

NEWSLETTER

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Design For All Institute Of India

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Editorial Purpose:

*Our mission of
Newsletter is to
work as catalyst
for Design at
individual as
well as
organizational
level of
government and
non government
for spreading
and exploring
the new concept
of Design For
All/ Universal
Design/
Barrier-Free /
Inclusive*

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This write up is presented to us by Dr. Imma Bonet of Design
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<p><i>Design For All redefines the Design Process. Design For All connects with creativity of Individual and organization. Design For All cares for those who are creative and work Creatively for betterment of the society with loyalty, We provide basic need of trust and sincerity to them And do not believe in their loyalty to our organization. Creativity come from any dimensions of any field, we create Conducive environment and provide right platform</i></p>

Readers are requested to express their views about our newsletter to the Editor

Feedback@designforall.in

Forthcoming Events and Programs:

Editor@designforall.in

The views expressed in the signed articles do not
Necessarily reflect the official views of the
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[Editorial by Chairman:](#)

This is our second issue and in the month of March we dedicate a day for honoring the achievement of women in every walk of life. It is the way we celebrate the success of women and it reminds that still they have long way to go. Those who have achieved some significant position and from where they can benefit those who are underprivileged or living in ignorance and exploited by others or they are in that state where their voices are strangled or suppressed or twisted in such a way it benefits certain privilege peoples , should take that step which will benefits the entire living being.

This March 2006 issue is dedicated to International Women's Day. I personally as a individual admire the achievement of woman at individual as well as collective in international scenario, but lot yet to be achieved at our national level. When I see the statistical data of population in India it is shocking to find that the male- female ratio is increasing at an alarming rate. It is a shame on us. The statistics reveals that where people are economically better off and educated (I address them as so called educated; they Know the art of amassing degrees and manipulate to acquire significant positions in the society.) they are still mentally primitive and kill the female child at fetus stage. They are criminals of the society and this type of practice makes them insensitive towards others. They keep on behaving insensitively and believe in the philosophy of their convictions without fail they argue in favor of their philosophy of killing. We must stop this practice and

wherever we find such people in life we should not hesitate to condemn them from every platform and should never behave diplomatically or cowardly by saying "we should not inflict their feelings". One thing we should remember is that they have lost their complete humanness. They will never understand unless and until you make them realize publicly that their act is heinous and we are socially boycotting them and their family.

Whatever women have achieved so far I feel like saluting them. It is their achievement as men had neither wished nor allowed them to succeed. Whatever respect few women are enjoying in the society is not because men have helped them. Rather, it is their individual or small insignificant groups present everywhere in the world that has fought for their advancement and welfare and are still fighting the battle for the same and in fact, their very survival. Some of them have sacrificed their life and others are ready to die for the betterment of their community irrespective of their race, caste, creed, color and boundary.

In my opinion, the second major contribution for achievement of women is the role of technology. Earlier technology was power based and man was comfortable with it. As the technology has improved with inventions of electricity, electronics etc which require very minute physical power to operate women do not feel any difficulty in handling the same. Cars have powered windows; steering women can easily manouver it. Now females enjoy the benefits of such technology. The concepts of Design For All / Universal Design aim that we should design such products which allow diversity of users to come in unification of single developed products and services We should not design a western toilet seat which is comfortable to man but is against the posture of female. In India good section of people have money but deliberately do not provide toilet in their houses because it will be compulsory for female family members to defecate in the outskirts of the village before dawn and start doing house chores thereafter. Once late or sick a woman has to hold on till the dawn or dusk. All this is a mental as well as physical torture .Man can do and go any time anywhere.

The third significant development at home front is the Kitchen. Earlier women spent her maximum daytime in preparing and serving the food for the day for family

members. The technology of Kitchen has revolutionized the woman's job of caring for the family. A good lot of time has then been saved she saved for her own .The role of technology and its application is better developed by designers or manufacturers to make it commercially viable and to maximize their users .It is benefit in disguise for women.

