Design for All Institute of India

Design for All

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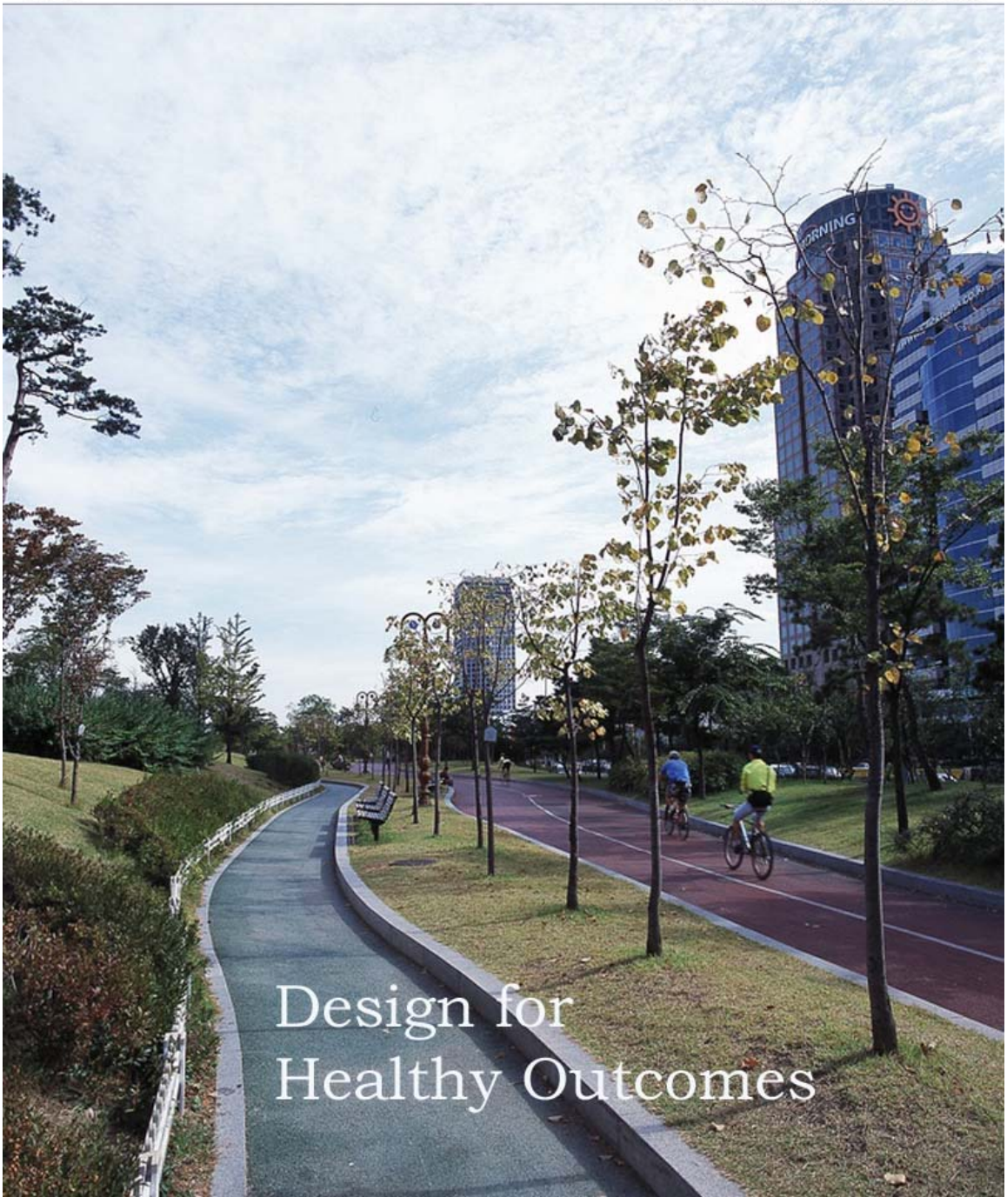

Design for Healthy Outcomes

I have received helpful advice from many eminent personalities concerned with design and its allied areas of Design For All / Universal design. While communicating with them I found their activities conducive to communicate their professional values to the next generations. They are either too technical or too abstract. Here is an effort to make difficult thing easy. When I teach I often ask my students which method they will prefer, I have two ways of teaching-one is transverse wave and another is longitudinal wave. Out of curiosity everyone asked- what are these two waves to do with our teaching. I explain transverse wave means it has node and anti node. I will come to your class and start dropping big names, technical words since everything goes above your head and you all fail to understand much. Some will think I am intelligent and others will lose their interest in my lecture. Longitudinal wave it propagates by compression and decompression. When ever I will take up any topic I will keep on explaining the topic till I am satisfied and realize from expression of students bright eyes that my words are understood by all.

We as a human have very great drawback that we work individually. Each of us is acting individually. When we appeal to them, either they answer in their set polite standard words 'we do not have time for your project' or they will try to run down our efforts or they pretend to be pre occupied. I am not expecting red carpet welcome, but at least they should give us moral support in our unusual task. Writing a small write-up does not need three to six months. My feeling is that if you are thorough in your know how you can write in few days. They never pounced upon our invitation of contribution of article in our newsletter, above and beyond the consideration of "what's in it for me"

In long run, there is something in our newsletter for all of us .Our effort is example that this is our 9th monthly issue and it is evident that gradually our popularity among the designers and its allied areas are gaining firm ground . Our subscription list has large number of subscribers. Here is a pursuit of truth

That would help the community to gain tools for better understanding of the world. Evidence- based discussions always help everyone- to make better decisions. It is an

intellectual cum practical way of attacking those challenges which awaits us.

We must look at the "meaning" and value of "design". Our work in particular valuable not for the wealth or power it produces these elements there are quick roads to wealth and power.

Humans activities always influenced the past and present, humans are new at vaguely understanding this fact and even more tardy in considering how to think and act responsibly towards future generations.

I personally believe that most of the culture developed mores that assumed that whatever seemed to work in the past and present would probably work in the fabled "Seven generations "of the future. It is not true but it works in the perception of common people who are working for not to do the run of the mill job but we provide and create a platform where new thinking should get a chance to grow and feel protected, work for the betterment of all human kind.

