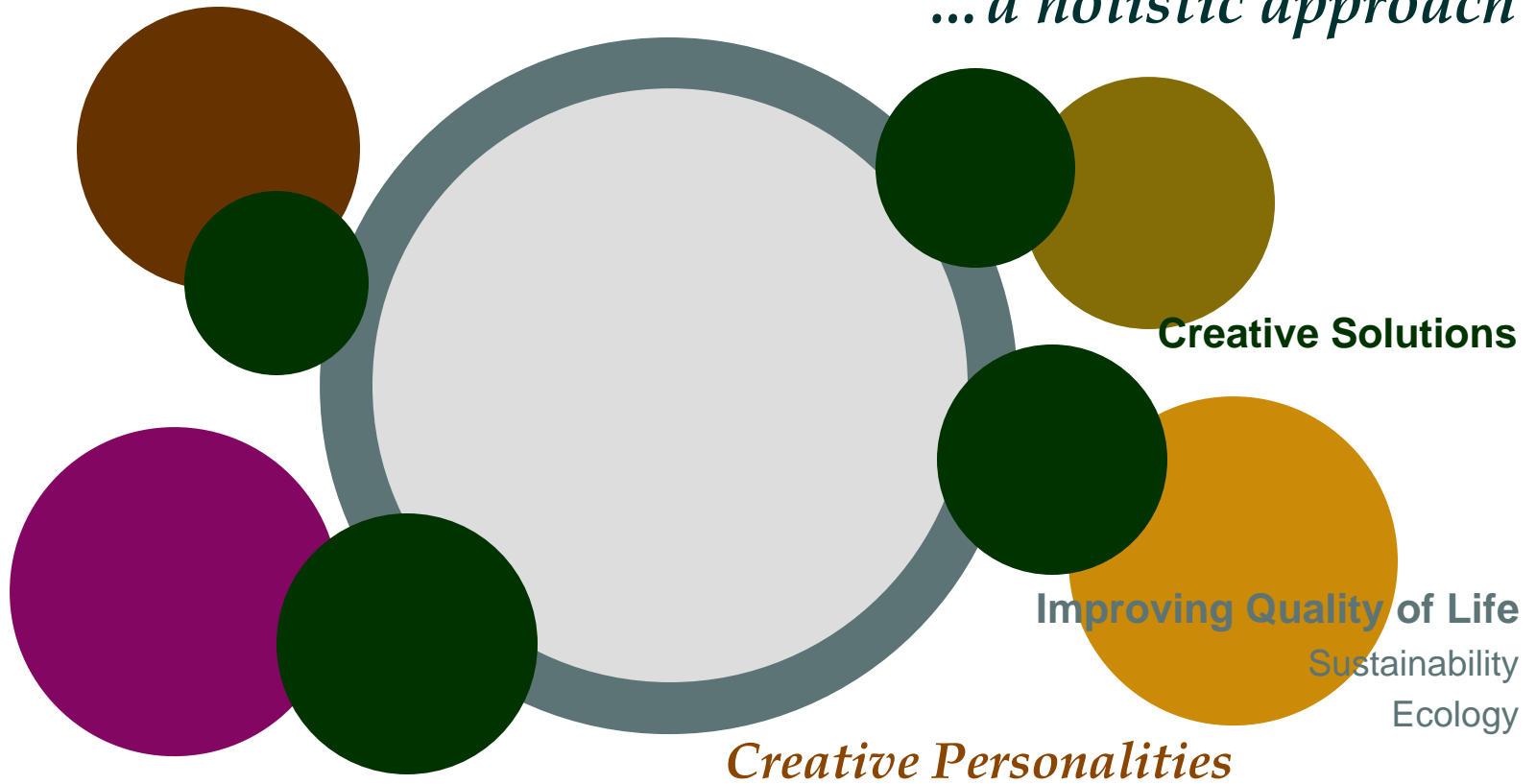
Individual

Creative Personality - Unique Identity

Positive attitude
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Inspiring Creativity...

... a holistic approach



Inspiring Creativity....

... a holistic approach

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Thank You !!



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN