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2022





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## A TRIBUTE TO CRAFT IN DESIGN: LAYERED EXPRESSION BY SUMAN & ARUN

Shraddha Shetiya, M.Des Interior Experience Design Semester 3, UID & Kriti Malkani, Assistant Professor, School of Interior Design, UID

On the 14<sup>th</sup> of October, 2022, Ms. Suman Sharma and Mr. Arun Kullu from Mangrove Collective shared some very valuable thoughts on the importance of craft in design as part of the event UID Praxis 4.0 hosted by The School of Interior Design, UID, Karnavati University.

They began with introducing themselves and their firm Mangrove Collective, which they founded in 2015 with the intent to make the best Indian design and build skills available to the world. Instead of relying on imported goods, they promote local arts and crafts and use locally available resources and labour. Newfound awareness of regional artisanal abilities also helped furniture manufacturers

blend their traditional craft forms into furniture design and offer them a fresh perspective on our modern lifestyles.

Craft describes an ongoing dialogue between material and process in which the material serves as a form generator. Indian crafts and design work together harmoniously. They integrate ecological, economic, and socio-cultural concerns while strategically linking the exploration of new possibilities with sustainable regeneration. Traditional skills can be revitalised and given new significance through innovation when an ancient technique is combined with contemporary technologies.



Ms. Suman Sharma and Mr. Arun Kullu presenting their work. Picture Courtesy: Team Interior Design

UID'22

PRAXIS 4.0

beyond the threshold

talk series

14TH OCTOBER  
10:15 AM

**SUMAN SHARMA**

FOUNDER & PARTNER AT  
MANGROVE COLLECTIVE

A furniture designer from the prestigious National Institute of Design, Ahmedabad, Suman has acquired diverse experience as an award winning designer, entrepreneur, curator and academician over the past 20 years in the industry. Her work includes stints at Good Earth, Samir Wheaton Designs, Sotomoto, Viva Design and Krea where she was the creative head before co-founding the Mangrove collective. Suman has a passion for weaving together narratives in space using furniture and objects. Her wide creative network enables her to collaborate with the best talents in the industry and find exciting and innovative solutions for clients.



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**ARUN KULLU**

FOUNDER & PARTNER AT  
MANGROVE COLLECTIVE

Arun has designed lines of furniture for over a hundred plus projects including several award winning Hotels, Restaurants and Retail spaces in his experience of over 18 years. He graduated in Furniture design from National Institute of Design, Ahmedabad and thereafter gained experience as a designer in leading design studios across the country. He joined Studio Lotus in 2006, where he went on to become an associate, and head the team for detailing furniture and fixtures. With a keen eye for detail, his passion lies in merging industrial processes with tactile finishes.



School of  
Interior  
Design

Posters of Ms. Suman Sharma and Mr. Arun Kullu for the event. Picture Courtesy: Team Interior Design.

They were very transparent about the design process and generously explained some of their projects in detail to the students at Praxis 4.0. Some of the projects shared by them included the Buranchi Staircase, Polka Console, Jenga Bar and Raas Chhatrasagar.

The Buranchi Staircase, inspired by the natural surroundings of the project, featured a decorative brass handrail in the form of tree branches on one side and mild steel bars on the other side. The use of materials to craft it into a perfect design element was the highlight of the entire project. The Polka Console was interpreted from the craft of marquetry, creating a contemporary graphic expression with veneer and wood. Using the natural tone of oakwood as the base, a dramatic ombre shade was etched into the fascia of the console. Next work of craft was the Jenga Bar. It was an

amalgamation of concrete slabs and brass mesh creating a staggered arrangement of geometric shapes.

