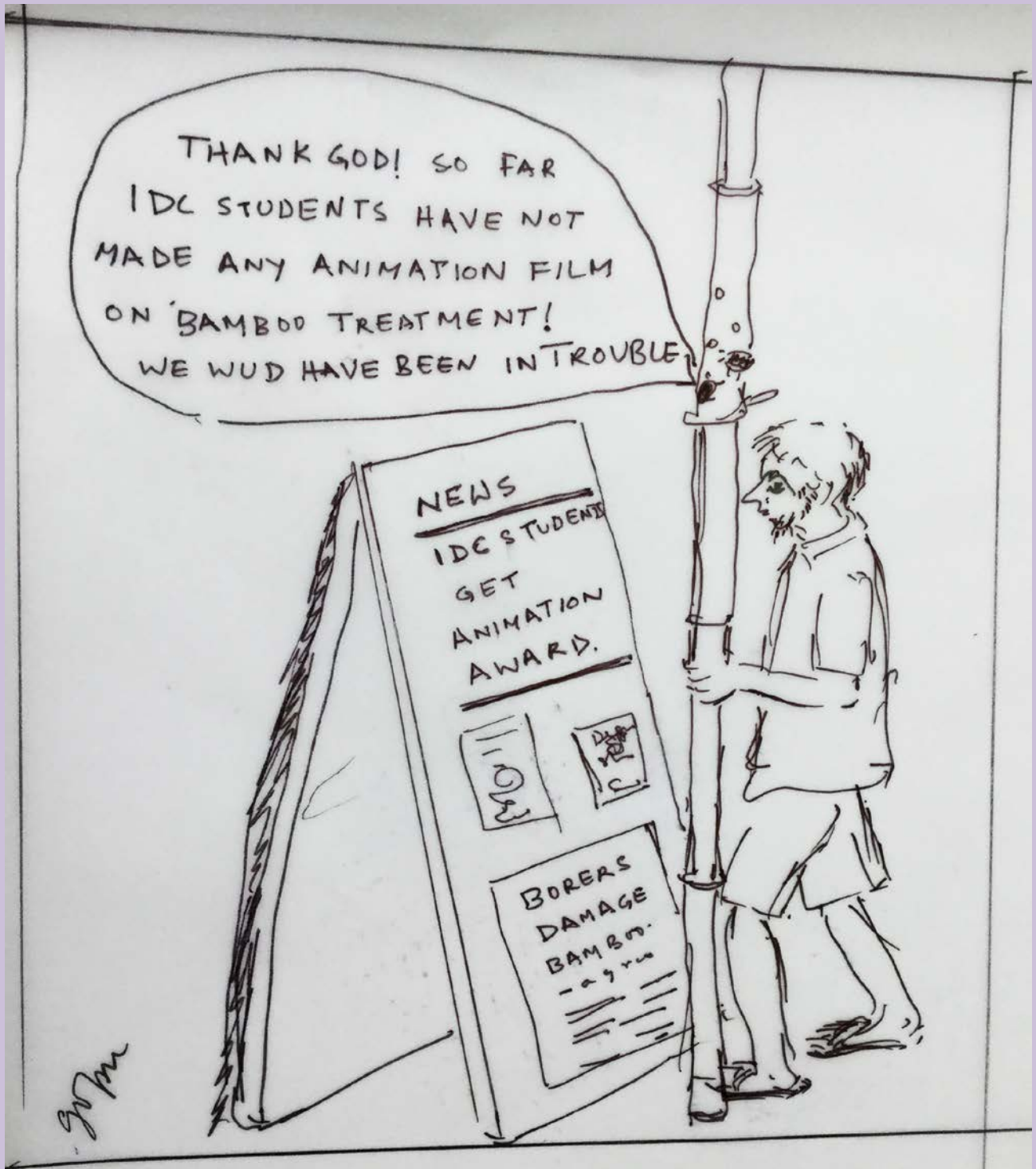


Seasonal Cartoon



Mud gem 3

- ***To reach to large audience
you need to project.
For projection
you need transparency.
If the entity (Self) is not transparent
what you project will be
false, murky
and
people can see it.***

Recent additions

- In Bamboo Craft – List of Workshops and 5 Bamboo Craft
Training Reports
- In Design Projects - Simple Phone for C-Dot and
Crompton Street Light
- In Memory Lane - Memory Lane 2 – NID days

My thoughts

10th, June, 2016

Can student projects make a difference?

a g rao

'He is General Manager in a Company!' My friend from Metallurgy Department introduced me to a terse looking gentleman. My friend was explaining him how IDC is different and how we look at problems creatively! There used to be a exhibition room at the ground floor of IDC! I went on explaining. 30 products were on display! He stopped me and asked, "How many of them have come into the Market?"

I got ajolt! We never thought much about it. None were in the Market. Soon I recovered. 'You see, bringing a product into the market is a long process! A company has to have a plan of production, ready to invest, make a pilot survey, but you know our products are students! They get well paid placements!'

In fact when we look at carefully our business is Education and our products are Students! We fit student projects into a 'frame work' so that they will learn what is required! Unless a project is sponsored or assigned by Industries with their constraints of production and marketing, there is little chance of a new product coming into the Market!

In spite of all the odds. Couple of products did get into production!

In this context, do degree shows with all the effort involved have any importance?

Student projects do have a great significance for different reasons!

They can open windows to the future!

They can open the minds of people to social problems!

They can reframe cultural values!

They can show new possibilities of using eco friendly materials!

They can touch 'areas' where there is no commercial demand

at the moment!

Design Institutes have a big stake in the 'degree shows' exhibiting student projects every year!

All over the country, many design schools have come up! And all of them are putting up impressive degree shows! Only last month I was surprised to see an impressive 'fashion show' and exhibition by NIFT students at 'Kannur' a remote corner of Kerala!

Products mostly textile based were good! They were new to local visitors! They were generating a positive space for "Design in people's mind, apart from establishing credibility for the design school"

Seen from this angle student projects have another function: Educating the Public!

But I was looking for a thought provocation, a wild idea! A cultural repositioning of fashion, may be with a local tribal input! But this was still missing!

Way back when IDC started its first appearance in Public in 1977 with an exhibition called “Products for People” in Jahangir Art Gallery, it got wide attention of Media and Public alike! Later we started a 'Degree show' every year in Nehru Centre, Worli! People from Industry Intellectuals, Parents and Students came to see!

Now the Scene has changed. Mostly Parents and Students seeking admission in B Des or M Des. Visit in addition to our alumni! New product ideas are no more 'novel' to the Public as they are similar to what they can see in the T.V channels or Internet!

So there is a new challenge for student projects.

Are they able to identify and address problems which are ignored by commercially dominated Industries?

Are they able to show new possibilities to use new eco friendly materials effectively?

Are they attending to the problems of weak, neglected sections in Society?

Such student projects will surely make a difference!