We need help and encouragement in our unusual task.

With warm regards,

Dr. Sunil Kumar Bhatia [e-mail: dr_subha@yahoo.com;

Website: www.designforall.in]

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LOOKING AHEAD:

1. Our forthcoming issues shall be related to on different topics regarding to Universal Design/ Design For All and allied area. We hope to cover the multidiscipline, multilevel, and multidimensional activities for our designers for sharpening their faculties of mind or energizing their minds to think in afresh the new option. We request all kindly suggest more relevant topics and contribute articles for our Newsletters. Kindly help us in making our efforts world-class and we should be in position from where people from all walks of life can raise their voice and promote the concepts of Design in Asia and India.

2. We wish to organize a international seminar of 3-4-days on Design For All/ Universal Design in the month of January 2007 in New Delhi (India) We hope to invite the eminent persons from this areas (not exceeding 100)from different walk of life.

The persons should have capability for discussing the topics in fruitful way at lest for 14-18 hours a day. We are not keen to create a crowd. We are looking for plausible results. The participants should bear their traveling expenses to and fro from their residence to venue of seminar. We wish to fix the registration fees of US $ 2,500 (US two thousand five hundred) for their stay in five star hotel + breakfast+ lunch + dinner (Buffet) + traveling expenses in and around Delhi for four days. Suggestions are welcome Seats are limited. We need your opinion for availability for attending the seminar for date in the month of Jan, 07. We need sponsors for those country's representatives can not afford to attend the seminar.

3. We are completing one year of publication of our Newsletter in the month of January 2007. We request who are associated with design or its allied areas should contribute articles for our annual issue. The last date of submission of article is 12th January 2007.

Editor's Desk

It is a great pleasure for all of us that our Newsletter of September 2006 has received enthusiastic appreciation by critics, designers, entrepreneurs and government/non government organizations. The response was

overwhelming from all walks of life.

People are appreciating the contents and contributors but have criticized on us the layout of our web site www.designforall.in . **We are sincerely striving on improving the presentation.**

We are sending you our ninth issue of October 2006 monthly newsletter with the latest news from Design for All Institute of India and the field of 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 contributions.

Letters to the editor are welcome and may be E-mailed to dr_subha@yahoo.com**. Not all correspondence can be printed, and those letters chosen may be edited for clarity and space as needed. The editors and publishers assume no responsibility for contributor's opinions.**

Warm regards from the team of Design for All Institute of India

Editor

Designing for Healthy Outcomes

Stephanie Knox

Planning Consultant, Melbourne, Australia

The way we plan and design urban environments can have a profound effect on the long-term health of the inhabitants. Over the years we have planned and developed a car dependent society, with car use "designed in" and walking and cycling "designed out". The resulting physical inactivity means additional health care costs to individuals and to society as a whole. We know we are experiencing increased rates of cardio vascular disease, diabetes and cancer as well as big increase in overweight and obesity, in children too.

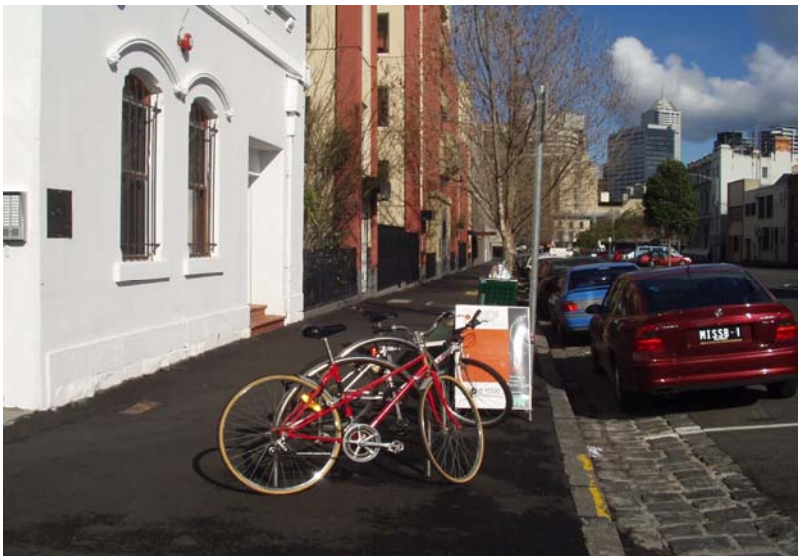


Image 1 Inner Melbourne – living and working environment

Here are some key features that we need to include as a routine in the planning and design of built environments. We need to include designated walking and cycling routes, streets designed for walking and cycling not just motor vehicles. Neighborhoods need local destinations such as shops, schools, parks, community facilities that are connected by paths. Open spaces, places where people can gather, hold community events, stroll, chat, exercise, places where people of all ages can meet, are an essential part of a local community. Public transport – trams, buses, trains – must be provided so residents have a choice in the form of transport they use to get to work, school, recreational activities. And the detailed design aspects must also encourage and support walking and cycling – things like providing seating along paths, routes well signed, paths lit if used at night, and fencing and walls designed and constructed so people feel safe. Neighborhoods where residents feel part of, they feel safe and comfortable walking, where parents are

happy for their children to wall and play, where older residents and others who do not have cars can walk to local facilities and everyone can catch public transport if they so choose, these are the sort of local environments that people want to live in.

Design details of local environments are very important. For example, footpaths need be wide and have appropriate surfaces, vegetation trimmed and clear sightlines. A narrow walking/cycling path that is located at the rear of dwellings surrounded by high fences is of dubious value! Streets should be connected – not a maze of dead-ends and cul de sacs and designed for walkers and cyclists not just cars. Slow down the traffic so it's safer to walk and cycle and make it easy to cross the road. Pathways should be provided on predictable travel routes, the routes that people want to walk, with routes well signed so it's easy to find your way to the shops, school, park, recreation and community facilities. And provide cycle storage facilities at public transport stops and destinations.

Image 2. Local park

A neighborhood park is another key local amenity providing not only an opportunity to exercise and stretch, for children's play and ball games, relaxation in the open air, family gatherings. Tree plantings are a feature of parks and food trees (fruits and nuts) could be planted providing not only the usual greenery, and shade but also a source of fresh food. The provision of water drinking fountains should also be an essential feature of public parks as well as seats, public toilets and other amenities. The provision of public toilets is important if older members of the community are to be encouraged to be more physically active (along with the provision of seats along walking routes and paths).

What residents think is critically important - involve communities in planning activities, promote neighbourliness and create opportunities for social interaction, such as design spaces for community events. Opportunities for social interaction in a local community are a key to community spirit and the mental health of residents. A simple facility like a community Laundromat can be an important meeting place and focus for community life. Other facilities include children's playgrounds, community gardens, meeting room / hall, local shop, a basketball ring, skating facilities for teenagers.

Image 3 Community Garden

At a strategic level, adopt healthy design considerations as core business, incorporate healthy design considerations into policies, strategies and plans across a range of business units and Implement projects that support healthy urban environments. An awareness of the impact the planning and design decisions can have on the health of individuals could be a difference. Obesity, cardiovascular disease and cancer may be diseases of our time but we can make a difference by providing more opportunities for physical activity and healthy eating in particular. For the motor vehicle to be a less attractive option relative to walking or cycling will be a challenge involving multiple remedies such as increasing housing densities, improved public transport, safer and more attractive pedestrian and cycle routes and attitudes changes, with all strategies undertaken in a coordinated not piecemeal way. Urban design professionals and community leaders need to push for change.

Image 4 Federation Square Melbourne, a meeting place for people

For more information, visit
www.planning.com.au/vic
and
www.heartfoundation.com.au/sepavic
.

World wild communication makes humanity blossom

Mr. Nathalie Ruffa ,

Project coordination in the field of European Research Consortium for Informatics and Mathematics, France

My job consists in animating a community of people which live in different countries in Europe and work together on a common project for a couple of years. My role is to ensure this melting pot has the adequate tools to do so, and share the same level of information. It is constantly arranging for harmony between people, information, (what they create and exchange), and tools (how they do it).

They mainly communicate by internet, email, intranet, phone, and videoconference. These communicating tools bring new opportunities. They enable people, who couldn't get together just 20 years ago because of physical distance, to create together.

They also hold a great challenge. Communication is possible but has become much more complex. Since people are far from each other, and use various tools, it asks them extra effort to be clear in what they express in order to be correctly understood. Therefore it demands focus, transparency, integrity, good faith and patience. It brings people to their essential.

The risk is to get mingled up in all these tools and the overload of information we deal with everyday and forget that they are bridges between people. I help myself to stay focused on what is most important when I

Forget the tools and focus on people

Getting back to basic is first of all realising that whatever the way they talk together their essential need is for this communication to exist and to be fruitful. I ask myself simple questions.
1 – What do they want to say?

2 – To whom?
3 – What is the tool best adapted for it?
4 – Are they comfortable enough with it ?

Select information

Design in my business is about keeping the important information easily accessible and getting rid of the rest. We deal with a great quantity of written information everyday – on electronic and paper. When I write I constantly ask myself how I can say something with less words. I spend a lot of time writing simple information on how to best use these tools. This part takes most of the energy and time but is also what helps out the most. Each time I introduce a piece of information I ask myself "who will read it and what will they do with it? Does it already exist somewhere? " This gives me solution of how I should present it and where I should place it. When an information is not useful anymore I delete it!

Think Toolbox

I imagine they all have access to a common playground in which they come in self service to do something and will select a specific tool to do so. I think and tailor it to cover their major needs.

Be specific

It is very easy to get confused or slightly misunderstand what someone is asking. To be sure we are talking about the same thing, I do exactly what they are doing, use the tools the way they do it. I take their place to better understand them.

Try out a new speed

When things tend to go too fast and demands too many for me to handle, I

turn off my computer close my eyes and listen inside. These systems can make me go nuts sometimes but I am convinced that they hold the keys to make humanity blossom.

Care for people, listen to them, and your response to their needs will come naturally.

News

1. Dear Colleague,

Here is the first issue of Design Research Quarterly, the new publication of the Design Research Society

We will be launching it in a couple of days.

I will welcome your help in circulating this issue widely through your research network -- we are eager to draw attention to the launch.

Warm wishes,

Ken

Prof. Elaine Ostroff has informed us that she has lost her husband in the month of July 2006. The design For All Institute of India deeply mourns the sad demise of Mr. Ostroff Husband of Prof Elaine Ostroff.

May God rest his soul in peace and give his family courage to bear this huge personal loss.

(This resolution of condolence was passed in the premises of Design For All Institute Of India on 14th October 2006)

2 Proposed DGCI norms The Directorate General of Civil Aviation has come out with proposed norms for the carriage of physically challenged passengers. Here are some of the proposals: The airlines should adopt a procedure that whenever the reservations are made, the airport shall be advised that the passenger needing special attention has been booked on the flight, at least 24 hours before departure. At the airport, appropriate action for arranging the required assistance needed by the passenger, must be taken in advance. The fact should also be advised to the flight dispatch unit, for briefing to the cabin crew, at least 12 hours before departure. When advice for travel of passenger needing special attention is received, such passengers should be met by customer services staff in the check-in area and assisted in check-in formalities. Passengers with stiff legs, fractured legs in plaster, paraplegics etc. should be accommodated in seats allowing maximum space for their comfort.

Blind or Deaf passengers traveling with trained dogs should be given seats which allow space for the dog THE REFUSAL to allow an autistic child to board a plane at Bangalore last week isn't the only incidence of discrimination against the disabled at airports. Although 11-year-old Ahed finally got to board his flight after his parents protested, other disabled passengers face an obstacle course while boarding planes at domestic airports through the country.

Wheelchair users complain of a variety of problems that start from the time they board the airline coaches with the footboard raised high above the ground. That is only the beginning. To board the aircraft, they are often physically lifted and plonked into seats towards the rear, close to the toilets. Some airlines even charge for this 'facility'.