The last but one of the most interesting works shared by them was the Raas Chhatrasagar project. The interiors and décor for RAAS Chhatrasagar, a boutique eco-hotel in Nimaj, Rajasthan, borrowed inspiration from the property's lush surroundings and teeming wildlife. To safeguard the natural essence of the camp, they designed hidden AC units for the suites, which also serve as consoles. Artisans hand-carved the motifs of the "ker" berries, which come from the Khejri tree, ubiquitous in the desert, on locally sourced Acacia (kikar) wood. These motifs were scaled, transferred to paper, and then hand carved on wood. All the projects reflected a careful blend of art, craft and technology into innovative design approaches.



Meghana Alex, B. Des Fashion Design Semester III, UID



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**14<sup>th</sup>  
Sept  
2022**

# Fashion Portfolio

an interactive masterclass by

# Karolina Piech

**2:30 pm to 3:30 pm | D-Block Auditorium**

**Organized by:  
School of Fashion Design**

Poster for the Masterclass. Picture Courtesy: Team Fashion Design

In "Fashion Portfolio," an interactive master class on how to exhibit your work in a rather creative and distinctive approach for the UG students, the faculty of fashion design collaborated with artist Karolina Piech. In the master class, she presented her first significant portfolio that she had created while she was a student at the Royal College in Belgium. The portfolio was a compilation of four to five collections that she had created, and it featured unfinished sketches, real swatches, and expert photographs from the start of her course until the end.

Karolina put together a really delicate book with all these facts and emphasized the need to keep it up to date throughout, paying close attention to even the smallest aspects, and she clarified the

differences between the two types of portfolios. She described two types of portfolios: one, the digital portfolio, which makes use of tools like iPads and apps that provide ready-made templates, and, on the other hand, the physical portfolio, which contains hard copies of your works such as photographs, rough sketches, and finished pieces.

Karolina emphasized how the little details always add the much-needed charm that will make a portfolio stand out. She spoke with us the value of having a strong portfolio and how it will help launch our professional careers. Overall, the master class was illuminating and provided us with a perspective on the value of having a strong portfolio.



# MICROSOFT MESH

Sundar Mahalingam, Assistant Professor, Animation & Motion Graphics, UID



Picture Courtesy: [www.microsoft.com](http://www.microsoft.com)

Microsoft Mesh is a collaborative mixed reality platform from Microsoft that brings multiple participants into a 3D space to collaborate. Microsoft Mesh connects the physical and therefore the digital worlds allowing users to transcend the standard boundaries of space and time.



Picture Courtesy: [www.microsoft.com](http://www.microsoft.com)

In Microsoft Mesh you'll be able to collaborate with others in shared spaces, so you'll be able to feel the true presence and make it together from your device of choice, whether that's Augmented Reality (AR), virtual reality (VR), or through the screens of your PC, tablet or phone. For application developers, Microsoft Mesh enables you to create immersive, multi-user, cross-platform mixed-reality applications leveraging AI-powered tools for spatial maps, immersive presence, holographic rendering, and multi-user sync. you'll be able to use Microsoft Mesh to conduct virtual design sessions, learn together virtually, enhance virtual meetings, host virtual social gatherings and meet-ups, and far more - all with a geographically diverse set of participants.





Picture Courtesy: [www.microsoft.com](http://www.microsoft.com)

With the assistance of Microsoft Mesh, you'll more easily interact with others as if you're face to face and collaborate with 2D and 3D content. This technology now expands the horizon for who gets to profit from this technology. Microsoft released a preview experience of Microsoft Mesh for HoloLens 2 last year, this is the primary environment that leverages the Microsoft Mesh platform to bring people together.



Picture Courtesy: [www.microsoft.com](http://www.microsoft.com)

Microsoft Mesh has cost and complexity reduced the AI to suit 7-watt passively cooled head-mounted devices. Each of these AI capabilities from Spatial Maps to Presence to Rendering and Sync is decades of technical investment so as a developer you'll specialize in solving business problems while the Mesh platform solves the hard technical issues. Importantly, with Microsoft Mesh, privacy and security are built into the platform, from the integration of our identity services and encryption across all data at rest and in transit.