The human mind has unique ability to create something from out of nothing. Sometimes we use our knowledge. Often a flash of idea strikes out of blue. It is still a mystery but I always say a flash of ideas only strikes those who are all the time deeply engrossed in that problem. Some times we work individually or with a group of people and discover the truth in which we live with knowledge. Sometime, we infer with the causal effect to understand the world we have never seen. We keep on changing our designing and again redesign as our knowledge changes to discover the truth and continue to struggle to be perfect in this world. In this struggle we male and female together strive to make our world better. The current century is Information era. It is different from the centuries gone by because we put a price tag on every intellectual work. The new economy is dependent on buying and selling of ideas and facts. It is good in some sense that it pays back to the achiever what he deserves. In a sense these intellectuals work only for those activities which the market demands. It is harming those people who think beyond their time like Mr. George Boole who invented Boolean algebra way ahead of his time. Two centuries before he had anticipated the invention of computer technology .This institute will provide a platform to every innovative mind that has come across any idea but it should have a scientific backing.

This issue has two articles contributed by eminent and noted ladies those who are active in Design area.

I keep admiring those women who not only achieve something themselves but allow others as well to grow without any prejudice. They are never vindictive towards who wrong her. This way they serve as carrier of culture and who set a good example others and command a respect by her good work.

With Warm Regards.

Dr. Sunil Kumar Bhatia

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From The Desk of Editor:

It is great pleasure for all of us that our inaugural issue February 2006 has received enthusiastic appreciation by critics, designers, entrepreneurs and government/non government organizations. The response was an overwhelming. A great encouragement from all walks of life. Mr. Sunil Bhatia has taken a bold step in starting the 'Design For All Institute Of India'. Let us collaborate. Let us team up. The challenge is daunting. Once again, my thanks to those who wish us well and prod us on our energy levels are low.

We are sending you our second issue of March 2006 monthly newsletter with the latest news from Design For All Institute Of India and the field of Design For All/ Universal design/ barrier free.

We do hope you will find this issue both interesting and informative. As ever, we are awaiting your proposals, criticisms and contribution.

Warm regards from the team of Design For All Institute of India.

Editor

A new age for design ?

Paola Poletto

The Design Exchange Universal Design Professional Development Series, launched in 2005, generated significant resource materials presented online at www.dx.org/universal. Expert workshop facilitators, partner organizations, accessibility consultants, designers,

researchers, artists and workshop participants have contributed to the project.

Collinda Joseph, Senior Researcher at the Canada Mortgage and Housing Corporation noted in her workshop presentation at *Universal Homes: Safety and Egressibility* that by 2017, over half of Canadian households will be comprised of individuals over the age of 55. Concepts like aging in place, multi-generational living and flex homes are growing in significance. Indeed, designers should be renegades and capitalize on this broad demographic shift. While concept homes like the Toyota Dream Home, unveiled at EXPO 2005 marries beauty, sustainability, and universal design principles; the next step is to make these goals a reality for everyone.

We have embraced a cyborg age, a post-human era populated by hyper-brains. In the workshop, *Inclusive Web Design*, at DX, Jutta Treviranus and her team at the University of Toronto's Resource Centre for Academic Technology, could not overstate the impact of good web design versus the flurry of current substandard design practices that populates the World Wide Web.

At the same time, in the material world, we are experiencing the undoing of the serial mechanical reproduction that was privileged in the modern age, in favor of variation and unique choice within serial reproduction. Today, our ability to negotiate new tools and technologies may more accurately deliver design that has the ability to generate modifications for individual use and thereby produce difference within repetition.

In this new age, there is still the economic, political, and corporeal reality of difference. Revolutionary progress should not justify that some individuals be left behind because of dis/ability, ageism or a perceived fear of technology. I believe this arguably utopian vision – to design for all people regardless of age of ability – is closer in our reach today than it has ever been.

Thank you to all our partners and colleagues for exploring the benefits of Universal Design. Design Exchange, Canada's centre for museum, exhibition and design education, is launching its next set of exploratory workshops this fall, which will focus on Universal Design and children, and we

look forward to working with our international colleagues on these initiatives.