“Most airports in India don’t have aerobridges. While boarding the flight, we are made to feel like luggage,” said disability activist and wheelchair user Javed Abidi. Communications consultant Salil Chaturvedi recalled a Spicejet flight to Goa where he was made to pay Rs 500 for ‘special treatment’ provided by the airline in getting staff to lift him from his wheelchair on to the aircraft. “I was subjected to being lifted by loaders who are not trained to take care of the disabled,” he said. It was after he protested that the airline refunded him the Rs 500.

Milanka Chaudhury, counsel for Spice Air, acknowledges that the airline has no ambulifts. “We have provisions for disabled travellers both within the aircraft and outside. We are working on the modalities of sharing the costs. We are ready do so with other airlines,” he said.

Most private airlines charge passengers Rs 800 for ambulift facilities that lift wheelchair users from the ground to the aeroplane.

“If this service is requested for by the passenger and the facility is available at the station, the same may be provided on charges,” said Nandini Verma, spokesperson for Jet Airways. Although she did not specify what Jet Airways charges she said not more than five passengers used the ambulift facility last year.

It’s a different story at Indian Airlines—now renamed Indian. “We had realised the need for ambulifts 10 years ago. We get 25 requests for the use of an ambulift every day,” said Indian spokesman S. Chandra Kumar. “Delhi is the hub for medical tourism with a number of elderly and disabled people coming to the Capital for treatment,” he added. Indian does not charge passengers for the use of its ambulift.

A Delhi High Court judgment in September has come down hard on private airlines and the Airports Authority of India for their refusal to employ ambulifts for the physically challenged. A Delhi High Court bench comprising acting Chief Justice Vijender Jain and Justice Kailash Gambhir has asked the Airports Authority of India (AAI) to furnish a list of airlines using the Delhi Airport. This is to determine what facilities, if any, are granted to disabled passengers by airlines.

The Bench has suggested a meeting between AAI and airlines that use the Delhi airport "to evolve a policy for the airports in the country so that provision of ambulift and other facilities to the passengers can be made where the same are not available".

For other airlines, the question of an ambulift is an 'airport issue'. Air Deccan COO Warwick Brady, while acknowledging the paucity of ambulifts, dismissed the subject as an airport issue. "Very few airlines in India have ambulifts and Air Deccan is not one of these. The Kolkata airport, for instance, has only one ambulift. Clearly that is not enough for the disabled population of the country. We have especially trained staff to handle disabled passengers," he said.

A spokeswoman for Kingfisher confirmed that the airline does not have an ambulift at present. "We are in the process of acquiring one," she said. Attempts to reach Air Sahara evoked no response.

The Directorate General of Civil Aviation has announced proposed norms for "Carriage of physically challenged passengers" and has invited comments from the public by October 15 (see box).

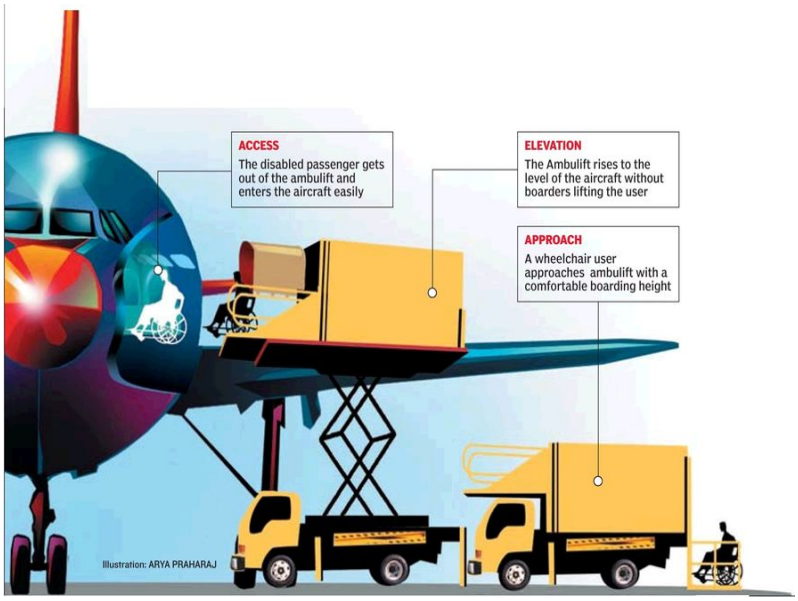
But even though the code has detailed sections on passenger coding, disabled care and the special facilities to be extended to them, it doesn't mention ambulifts.

"The new terminal at the Delhi Airport we are proposing will have worldclass facilities for the physically challenged," said a spokesman for GMR that has been awarded the contract for the new Delhi airport. "The existing terminal is also being made disabled-friendly with special toilets and wheelchair and ramps. Currently ambulifts are available only with national carriers. We will meet airlines and discuss the issue so that passengers get the facility." Flying with dignity? An ambulift enables persons on wheel-chairs to enter the aircraft with dignity and safety. Javid Abidi, Executive Director, National Centre for the Promotion of Employment for Disabled People, had filed public interest litigation for the provision of appropriate facilities on aircraft for passengers on wheelchairs. ? The Delhi High Court, in a September judgment, asked private airlines to ensure that wheelchair users get access to

ambulifts. Till now most private airlines were transferring the costs of hiring the ambulift to the consumer and charging them Rs 800. Now the High Court has suggested that the airlines share the costs involved.

Most private airlines also don't provide aisle chairs— which enhance mobility for wheel chair users within the aircraft.

ACCESS The disabled passenger gets out of the ambulift and enters the aircraft easily ELEVATION The Ambulift rises to the level of the aircraft without boarders lifting the user APPROACH A wheelchair user approaches ambulift with a comfortable boarding height



(Source Hindustan Times)

3. The website of Scholars without Borders is a one-stop online bookshop for scholarly books published in India.

http://www.scholarswithoutborders.in/

... Downloadable digital Books, texts that are of interest in the developing world and gateways to open access journals.

4. Dr. Bhatia

As some of you know, two years back I founded Auryn Inc; Auryn develops and deploys its proprietary technology to unique animated content. We are a VC backed venture and will be starting our India operations in coming months.
I will be in Mumbai from 22nd - 24th, in Pune from 25th -30th, in Chennai from 31st-4th, B'lore on the 5th, and back in Chennai on the 6th. This trip is to learn as much as we can about various aspects that relate to our business model.

