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ANUTHI KARIGARI

Disha Bothra, B. Des Lifestyle Accessory Design, Sem VIII, UID

Art is a very integral part of life. Craftroots, a place full of love and support. My Graduation Project – 'Anuthi Kaarigari', was all about different crafts from all over India. Craftroots gave me an opportunity to learn about different crafts and materials and to gain experience in this field. It was a great experience to be a part of the creative process to revive, sustain and share the craft traditions of India.

My four collections were:

Sandook:
Gifting Boxes

Bhoj:
Dinner Set

Neer:
Bathroom Accessories

Nakshatra:
Lamps



INDUSTRY EXPERIENCE - AMARIS

Aanya Singhal, B. Des Lifestyle Accessory Design, Sem VIII, UID



Me with my office team.
Picture Courtesy: Aanya Singhal

My graduation project at Amaris by Perna Rajpal, one of India's leading precious jewellery brands, was jam-packed with information, exposure, and experiences. The project centred on gaining a comprehensive understanding of the process from the beginning of a piece's design journey to the production and sale of the final product. I've been fortunate enough to learn and witness the various aspects of the jewellery design business as a whole.

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My design in making process at factory.
Picture Courtesy: Aanya Singhal



My earring design final look in emerald gemston.
Picture Courtesy: Aanya Singhal

I am glad to have experienced working in a store that bridged a gap between studio learning and industry functioning. My role entailed forecasting trends, understanding customer and market needs, and designing jewellery pieces accordingly. Along with this, I helped with store displays, photo shoots, few sales and interactions with the clients. I got to see the manufacturing process during workshop visits, learn about the pricing and access the final pieces. This project also taught me how to work within a team, from consulting the design head to interacting with and communicating the designs to the artisans and manufacturing head, as well as assisting and learning from the sales team.

The four months of my graduation project in the industry as an intern helped me discover my skill set and acknowledge my part in the industry as a designer and par beyond it. This journey has provided me with experience and uplifted my confidence to further work in the industry. It has been an exhilarating and a gaining experience as a whole. This was a great start and I am hoping to learn and gain more experience in the future.

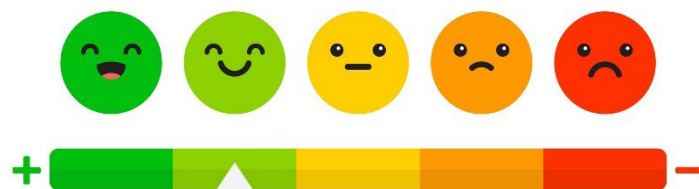
THE HAPPINESS INDEX

Mahima Nand, Assistant Professor, School of Fashion Design, UID

The Happiness Index assesses life satisfaction, happiness, and other happiness-related factors, such as psychological well-being, physical health, social support, community, time balance, education, arts and culture, government, the environment, material well-being, and employment. The Happiness Index is a tool for assessing, understanding and enhancing people's levels of happiness as well as community well-being, social justice, economic equality, and environmental sustainability. The Happiness Index helps to promote societal change. The Happiness Index provides experts and decision-makers with the knowledge they need to create strategies for the welfare and happiness of the populace.

Global economists are publishing an increasing number of studies that go beyond the GDP to assess countries' general happiness and well-being. Rankings may fluctuate because these studies utilize somewhat different metrics (such as the prevalence of obesity or the strength of social ties). However, this research is helping to provide a clearer, more accurate picture of the actual state of health and wellness in many nations throughout the world.

According to Beethoven (1984), happiness is the subjective measure of how favourably a person views the entire quality of his or her own life. Or, how much a person enjoys the life they lead. Contrary to fleeting feelings, happiness is a satisfying feeling that lasts throughout time. On the other side, it is possible to have pleasant feelings occasionally while being dissatisfied on occasion while experiencing positive emotions. Contrary to contentment with one's job life, marriage, etc., which are satisfactions with life-aspects, happiness is satisfaction with life as a whole.



Happy scale. Image Courtesy: <https://images.ctfassets.net/>

The recent pandemic has probably significantly influenced public perceptions of what matters most for a decent life and how society may promote collective gains to well-being. The profound notion of wellbeing is that people can report their subjective experiences in a way that may significantly influence people and civilizations toward better living. More than 25 words out of every million in print contain the word "happy." Numerous indicators are used to gauge people's quality of life, and as a result, we may utilise these to find out how effective governmental policies are.