Picture Courtesy: [www.microsoft.com](http://www.microsoft.com)

Microsoft Mesh gives a sturdy developer platform for building collaborative mixed-reality experiences. Microsoft Mesh is integrated with Identity with options for Azure Directory and Microsoft Accounts. It uses Microsoft Graph to form it easy to intuitively connect users, content, and activities. Mesh provides all the building blocks to illumine collaborative mixed reality experiences with Spatial Maps, 3D Presence, Rendering and Multi-user sync. And as a developer, you can access all of this using the SDK.



## A BRIEF INTRODUCTION TO SATYAJIT RAY AND HIS TIMELESS CONTRIBUTIONS TO THE SOCIETY

Aditya Hrishi and Rudraneel Dutta, B. Des Animation & Motion Graphics  
Semester III, UID

The Calcutta born Indian filmmaker, among the few masters of world cinema, is an iconic figure widely known for his unique and universal style. Satyajit Ray, the master storyteller, has left a cinematic heritage that belongs as much to India as to the world.

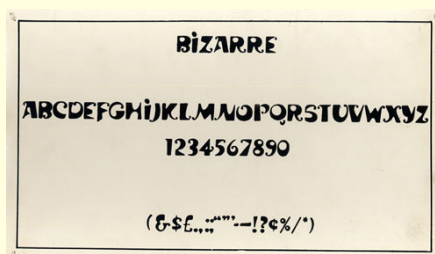
Born in 1921 Satyajit Ray had a tough childhood after losing his father at the young age of three. He graduated from Presidency College, Calcutta, with a BA in economics. On the persuasion of his mother and his respect for Tagore, Satyajit Ray later studied at the Visva-Bharati University in Shantiniketan. Ray developed an appreciation for

oriental art and learned a lot from famous painters during his studies, which became the foundation of his filmmaking practices in later life.

Known primarily as a director, Ray was also an extraordinary illustrator and graphic designer. In April 1943, Mr. Ray joined D.J. Keymer, a British-run advertising agency, and spent the next thirteen years working as an illustrator and carrying out some brilliant campaigns. He introduced more Indian motifs and calligraphic elements to advertising. Using his unique style, he brushed off colonial hangovers and 'Indianized' print and advertisement design in ways never seen before.

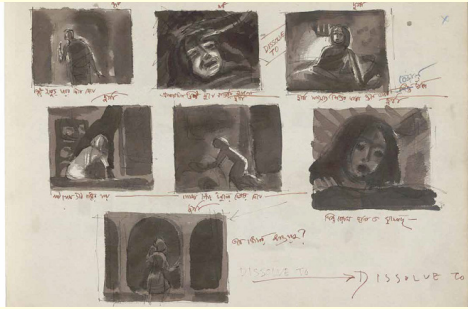


A few Illustrations made by Satyajit Ray



Ray Roman and Ray Bizarre, two of his typeface designs, won an international competition in 1971.

His first film, Pather Panchali, was one of the ground-breaking films that brought the Indian film industry to the limelight. Even as a filmmaker, the 'illustrator' in Ray was quite prominent. He used to sketch out each and every scene of his films and render them in order to visualise the staging.



Sketches from Panther Panchali made by Satyajit Ray

His later films include The apu Trilogy, Jalsaghar, Devi, Teen Kanya, Charulata, Nayak, Ashani Sanket, Shatranj Ke Khilari, Ghare Baire, Ganashatru and Shakha Prashakha. Agantuk was his last film. Although he made his films in Bengali, his films are universally appealing. In addition to directing, he also created characters like Feluda, Professor Shonku, and Tarini Khuro, all of whom are well-loved and admired by audiences of all ages.

Satyajit Ray is a name known throughout the world as a cultural icon of India. Needless to say, his films have left an impact on every aspect of Indian cinema; from the unconventional direction and filming methods of Pather Panchali to the choreography and sound design of Goopy Gyne Bagha Byne. The film industry has learned and evolved with each of his films. His act of advertising his films through posters and flyers made by him was the first time a film was advertised in India before its screening. Ray's cinematic style influenced many film directors around the world, such as Quentin Tarantino, Isao Takahata, and Christopher Nolan.