I am very keen to meet some art directors/production designers who might be interested in being part of a very unique entity. Please visit www.auryn.com to get a glimpse of our technology. Please email me directly at umesh(at)auryn.com if you are keen to set up a time to meet. I am keeping my evenings free most of the days to learn from you all.

Thanks.

Regards,

Umesh

Letters

Sunil:

You can address me as Abir since I have taken the liberty to write Sunil. First, I want to congratulate and those involved in the publication of the newsletter for doing an excellent job. You have been instrumental in keeping universal design in focus and raising the consciousness of millions of other people towards people with disabilities. I am very impressed by your initiative and thank you for devoting your time to this.

I have recovered fully and am back in the swing of things. I am attending to everything and am performing the usual way. I will be happy to contribute to your newsletter and write about something of interest to your readers. Can you suggest some topics?

Abir Mullick

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Dear Dr Bhatia

Many thanks for sending me the Newsletter – a wonderful publication, for

which you and your team should be congratulated. I regret that I was unable to find time to prepare an article but, as I told you, there was a vast backlog of things to be done before the start of the new semester and I'm afraid it has simple been impossible to do anything other than Survive since I returned to N. Ireland. I I am a full-time (overloaded teacher, so don't have much spare time for writing as many researchers do.
Having articles by Ed Steinfeld and Jim Sandhu (revered names in Universal design!) is an achievement in itself, but i will put my mind to getting an article together.

I enjoyed the Mumbai Symposium very much and admired the active participation of the audience. I look forward to future participation.

Warm regards

Jim Harrison
(Incidentally, it's just 'Dr'; I lost the Prof title when I left Singapore)

Dear Dr. Sunil
Great issue

Prof. Richard Duncan, NCSU, Center for Universal Design, USA

Dear dr.bhatia,
Thank you for your mail and the news letter.
jim is an old good friend of mine and we both believe
in the same cause.
i am very happy to know about 'design for all institute' which is much needed. i will be glad to be

of some help in your good efforts.kindly contact me whenever you need.
i am right now in japan. i will be giving a key note address at the second internationational conference on universal design at kyoto [22-26 october 2006]. i am sure you are aware of the conference.[see www.ud2006.in]

hope we meet some time. you are most welcome to visit my institute d j academy of design in coimbatore.
kind regards and many wishes for a happy diwali.

sincerely,
s.balaram
dean,djacademy of design
[from residence in osaka]

Dr Sunil Bathia,

I apologize for this long delay and silence. Please find my article - World wild communication makes humanity blossom - attached in this email for your October issue.
As for my comments on your September issue they are close to what I had already shared with you in my first emails.
I read the entire September issue on the plane and the only thing I got out of it was a headache.
- Your newsletter is much too long. And grows longer with each issue. The only reason I read it was because I had promised to do so.
Else wise my reaction would have been the same as the first

time. Delete this mail! You should reduce it to 10 page, adapt the police, and

- Focus on your essential. Know where you are going. It seems you want to cover everything to be "universal".

You should take it the other way around. Concentrate on one element you find important. The universal aspects will naturally come out of it.

- Again inspire yourself from examples that work http://www.gerrymcgovern.com/new_thinking.htm. Take time to read a good deal of those archives.

You have all the clues in there to create a newsletter that works. They are free, accessible, and extremely useful.

I agree with Jim S Sandhu's comments (September issue) on the dangerous length of you newsletter, irrelevant content and lack of focus.

Publishing his comments will not help you out. Applying them will. There are thousands of newsletters and articles to read out there. You are asking me for what is most precious and what I have little of : time and attention. I will gladly give it to you if in exchange reading your newsletter will bring me something in return.

Today I put you at the end of the list because it takes a lot of energy and brings nothing. Make a difference tomorrow and you will come up in the list. Waist my time and you are sure I will not read you again.

I sincerely wish you success in this adventure

Nathalie Ruffa

Program & Events

1.

We are pleased to invite you to the National Seminar

BUILD FOR ALL

Public Procurement for an accessible Europe

Thursday 9th November 2006 at 9,30h

Design for All Foundation headquarters

Avda. Marques de Comillas, 13 (Pueblo Español Precincts),

Building Ayuntamiento Valderrobles 1st. floor

Barcelona

Build for All is a pilot project supported by the European Commission and assigned to promote accessibility of the built environment and services through the implementation of Design for All in public tenders, according to EU Directives 2004/17/EC and 2004/18/EC.

The Project is coordinated by: "**INFO-HANDICAP**" National Disability Council of Luxembourg, and carried out by: **ACE** Architects' Council of Europe; **AGE** European Older People's Platform; **CEMR** Council of European Municipalities and Regions; **CEN** European Committee for Standardization; **EDF** European Disability Forum; **EIDD** European Institute for Design and Disability; **ELA**

European Lifts Association; **EUROCITIES, FIEC** European Construction Industry Federation; **CO.IN. Cooperative Integrate Onlus** from Italy; **NeumannConsult** from Germany; **ProASolutions SL** from Spain; and the **City of Gdynia** in Poland.

The national seminar has the purpose of introducing and promoting the **Reference Manual** addressed to all those responsible for preparing calls for tenders and those responding to such calls related to the purchase of goods and services. This means:

- **Legislators at national and regional level,** officially responsible for EU Directives application in national and regional laws;

- **National, regional and local Governments from across Europe ,** in their role as contractors, owners and directors of public infrastructures, including building construction;

- **Public administrations and organizations,** including all organizations that get public financing and agencies that provide works through public tenders, according to the procedures established in the European legislation;

- **Economic operators**, to inform them on how contracting administrations approach the calls for tenders elaboration;
- **Technicians (engineers, designers, planners, architects**…), responsible for the implementing the accessibility principles ;

The **Reference Manual** consists of two documents, a handbook and a Toolkit:

1. The Handbook provides background information to increase the awareness of decision makers and public servants about the importance of accessibility in the built environment for all citizens and the supporting role Public Procurement can play in achieving this.

2. The Toolkit gives a practical approach for contracting authorities to include certain procedures and technical requirements in procurement, so as to ensure that accessibility criteria are met in design and construction work.