Single individuals' wellbeing may be easily measured by delivering questionnaires such as the Satisfaction With Life (SWL) exam, which effectively indicates the amount to which a person believes that his/her life is valuable (Diener et al., 1995). Self-reporting has been demonstrated to be relatively accurate, and recent research has shown that it correlates with the sentiment expressed in Facebook status updates, for example (Park et al., 2009). There is significant literature on measuring wellbeing and happiness.

Living a happy, long life that does not prohibit future generations from living happy, long lives in a way that is sustainable is what is truly vital for each of us as individuals.

MASS PRODUCTION!

Parth Khaladkar, B. Des Automobile & Transport Design Sem V, School of Industrial Design, UID

As an automotive designer, seeing your concepts being sold to people is quite a big event. That's exactly what we got the opportunity to do this year! White Carbon, a hot new 2-wheeler EV start-up approached UID's automobile and transportation design department looking for a color and graphics revamp of their upcoming two wheeler "Jazzy".

We were handed the task of creating a new identity for the scooter which would appeal to new EV buyers. Initially it was a part of a class assignment as an elective at the end of which, people from White Carbon would come over to evaluate our designs. The best ones would be chosen for production with the possibility of working with them on a future project. Each of us created personas which represented a certain customer segment of the market and catered our designs to that persona.

To my delight, my design happened to be one of the designs chosen for production! They chose my colorways and graphics along with the general branding identity and logo that I had created for it. They also really liked the livery that Prateek came up with and chose that one as a "special edition". Since then, the two of us have been working with white carbon on another "high-speed" variant of the same scooter that will be launched sometime during November or December. Through this, both of us learned how industrial suppliers work and the kind of files you must provide them in order to start mass production of vehicle stickers. We also improved quite a bit in terms of teamwork and collaboration. We had to leave the dreamy design land of mood boards and personas to cold production ready PDFs with dimensions, hex codes and RAL numbers. The team at white carbon was also collaborative and took time to introduce us to the production process. I'm really excited for the day when we get to see our work on the road!

FAITH- THE DECIDER OF SOCIAL FABRIC

Asmi Gugale, B. Des Interior Design, Sem III, UID



Signage stating-No Entry, Sharan village, Kullu. Temple with no idol inside with access for only village Pandits, Sharan village, Kullu. Picture Courtesy: Asmi Gugale.



We often see faith mixed up with superstition and fear. We have been performing different rituals throughout centuries and over these years some of the rituals without knowing what they signify. Some perform these rituals and traditions with fear and superstition but for me it's completely on faith. Faith in our forefathers, their practices and a higher power protecting and guiding us.

I experienced and understood this in our Study Trip to Sharan village near Manali, as part of Interior Studio module. It was a 07 day trip, where we explored Vernacular habitat dwelling. Sharan village is located amidst the beautiful Himalayan valleys in Naggar, Kullu District. The study was dedicated to understanding the community, lifestyle, construction techniques, objects and elements, used as an integral part of their indigenous living.

Between these houses which are built in the Kath Kuni style and the narrow pathways that run along the village are temples known as 'Jamlu Devata Temple' or 'Jamdagni Rishi Temple'. A temple where no one can enter. Jamdagni Rishi also the father of Parasuraman is believed to be the God of this village who still looks after all the administration, justice and answers to questions of the villagers. Yes! The god really answers to the questions and that through a human. The priest, formally called as goor, experiences a trance upon chanting some mantras along with the use of some materials or traditional samagri. The goor then answers

to the questions asked by the people and these answers are considered as the words of God itself. This process is done only during the important events or festivals in the village. Only then the idol is kept in the palki outside the temple building and people can see it. On other days, nobody is allowed to enter the temple province as it is considered as God's home and their resting place so they should not be disturbed. They also believe high powers and energies being caught up in the temple so it should not be disturbed as it wouldn't be safe.

It might seem unbelievable at first but I was overwhelmed to see their faith and respect over these practices. Definitely it has worked for them and therefore they still continue to practice it.

From questions like whether a house should be built or not to questions related to health, all being answered magically. Some things are beyond our understanding, some things are beyond our knowing and moving forward in this unknown state without any fear is FAITH. Beliefs are logical and calculated but Faith is always unknown, it's always blind.



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