There have only been a few Indians to receive the highest award in cinema - an Oscar. As one of India's most recognized filmmakers, Satyajit Ray was given the Honorary Award by the Academy at the 64th Academy Awards in 1992, which Ray could not attend in person since he was hospitalized in Calcutta due to his ill health. A month later, on April 23, Ray passed away at the age of 70. Calcutta came to a standstill as hundreds of thousands of people gathered around his house to pay their respects. The legend will not only be remembered as a master filmmaker but also as a symbol of the entire community. He has inspired millions of people over the years and will continue to do so.



An illustration of Satyajit Ray, by Rudraneel Dutta



A Scene from Pather Panchali in watercolour, by Rudraneel Dutta

### Image links:

1. [https://satyajitray.org/wp-content/uploads/2019/11/artist10\\_big.jpg](https://satyajitray.org/wp-content/uploads/2019/11/artist10_big.jpg)
2. [https://satyajitray.org/wp-content/uploads/2019/11/illustration\\_big4.jpg](https://satyajitray.org/wp-content/uploads/2019/11/illustration_big4.jpg)
3. [https://satyajitray.org/wp-content/uploads/2019/11/artist12\\_big.jpg](https://satyajitray.org/wp-content/uploads/2019/11/artist12_big.jpg)
4. [https://satyajitray.org/wp-content/uploads/2019/11/illustration\\_big2.jpg](https://satyajitray.org/wp-content/uploads/2019/11/illustration_big2.jpg)
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6. <https://satyajitray.org/wp-content/uploads/2019/11/Ray-illustrated-a-primer-in-Bengali.-The-flying-eagle-is-done-in-bold-brush-strokes.-1943.jpg>
7. [https://satyajitray.org/wp-content/uploads/2019/11/typo\\_big2.jpg](https://satyajitray.org/wp-content/uploads/2019/11/typo_big2.jpg)
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## LIFESTYLE ACCESSORY DESIGN DEPARTMENT ALUMNI MEET

Amrita Francis, B. Des Lifestyle Accessory Design Semeser III, UID



Alumni meet group picture. Picture Courtesy: KU Photography Team

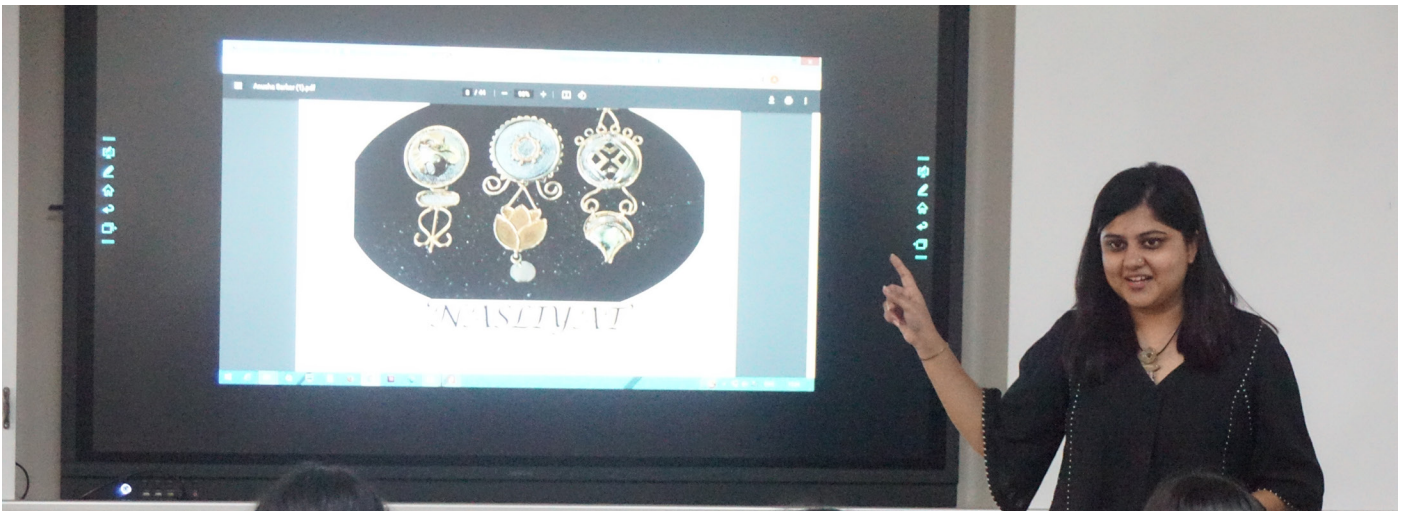
On the 28<sup>th</sup> of September, we welcomed former students for an interactive session with our batch. The session, titled “Design Industry Insight and Introspection,” gave students a glimpse of design as a career and the work that goes on within the industry.