- The reference manual and other documents will be delivered during the seminar in paper support or, if ordered in advance, in digital support.

Seminar's original language will be Spanish. Simultaneous interpretation service will be offered and, if ordered in advance, Spanish sign language. Please confirm your

attendance via e-mail or fax addressed to the seminar secretariat, filling the register form with your indications and/or specific needs.

Hi all,
Now that stage is almost set for first event in the row of design events- Pune Design Festival, inquiries are invited for DELEGATES and EXHIBITORS . This event would be held at International Convention Center (ICC) in Pune, on 17th and 18th Nov. 2006.

Delegates:
All those designers, engineers, design managers, R&D heads, brand managers, entrepreneurs and visionery leaders who are amongst us and around us (across the country)need to be told and invited to this event. Delegate fee and other details can be checked with the gentlemen mentioned below.

Exhibitors:
All the companies and individuals (across the country) connected to innovative products, services and paradigms can avail the stall spaces. Detailed floor plan and rates can be check with Nikesh/ Ashwin of FICCI (contacts given below).

Please spread the word and direct the inquiries to nikesh@ficci.com phone (022) 24968000 or ashwin@ficci.com .
More details of the event are on www.punedesignfestival.com

1 (This draft is prepared by government of India and they are seeking opinion and suggestion from eminent persons from design and technology, sociologist and especially from common people.

Kindly address your suggestion to us by mail
dr_subha@yahoo.com
Editor)

GOVERNMENT OF INDIA
OFFICE OF THE DIRECTOR GENERAL OF CIVIL AVIATION
TECHNICAL CENTRE, OPP SAFDARJANG AIRPORT, NEW DELHI
CIVIL AVIATION REQUIREMENTS
SECTION 3 – AIR TRANSPORT
SERIES 'M' PART II
JULY, 2006 EFFECTIVE: FORTHWITH
Subject: Carriage of physically challenged passengers

1. INTRODUCTION:

Due to open sky policy the number of aircraft has increased for scheduled operation. Air transport has also become cheaper and is in the reach of common person. A large number of elderly passengers are traveling fare and wide, aboard commercial flights. Older and less healthy passengers often fly and it is expected that the airlines will look after them, should the need arise.

Passengers with medical and physical disability also expect that all necessary facilities will be provided to them in-flight, without discrimination. Besides being a humanitarian issue, the scheduled services airlines cannot absolve themselves from their responsibility from providing facilities to the physically Challenged passengers.

2. APPLICABILITY:

The requirements of the CAR are applicable to all the scheduled airlines to prevent discrimination against the physically challenged passengers. The airlines may give a detailed procedure for handling such passengers in their Citizen Charter Chapter on their website for the knowledge of the public.

This CAR is issued in exercise of the powers conferred by Rule 133A of the Aircraft Rules, 1937.

3. PHYSICALLY CHALLENGED PASSENGERS:

3.1 DEFINITION

This expression includes disabled and invalid passengers. A passenger is considered incapacitated when his physical, mental or medical condition requires individual attention (while enplaning and deplaning, during flight, in an emergency evacuation and during ground handling), which is normally not extended to other passengers. This requirement will become apparent from special request made by the passengers and/or their family or a medical authority, or from obvious abnormal

physical or mental conditions observed and reported by airline personnel or industry associated persons (travel agents etc.). There may also be requests from interline partners to provide through transportation to incapacitated passengers for which special arrangements may be needed.

3.2 CODES

The following terms are used in all traffic documents namely movement messages, passenger service messages, boarding pass, load sheet, reservations request etc.

MEDA (Medical case)

Company medical clearance may be required

STCR (Stretcher Passenger)

WCHR (Wheelchair–R for Ramp) – Passenger can ascend/descend steps and make own way to/from cabin seat but requires wheelchair for distance to/from aircraft, i.e., across ramp, finger – dock or to mobile lounge as applicable.

WCHS (Wheelchair – S for Steps) – Passenger cannot ascent/descend steps, but is able to make own way to/from cabin seat; requires wheelchair for distance to/from aircraft or mobile lounge and must be carried up/down steps. WCHC (Wheelchair – C for Cabin Seat) – Passenger completely immobile; requires wheelchair to/from aircraft/Mobile lounge and must be carried up/Down steps and to/from cabin seat.

BLND (Blind passenger) – specify if accompanied by seeing – eye dog.

DEAF (Deaf passenger) – specify if accompanied by hearing dog.

3

The above codes are IATA accepted codes for AIRIMP. While originating request for such a category of passenger, these codes should be used in OSI element followed by name of passenger and other information as needed.

The airlines should adopt a procedure that whenever the reservations are made, Airport shall be advised that the passenger needing special attention has been booked on the subject flight, at least 24 hours before departure. In case the reservation is made within the last 24 hours before departures, the Airport shall be advised immediately.

At the Airport, on receipt of such information, appropriate action for arranging the required assistance needed by the passenger, must be taken in advance. The fact should also be advised to the Flight Despatch Unit, for proper briefing to the Cabin Crew, at least 12 hours before scheduled departure.

For this purpose, the airlines may print a slip locally, as given in Appendix 'A', if required.

3.3 NOTIFICATION

Customer Services Officer/Duty Officer must fill up the slip, as given in Appendix 'A', in triplicate and forward one copy to Flight Dispatch Unit, with a copy to check-in counter. The third copy is for the staff responsible to see of the departure of the flight and station record.

The enroute and destination station(s) must be advised that passenger(s) needing special attention is/are on board and the services needed by such passenger(s) at enroute/destination station(s). As far as possible when advice for travel of passenger needing special attention is received, such passengers should be met by customer services staff in the check-in area and assisted in completion of check-in formalities.

The boarding pass issued to such passengers should reflect the category code on both the stub and passenger's portion.

3.4 BOARDING

The presence of such category of passengers must be advised to Captain or the Cabin Crew prior to start of boarding. Such passengers should be boarded ahead of rest of the normal passengers, as far as possible.

3.5 DISEMBARKATION

4

Incapacitated passengers and their escorts shall normally be disembarked after other passengers.

3.6 TRANSIT STATION

Incapacitated passengers shall be retained on board during transit stops unless otherwise required under safety regulations.