Paola Poletto
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Design Exchange, Toronto
www.dx.org

Design4All (D4A)

drs. Henny Overbosch

Design for All (equal to Universal Design, Inclusive Design) is the design of different products, services and environments to be usable by all people, to the greatest extent possible, preferably without the need for adaptation or specialized design. The intent of the universal design concept is to simplify life for everyone by making products, communications, and the built environment more usable by more people at little or no extra cost. The universal design concept targets all people, ages, sizes and abilities. (Free after definition: TraceCenter for Universal Design)

Design4All, disability management and working conditions,

Demographic, economic and social trends indicate that society faces a number of significant challenges. The caring capacity of society is changing due to an increase of ageing population. From the perspective of course of life and demographic expectations it is unthinkable that people just because of physical limitations, impairments, ageing or prejudgements will not be able to take care of themselves anymore.

When designers and manufacturers design and manufacture good quality products and services with a certain flexibility and high comfort those products and services can be used by a broader range of public and nobody will be deliberately excluded from the use of these products. Experience shows that products and services with high-level of comfort make people function better in their surroundings. When these products and services are constructed to be adaptable at the

same time, a broader range of people will be able to use these products and services.

This brings us to the essential meaning of Design4All, centre of which lies with the individual and the details surrounding him or her. This holds for work and working conditions too.

With Adaptive Computer Technology (ACT) we are able to compensate many limitations and impairments which underlines the statement that D4A and ICT are bound together.

Design4All creates independence and self-support to a certain extend. Design4All helps people to maintain their autonomy over their lives as long as possible.

D4A as leading principle in creating work and workplaces not only improves working conditions for everyone: it makes the workplace flexible at the same time. By this work becomes not only usable during course of life but also accessible throughout life.

Mark that, in doing so, peoples mobility from one job to another will increase at the same time. Social exclusion en unnecessary use of social funds and employers expenses will be decreased. In doing so mass customisation develops towards the working place and people will know how their workplace should be for them individually.

It may be expected that the use of Design4All principles gives organisations a new basis for modernisation of their social policy covering a diversity of people in not excluding people without reason and being directed towards prevention, quick return after sick leave and rehabilitation, resulting in better performance by the individual worker, higher turnover for the company and increasing labour participation.

Design4All gives a new boost to Human Resource Management and Disability Management as well. Both HRM and DM urge to better employability and peoples competences.

Having this in mind the Ministerie of Social Affairs and Employment asked TNO in 2004/5 for research. This research was done by TNO/Koningsveld on Design4All in companies – the Ministerie of Social Affairs wanted to know whether design4all was known by employers already and how the concept was used. TNO's summary is given below.

Summary

Actual societal developments do request the promotion of the employability of people in work and of their competencies. In general people's ability to live independently is better amongst working people; they are less dependent from care and social benefits. As a consequence, they have more autonomy over their lives. As aspect of their human resource management many companies pay attention to the employability of people within the organisation and in relation to competence management. The level of facilities to develop competencies has a direct relation to a person's employability.

Spending more attention to the design of tools, equipment, workplaces and work organisation, improves evidently the availability of people for work. An important trend in this regard is Design for All, in English usually called Inclusive Design or Universal Design. This approach aims to improve accessibility for as many people as possible, in order to exclude the least number of people. Here accessibility is meant as a broad notion. It is not only physical accessibility of the public space and buildings. It deals as well with participation in social intercourse, access to information, to work and so on. This study deals specifically with the accessibility of regular work in commercial companies. In that respect D4A allows people with different characteristics to participate in work, and so prevents unnecessary early retirement, resign and drop out. Thus the participation in work is not only improved; the prevention of drop out is reduced and the rehabilitation after illness or after developed handicaps gets better chances.

The Ministry of Social Affairs and Employment asked TNO to provide insight in the state of the art in businesses in The Netherlands. At one hand we analysed interventions in workplaces and equipment that were undertaken to create work in which people with different capacities fit. At the other hand we looked at companies' strategic policies and organisational measures that aimed to incorporate people from groups that are underprivileged for employment.

This explorative study shows what is going on with D4A in a sample of relative front-runner companies. Three cases of major workplace designs were analysed, next to seven cases of company's policy development and organisational changes.