Ms. Nihalika Chaudhari, Senior Designer at Baggit India Pvt Ltd during her discussion.  
Picture Courtesy: KU Photography Team

Among the featured alumni were Ms. Nihalika Chaudhari, Senior Designer at Baggit India Pvt Ltd, Mr. Divyaraj Desai, Independent Watch Designer, and Ms. Anusha Shelat, Owner and Creative Director of Mandala.

Each shared a fascinating narrative about their diverse experiences as designers, how they advanced and what helped them figure out how to become successful at work. As a student, hearing about their experiences was fascinating because I had no idea what the design industry entailed or how to approach doing the job, but hearing their stories made me realize that there is more than one path to design and that you can play to your strengths to pave your way through the industry.



Ms. Anusha Shelat's session discussing about her brand- Mandala. Picture Courtesy: KU Photography Team

To elaborate, during Ms. Anusha Shelat's session, she had a highly entertaining segment in which she interacted with students attempting to pitch a design to a stubborn client and showed us how to respond and go forward in the face of criticism. She also informed us about her journey to starting her own business, the importance of communication, and trying everything you can get your hands on.

Ms. Nihalika Chaudhari's session provided insight into the experience of working for a major brand in the industry and the more practical parts of the job, such as diverse target groups, dealing with competitors, and the significance of being consistent and detail-oriented in all your work.



Mr. Divyaraj Desai, Watch Designer. Picture Courtesy: KU Photography Team

Mr. Divyaraj Desai's experience involved navigating through a niche passion for designing watches, which was not one of the expertise taught in detail in the institute during his tenure and improving his skills passionately. With his practice and perseverance and the guidance of the faculty to find companies to get first-hand experience, he has become a successful watch designer today.

Hearing the stories of people who were formerly in the same position as I am now and their well-earned success made me understand the initiative I must take for the future I desire. I'm looking forward to hearing more incredible stories and learning from alumni who have yet to return.



## FINDING SMALL WINS

Suchandrika Paidipati, B. Des Lifestyle Accessory Design Sem VII, UID



My industry where I completed my internship- Emerald Jewel Industry India Limited(Coimbatore);  
Picture Courtesy: Suchandrika Paidipati

“When you want something, the whole universe conspires to make it happen”. I always dreamt of owning a huge place. Huge infrastructure, machinery, and thousands of people working as a team is where I look at myself. With this, I ended up working at Emerald Jewel Industry in Coimbatore, Tamil Nadu for my Internship.

Emerald Jewel Industry India Limited is the result of one man's dream and unending hard work to grow into the World's largest manufacturer. Way back in 1984, K.Srinivasan started EJIL in Coimbatore to meet the demands of India's

market. People were not satisfied with the stale merchandise peddled throughout the country and demanded better quality and design, both of which Emerald delivered in spades. Rapidly adapting to emerging technology and good innovation helped Emerald propel itself to the top where it sits right now, as one of the world's leading manufacturers. Honestly, my three-month internship felt like working in a “Mini K.G.F”! With huge manufacturing units, tonnes of gold jewellery getting manufactured and thousands of people working behind this company.