3.7 OFFLOADING

In case passengers have to be off-loaded due to over sales or any other restrictions, incapacitated passenger should be accorded highest priority for transportation and should not be normally offloaded.

If traveling on international flights, they shall be assisted by ground staff in completion of formalities like customs/immigration etc.

3.8 STRETCHER CASE

All stations must ensure availability of stretcher(s) the number to be decided depending upon the quantum of traffic loads. Stretchers and associated equipment like blankets, pillows, sheets, etc. to be provided to passengers who can not use the

standard cabin seat in a sitting or reclining position on payment of applicable tariff.

When a passenger on stretcher or otherwise is put on oxygen, smoking will be prohibited within 3.1 meters on ground.

3.9 WHEEL CHAIRS

All airlines must ensure availability of wheel chairs in working conditions and provided to passengers when needed. Passengers having their own wheelchairs and who wish to check in the same as registered baggage may be permitted to do so and the airlines wheel chair may be provided for transportation to/from aircraft at both departure and arrival stations. If the passenger has checked-in his own wheel chair, the same should be delivered at the aircraft side before disembarkation, if required.

3.10 SEATING

Such passengers shall not to be seated near the emergency exist point but they should be seated as close as possible to the toilets and/or cabin attendants' seat. Escorts shall be given seats immediately adjacent to the passenger they are escorting.

Passengers with stiff legs, fractured legs in plaster, paraplegics etc. should be accommodated in seats allowing the maximum space for their comfort. Limbs in plaster cast should not obstruct the aisle or emergency exists.

Passengers with mobility problems should be seated so as not to impede rapid evacuation or aircraft in emergency. They should not be seated near the exists provided with chutes (escaped slides). Persons with disability affecting one side of their body should be seated in an aisle seat with the unaffected side of their body towards the aisle. This will facilitate their mobility in cases of emergency.

5

Blind or Deaf passengers traveling with specially trained dogs should be given seats which allow space for the dog, near a floor level exist but which do not impede access to it.

3.11 BRIEFING TO PASSENGER BY CABIN CREW:

Cabin Crew would personally and individually brief such passengers/their escorts on emergency procedures and cabin layout.

3.12 PASSENGERS WITH INFANTS

Passengers traveling with infants should be allowed to check-in without queue and if needed they should be provided assistant to carry the baby bassinet (carry out). If needed, Airlines may also provide bassinet for use on board the aircraft only. Cabin

Crew should assist such passengers in embarking / disembarking and also during the flight.

3.13 CARRY COTS

Passenger intending to use Airlines carry cots have to request for the same in advance. If such requests are received while making reservation, Duty Officer, reservations must advise airport about the requirement so that the same are placed on board. Airlines should give aircraft-wise detail where such carrycots can be carried out.

3.14 DELAYED FLIGHTS

In case of delay to flights, such passengers should be individually looked after by the Customer Services staff and arrangements to be made as per the need of the passenger.

APPENDIX 'A'

(Passenger needing special attention)

1. Flight No. _____ Date _____

2. Destination

3. Name of Passenger

4. Category (use codes)

5. Other special information.

2. *Dear Friends,*

We are please to inform you and your esteem organization that we are planning to organize an international seminar of 3-4 days in the month of January 2007 in India. We believe the concepts of Design For All / Universal Design / Barrier free Design is known to common peoples in USA and Europe and some country like Japan. If it is not very popular among masses in these countries but those who are associated with formulation or implementation of government policies are aware about these concepts and some are working and have already incorporated these concepts in their policies and some are wishing to switchover to accommodate these concepts. Some pressure groups in those countries either non governments organizations or those who are in commercial world of manufacturing?, marketing etc. are pressurizing their governments and others state governments for introducing a legislations or to increase their profitability they want to accommodate those who are unable to use their products because of some challenge or it is not convenient to them or it

is suiting only to some class of peoples and hampering their growth of profits.

In India and subcontinents, these concepts are unaware in general about these concepts. Even different levels of governments are unaware about these concepts in India. It is little known in the field of academic but they are not interested in pressurizing the governments or in their priority of work it stands at bottom. When we have started these concepts of Design For All / Universal Design they asked us what is Design For All? When we explained them, their response was- it needs lots of funds to implement. We simply said that without much expenditure you can accommodate all by simply following a certain guidelines .Some authorities took it seriously and some thrown our idea into dustbin.
Our purpose and objectives of organizing a seminar in India is that

1) Who are keen to know more in this area of new concepts should get an opportunity to know from international experts and experts should give them first hand information. It will be a useful interactive platform for knowledge base discussions.
2) Simply attending a seminar in Europe will not create a movement in our country and its neighboring countries.
3) Who are already in these concepts they shall understand what are the problems and limitation of local peoples of India.
4) It will help in creating pressure groups at local levels
5) When we call Universal/ Design For All concepts how they can ignore Asia, Africa and other countries

The pre requisite requirements of participants that we shall invite only those who are engage in this concepts and ready to spends 3-4 days in New Delhi, India and have energy levels for discussing 18- 20 hours per day. We do not want crowd but we are interested in knowledge base discussions.

Registration Amount - US $ 2, 500 (Two Thousand Five Hundred) It will include your four days stays in New Delhi five star hotel either on twin sharing or individual depends on availability of accommodations in same hotels and lodging (Breakfast+ Lunch+ Dinner on buffet system)

Travel Expenses - All the participants have to bear all the traveling expenses from their home to venue of seminar and return home. While stay in New Delhi all the expenses of participants traveling shall be borne by us.

Those who want to bring their children or spouse we can arrange their stay in concession terms subject to availability of rooms in our hotel and for their meals. Traveling for their children or spouse within New Delhi shall be borne by us. The participants have to inform us in advance about number of children and spouse .Shall we arrange accommodation on sharing basis for them?

Kindly give your opinion on our plan to organize a international seminar in New Delhi, India.

We are encouraging the participants from Asia and Africa and looking for sponsor for those participants who are not in position to bear all the expenses but their presence shall serve our purpose.

What is Design For All Institute Of India?