As the activities of these companies can be indicated as D4A performances, it is remarkable that none of the ten companies has formulated goals in terms of D4A. The ambition to undertake extra effort generally is implicit; plans are not earmarked as D4A. Only incidentally extra budgets were granted. The cases comprise large, middle-size and small companies. There is a wide diversity in sectors, in approaches and in results. In the analyses interviews were held with management and workers. The efforts and effects of the intervention cases were assessed, both in regard to work loads and to company's core targets.

Nevertheless, these front runner companies can act as examples for other companies. People tend to be reluctant to start something new. The extra efforts are quickly seen, as well as problems of many different kinds. Positive effects and unexpected chances are not easily recognised. A study like this provides companies an objective and a more differentiated view on the potentialities. The given calculations of costs and benefits of D4A interventions will be illustrative: within usual business case principles all investments are well spend. This report contains a list of all potential cost and benefit categories. Companies can use these to make their own calculations and evaluations of plans and realised projects. The calculations of the intervention cases illustrate what is feasible in cost effectiveness calculations.

A guideline is developed on the basis of the cases. This is a step-by-step approach which helps companies that consider activities in the field of D4A.

© drs. Henny Overbosch, Policy Advisor, Ministerie SZW,
March 23rd. 2006

European Commission President Barroso calls on public sector to plan and build with responsibility

On 16 January 2006, the Build-for-All project, led by Info-Handicap, the Luxembourg National Disability Council,

launched the "Build for All Handbook and Toolkit " which aims to advise the public sector how to ensure that all its buildings will be accessible and usable by all EU citizens.

In his welcome address, European Commission President, Manuel Barroso, expressed his full support to the initiative.

Barroso pointed out: "Public authorities spend each year around 1500 billion Euros on purchasing goods and services. This gives public purchasers considerable market power, which can trigger a decisive shift in attitudes towards accessibility for all requirements. The European institutions have worked together to introduce the "access for all" principle into European public procurement legislation. The new "legislative package" on public procurement, to be implemented by the Member States by the end of January 2006, enables contracting authorities to define technical specifications, taking into account accessibility criteria for people with disabilities and design for all users. This is a major change in public procurement legislation, which clearly responds to today's needs of our society".

"Build for All" is an initiative which brings together the key stakeholders from the construction industry, European architects, lift manufacturers, municipalities and cities, as well as organisations of disabled and older people.

The public procurement Handbook and Toolkit set down very clearly why designing for everybody – including disabled people - makes good economic and practical sense for municipalities, local, regional and national authorities, for industry and for society as a whole.

The procurement manual can be consulted on the Internet at www.build-for-all.org and is open for comments until 31 May this year. The final version for public sector use will be available from autumn 2006

The Launch event in Brussels was attended by more than 60 participants representing the construction industry, architects, cities and regions, non-governmental organisations,...

In his welcome address, European Commission President, Barroso also stated: "A large part of the built environment is composed of work places. Improving their accessibility opens up new possibilities of employment for people with

disabilities..... we all want to use, work and live in buildings which are designed to be safe, healthy and convenient. Accessibility is therefore everything but a minority issue”.

He added that “an accessible built environment is a key element of an inclusive society, based on non-discrimination. Accessibility is thus an intrinsic part of the strategy launched at the Lisbon Summit in March 2000 aiming at a knowledge based society, which offers new possibilities for reducing social exclusion, both by creating the economic conditions for greater prosperity and by opening new ways of participating in society”.

He concluded saying that “it will now be up to the public purchasers to make the best use of the legal provisions and their involvement will be necessary to deliver real progress”.

Program And Events:

- 1. Design For All Institute Of India is honored by North Carolina state university ,center for universal Design , Prof. Richard Duncan has asked Dr. Sunil Kumar Bhatia for translating the Principles Of Universal Design adapted in 1997 into Hindi and Sanskrit language for popularizing this concepts at grassroots level in India and Hindi speaking areas of rest of the world.**
- 2. It is a great honor for us that European Institute For Design and Disability has offered us to provide a link for our web site in their web site. We are in touch with communication officer of EIDD www.design-for.all.org along with a small article “Design For All focus in India” under “News”. We are thankful to Ms. Karin ,President of Design for Alle.dk, And member of EIDD executive**
- 3. A group of qualified Designer “Design India” present strength is approximately 645 members has allowed us to be a member and all sought of helps are offered by their group moderator.**
- 4. Ms. Amitz Bollani a eminent name in concepts of Design For All has developed a game which explain the concepts of Design For All in very simplistic way and appeal to all. If you**

like to receive the business catalogue and details, like costs, certification, times of delivery, please contact directly:

www.modoarredo.com -
info@modoarredo.com .