Me in the company uniform, as it was compulsory to wear uniform to enter into the factory.  
Picture Courtesy: Suchandrika Paidipati

The company has an in-house design development team that works based on the current trends, and by analyzing the market requirements, creative briefs are created by the merchandisers and are developed by the designers. Final designs are approved by the head of the department and get processed for manufacturing.

I worked as a design intern in the Gold jewellery manufacturing unit. The first two weeks were the time given to complete the Induction program, where I got to see how the product development team and the production team coordinated and worked together. I saw various techniques and technologies used in making Gold and Silver

Jewellery. It took a few weeks to understand the working of the industry. I then started working on research and development projects.

My first biggest learning here was to work and stay without mobile phones and laptops. The strict timings, rules, and schedule have humbled me down as a person more than anything else to mention. It was a great eye-opener for this world of jewellery. And especially for a student with no experience, working in such a huge place was a blessing. I can confidently say that Emerald was an amazing company to start learning with and to start a journey in this field.



## RESEARCH-O-PEDIA: TRANSFORMING ACADEMIC CULTURE

Shweta Rai, Assistant Professor, Lifestyle Accessory Design, UID



Research-o-Pedia workshop. Picture Courtesy: Shweta Rai

Creating transforming attributes of accessibility, equity, quality, and accountability, through NEP 2020, which aims to reform education in India. The objective for Higher Educational Institutions is to turn into multidisciplinary institutions, with multiple exit options. With NEP 2020 National Research Foundation would develop into an authorized central body to foster the research culture and research Capacity required for higher education.

Karnavati University has aligned organizational goals to develop and capacitate educators and professionals toward a research culture. Research-o-Pedia, organized by Karnavati School of Research, had forthcoming participation from Unitedworld Institute of Design with 68 faculties and Karnavati University Ph.D. programme scholars, enrolled for the research workshop on converting working research papers into publish-ready research articles.

Under the mentorship of Dr. Shiva Prasad, Dr. Brajesh Dhiman, Dr. Arunita Paul, Dr. Bhavesh Shah, Dr. Sharmila Sinha, and Dr. Promil Pande. Workshop Participants at UID have uploaded 35 research papers, which are under review for publication.

Through the workshop, Design academicians who have also been practitioners, have approached research with a curiosity-driven mindset. Faculties with mentor support could evaluate their area and scope of research and develop the critical mind-set essential to evaluate the quality of research writing and the type of methodology appropriate for their topic of research. The Publishing of the research papers would be initiated by the Karnavati School of Research Dr. Kishor Bhanushali, Director of Karnavati School of Research would guide the process of publication in renowned journals.

## THE ART MANDI

Swarali Devi, B. Des Visual Communication Semester V, UID



Snapshots from the event. Picture Courtesy: Team Visual Communication.

ART MANDI - the mandi of our own work, the day full of fun and joy, the day full of enthusiasm and the day of the result of our hard work. It is the fund raiser fest for our department that is Visual Communication's pride fest MODUS, where we create our own products and sell, have fun games, mouth watering dishes and unstoppable fun and masti

It was 11 am in the cloudy morning when we all started setting up stalls for the mandi with enthusiasm. There were mixed emotions for the stall holders whether the items would be sold or if

the customers would like them, but with that was the sparkle and excitement in the eyes that finally the day had arrived where our own efforts and work would be facing a large mass. It was not only limited to stalls but it included sleepless nights for planning, brainstorming the event, management and organizing such an event on a large scale.

The fest began with the inauguration ceremony by Col Surojit Bose with a large, excited gathering with loud music playing in the background. There were photographers all over who captured the mandi moments into one frame.



It felt amazing to see such a crowd enjoying the fest environment. There were anchors continuously commenting and they were interacting with the visitors creating a lively environment. Visitors were asked to share their feedback as well. Anchors were so humorous that sometimes it bought up a new level of energy in the stall holders as well. They promoted each stall in a very creative way, the words chosen, the interaction was mind blowing.