5. The state government of Delhi state has initiated a new concept first time in India to design the bus stand accessible to physically, mental challenged people.



VIPIN KUMAR/HT

The first disabled-friendly bus stop at Hauz Khas was opened for use on Sunday. It has barrier-free access and also instructions written in Braille.

Courtesy: Hindustan Times

6. The National Consultation Group has advised the National Institute Of Educational planning and Administration, Ministry

of Human Resource Development for action plan for inclusive in education of children and youth with disability and explained the definition about 'severely intellectual disabled' are those who do not perform at least two of the following age related skills – toilets, feeding, communication, motor skills, basic social skills and self grooming. They have recommended also stressed on preparation of Barrier-free environment, circular adaptation, appropriate transport provision, sensitization and involvement of other groups in education and even specific seating arrangement.

Feedback:

We are sorry to inform all those who have encouraged us by giving us their valuable suggestions, comments and appreciations and we can not accommodate all and we have selected few letters on first cum first basis. Our intention is not disheartened and discouraged any one .Your guidance is source of inspiration for us. Kindly do write us and help us in making our efforts world class.

**Editor
Prof. L.K.Das**

Dear Dr. Bhatia,
Congratulations and thanks for sharing your first newsletter. It is encouraging to know that "design for all" is so important in your country, especially as India is playing an increasing role in the world economy.

A popular concept here in the U.S. is that the world is no longer round, but flat; that boundaries separating nations and continents are less important than ever; that we are living in a true global economy. With this in mind, it is more essential than ever that advocates of "universal design", "inclusive design", "design for all", etc. work together to make these concepts integral to global business.

I hope your institute will continue to foster this international cooperation through your Design Institute with focus not only on the practice of design, but also the business world in which design must function.

Jim Mueller

**Chair, Universal Design Section
Industrial Designers Society of America**

Dear Sunil:

What a wonderful newsletter. Congratulations. I am delighted to receive it and thank you for including me in the mailing list. Your work adds to a range of terrific initiatives (like the NCPEDP) that now enriches the Indian way thinking. A trained industrial designer from NID, I have taught architecture at the State University at New York in Buffalo for many years. I also played a major part in the origination and operation of the UD Center in Buffalo. Now in Georgia Tech, I am the Director of the Industrial Design Program and work very closely with the Center for Assistive Technology and Environmental Access. I am also one of the forerunners of the UD movement in USA and one of the authors of the UD Principles. Currently I am directing a major project for National Institute on Disability and Rehabilitation Research, US Department of Education. I am also known to Lalit Das and have presented my work to his students in IIT.

Just wanted to reach out and extend my congratulations. One of these days when I have the time, I would be interested in contributing to the newsletter.

Took luck and take care.

Abir Mullick

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Dear Dr. Sunil Kumar Bhatia,

In my quality as coordinator of EuCAN the "European Concept for Accessibility Network" (www.eca.lu), I would like to express my congratulations for the inaugural issue of your newsletter. I forward this message also to Mr. Nikos Sakkas who is the coordinator of the E.U. funded Research Project POLIS (<http://www.polis-ubd.net/>) as I believe that the outcomes of that project could be of high interest to your work. Finally, I would also like to encourage you to visit the Website www.build-for-all.net where you can download the BUILD FOR ALL REFERENCE MANUAL that describes how accessibility and other social criteria can be implemented through public procurement.

With my very best wishes

Silvio Sagramola
c/o Info-Handicap
P.O. Box 33 - L-5801 Hesperange

Hello Sunil –

Congratulations! This is an extensive newsletter. Richard Duncan helped the DX develop its workshop series last year. I will contribute to your newsletter.

Best, paola

Paola Poletto
Senior Director, Programs Design Exchange 234 Bay Street.
PO.