Oh how can i forget the best part, we were midway to the fest and it started raining. Soft drizzles were seen around. It was a pleasant cool feel which added up to the environment.

There was hustle among the stall holders, everyone trying to save their stall from getting wet, while few were seen enjoying and dancing in the rain as if they were finally relaxed.

Watching them dance gave everyone a vibe which even added up to the taste of the fest. Soon the end of sale was seen coming when the announcements were made about selling the leftovers in the offers, prices dropped, buy one get one free offers were announced and these marketing strategies added a boost to further sales which brought a wide smile on the tired faces of the team working the whole day long.

This fest was a great success and a lot of fund was collected. For us this was not just a fund raiser but a great learning experience. Faculty and the students worked as a team and this unity among the department was the reason for success. Working for this mandi taught us many more things from working with tight deadlines to managing academics with extra activities. This gave us an opportunity to showcase our skills beyond the assignments and made us independent, responsible and organise things.



The Faculty Team. Picture Courtesy: Team Visual Communication.

Kanak Pitroda, B. Des Automobile & Transport Design, Semester III, UID

14th October 2022; after a long 12 hours by bus we reach The Pink City, waiting to explore. We started our journey at Kunwar Customs, a bike customization workshop. Welcomed by Mr. Rakesh Rathore, we were astonished by two of their latest bike builds- Adam, Zoro. It does not get over yet, BMW S1000RR, BMW R1250 GS, and Harley-Davidson Street 750 were around the corner to blow our minds. We get an opportunity to go around and explore their workshop seeing their hand-built parts, the filled sketch boards, the ongoing projects, and a lot of spare parts. It was a fascinating experience to see all the bikes stripped out with endless potential. We learned about the History of Kunwar Customs, their philosophy, and their vision for bikes.

Going through the buzzing city, we explored the Patrika Gate and were mesmerized by the vivid colors. We visited a place called Dream Customs India. It's a small customization workshop in a rural area. The first thing that stands out about these guys is the replicas of supercars that they make using fiberglass, most of their work is considered "jugaad" because most of the replicas they make are never perfect, but talking to the people at the workshop was truly a humbling experience. No fancy software or power tools, even with the constraints they have, their passion for automobiles is seen through the work that they produce.

A new day, a new beginning, 15th October, we were about to visit the most awaited place of our visit, Rajputana Customs, easily one of the most

renowned custom motorcycle builders in India. Reaching there, we were left speechless, the energy, the sights, and the smells sending us to a different dimension of emotions. We were at the birthplace of the magnificent bikes they create with their own hands! We learned about their passion, their vision, their hard work, and the process behind every custom or restoration project. The seen, the unseen, we surely experienced the most amazing time in our visit. Contrary to the traditional custom builds, we visited the manufacturing plant of HOP Electric Mobility, Jaipur to witness the process of electric mobility in the upcoming surge of the electric transportation age. We saw their process of the assembly line, quality checks, and test drove their products. Understanding the manufacturing process of EVs and discussing the future of electric vehicles in India, we called it the end of an astonishing day.

On the last day of our trip, we had the famous Kanda Kachori and went on to explore the City Palace. Lost in the beauty of the rich history and the culture, we saw beautiful artworks, structures, and colors all around us. We visited the famous Hawa Mahal on the bustling street and went on to see the local markets. Having the best Dal Baati, we concluded the day and our amazing trip, full of new experiences and memories. The passion we see in every place we visit is inspiring, it makes us learn about the hardships and setbacks the team goes through while working on the project, and how to overcome them. In the end, it was one of the best trips we had.







Dream Custom. Picture Courtesy: Team ATD



Rajputana Custom. Picture Courtesy: Team ATD



Rajputana Custom. Picture Courtesy: Team ATD



HOP Electric Mobility. Picture Courtesy: Team ATD



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