Box 18 Toronto-Dominion Centre

Dear Sunil,

My congratulations! This is indeed a good start. You are issuing not just a newsletter, but a challenge to yourself and everyone in DAII to keep up a very high standard of content. It is by setting our sights at the supposedly impossible - and then getting there - that we achieve one small miracle after another. I can see that you subscribe to my own philosophy of believing in ourselves and our ability to go a little bit further and do a little bit more every time.

As soon as you have the newsletter online, please tell me, so that I can ask the EIDD Communications Officer Karin Bendixen to make a link from our website. If you like, you can contact her yourself every time you have news: she will be very happy to hear from you. Karin's mail address is k.bendixen@bexcom.dk.

I would just like to make one small suggestion, not about the contents of the newsletter, but its format. Research has demonstrated that partially sighted people find it much easier to read text composed in characters that are in round type (so not italic) and of the sans serif kind (like the one I am using now). For easy legibility on a screen, we recommend the use of Verdana in 12 point, while Arial in 12 point is easier to read when printed.

Warmest wishes
Pete

Acknowledgement:

I hardly know how to begin these acknowledgements because I am extremely grateful to so many persons who have helped us directly or indirectly at individual or organizational level in this project and still receiving their constant guidance and are source of perennial energy for us as and when we feel low in energy and look for boosting of our level. It is a human nature that some time high in energy and some time low. Only difference is that when you are low you must have peoples who can boost you. We are lucky; we have many peoples behind us.

Design for All Institute of India sincerely thanks Dr. Natascha Drabbe, Project Manager, Dutch design Foundation for forwarding our inaugural issue of Newsletter Feb. 2006 to two eminent persons who are working on the concepts of Design For All / Universal Design / Barrier-free Design and requested them on the behalf of Design For All Institute Of India (Mrs. Carien Stephen , consultant with KITTZ and Mrs. Henny Overbosch , is a Design For All specialist at the Ministry Of Social Affairs) to contribute a article for our March issue. He knows their write up will be a valuable asset for our future generations.

We express our thanks also to Dr. Imma Bonet of Design For All Foundation for her role to us as philosopher, mentor and guide. Whatever little success we have achieved we owe to her. She is wishing that our efforts should make a significant contributions for all these concepts for which she and her team have been working. She has provided a speech copy of President, European Commission delivered on January 2006.

Appeal:

1. Design for All Institute of India appeal to their members, subscriber and well wishers kindly contribute little time of thinking for ways of establishing the state of art Design Institute and in what way it can benefit all living.

2. We seek opinion on formulating curricula of different program of 1-year of 2-semesters for beginners, 4-year Bachelors program of 8-semsters, 2-year master program of 4-semsters and areas of research for PhD program. It is a backbone of society and if we produce competent workforce for future use we can make a better society. All the experts, intellectuals, philosophers of different walks of life should contribute their opinion freely and help us in making a world class Design Institute.

3. Those who are really working for the cause for the betterment of society and are known to few persons in and around are working at individual level or looking for some platform to raise genuine issues or not being registered with any institute/ organizations, either you can e-mail us .We will request them to join our institute and we can work mutually for common cause in effective ways or they are welcome to us and directly registered with us through e-mail or write to our correspondence address.

Job openings:

These job openings are informed to us by our members and we don't claim any responsibility. It is just a beginning.

Editor

1 .We came to know that certain vacancy of graphic designer is lying vacant in Delhi (INDIA) based Newspaper. For more information you can write girish1@tehelka.com or a_roaringlion@yahoo.com, along with a pdf of recent work.

2. Profile: Product/accessory Designer from NID/IDC/IDDC/NIFT with 4-8 years of experience in lifestyle products/accessories/watches/jewellery/other consumer durable.

Job: To deliver innovative & relevant solutions to the brief. Provide concepts and validate products in line with current trends /fashions. Also, own responsibility for planning the design and complete life cycle of products.

send your resume/ portfolio at careers@titan.co.in

**or write to
General Manager -HR
Titan Industries Ltd
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Errata: Our inaugural issue of Newsletter of Feb. 2006, read Edison for Addison

Editor