Design For All Institute Of India is a voluntary organization initiated by Dr. Sunil kumar Bhatia and his group of intellectual friends with the sense of responsibility to popularize the concepts of Design For All / Universal Design. This organization has collaboration agreement with Design For All Foundation, Barcelona for working for the cause of Design For All .EIDD stood along with us and in every crisis they help us. Our website has been link with EIDD.

Design for All Institute Of India is a self financed, non-profit voluntary organization which seeks corporate and public partnership in order to carry forward its very ambitious agenda of pro-actively building bridges of social inclusion between the design community and all other groups whose activities can be positively influenced by a coherent application of design methodology. Design for All means creating products, services and systems to cater to the widest possible range of users' requirements. We initiated the concept and have received enormous encouragement from domestic as well as International communities.

We are located in Delhi - India, a part of Asia and during initial years we will promote the concept of Design for All at all levels in India . When we succeed in popularizing the concept we will

establish a state of art design institute in India and later overseas too.
Design For All Institute Of India is registered with Government of India in NCT of Delhi under the Registrar of Societies(Ministry of Industry) under the Registration of Societies Act 1860 as applicable for Union Territory of Delhi, India.
Currently, we are functioning temporarily from 13, Lodhi Institutional Area, Lodhi Road. New Delhi-110 003 (India).As and when we receive sufficient funding we will shift to our own premises where we can establish all the facilities required for achieving the aims and objects of the Society. We plan to establish a world class state -of -art Design Institute in India in due course. Currently we have over 300 members who have given their consent in writing to collaborate, provide in technical know how and even for using their good office for mobilizing funds .We have secured the support of individuals and institutions at both national and international levels for establishing this institute.

The Design For All India mission statement: **To design such products and services as can be used with equal ease and comfort by the young, old, able bodied and disabled and which will have good value, reasonable -cost, be environment friendly ... to offer consistent and reliable products and services which our society can produce in a scientific way .**
Firstly, our emphasis will be on promoting and in establishing the concepts of Design For All in Asia .It will motivate policy makers by its activities for adopting the wider concepts of users in help in increasing profitability as well as growth.
Secondly, our efforts will be focused on creating required man power for meeting future demand through Education, Training, Workshops and Seminars. It will help in changing the traditional mindset to Design For All.
Thirdly, our efforts will aim at popularizing and positioning these products and services in the market them and making them commercially viable, and profitable .Fourthly, for the future our efforts would be directed at in establishing a state-of - art institute in India for Research and Development, Consultancy with the cooperation of other agencies worldwide which are striving to achieve the aims and objects of our society for Design For All. Above all making these products accessible to all so that in due course of time they should accepted as norms and standards by those who are engage in Design for All.

Thanking you.

With regard

Dr .Sunil Bhatia
dr_subha@yahoo.com
www.designforall.in

(This is our proposed program and some have accepted our invitation and few are yet to send their consent. We are in process of sending our intimation and invitation to few who are in our proposed invitation list.)

Proposed Participants

DFAII ***Design For All Institute Of India***

Inspire Hope

Design for All Institute of India

International Conference

Design For All

Le Meriden Hotel, New Delhi (INDIA)
27- 29 January 2007

The technical collaboration with
Indian Institute Of Technology (Delhi)

Supported by
Design For All Foundation, Barcelona

Under the Guidance and Supervision of
European Institute for Design and Disability (EIDD)
Italy
Or
Design For All, Europe
Design For All, Germany

Address:
www.designforall.in ***13, Lodhi Institutional Area,***
E-Mail: dr_subha@yahoo.com
Lodhi Road, New Delhi-110 033,
Tel :91-11-27853470
India

Booking Form

Name: ----------
Address: ----------

Organization (if applicable): ----------

Tel. No.: ----------
Fax No.: ----------
E-mail: ----------

Please let us know what we can do to make this conference fully accessible to you.

Do you have any dietary requirements?

Are you a wheelchair user? (for the purpose of providing transport from airport)

Do you have a personal Assistant?
Will your personal Assistant accompany you?

Do you have preferred sitting requirement?

The conference is fully accessible, but if you have any other requirement not listed. Please let us know.

Cost of Conference US $ 2, 500 (Two thousand five hundred) and this will cover all conference materials, stay in five star hotels for 3 days along with Breakfast, Lunch and Dinner and coffee during the break in sessions of conference. Traveling expenses shall be borne by us during your stay in New Delhi.

If your spouse or children are accompanying you we shall arrange their boarding and lodging in same hotel subject to availability of rooms on concession. The traveling expenses shall be borne by us within New Delhi.

Payments can be made online at www.designforallconference.in from 12Th November 2006

Please return your completed form to, by post, fax or E-mail to:

Mr. Pramod Chauhan, Event Organizer, New Delhi

Tel:+ 91-11-27853470
Fax: + 91-11-27853470
E-mail dr_subha@yahoo.com
www.designforall.in

Appeal

1. ***Design for All Institute of India*** **appeals to their members, subscribers and well wishers to kindly contribute towards for ways of establishing a state of the 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-semesters, 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, 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 of you 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.

Many readers were inspired to voice their opinion about our special issue on "Future of Universal Design" (September 2006, Vol-1, Number-8) - so many, in fact, that even after we

expanded our "feedback" this month. We still had many more thought provoking responses.

Design for all Institute welcomes correspondence from readers. Letters should be sent via e-mail to dr_subha@yahoo.com . All letters should include daytime telephone number, and all letters may be called for length and clarity.

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

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.hi all,
sahara filmy is looking for motion graphic artists and animators. for further details please call
Prateek Sethi
+919890110808

2. Pitney Bowes Innovation Pipeline

The Innovation Pipeline is a multi-disciplinary group within Pitney Bowes Advanced Concepts and Technology (AC&T) that is chartered with creating innovative product and service concepts that will enable Pitney Bowes to grow within the mail stream (including mail and document management market) and expand into new adjacent businesses.

The Pipeline is composed of two parts, the Concept Studio where we develop concepts and the Systems Lab where we trial concepts in customer environments with users.

The Concept Studio

The Concept Studio team of anthropologists, designers, technologists and business people collaborate with existing lines of business in fast-paced innovation projects to discover unmet needs and rich market opportunities and to translate those insights into tangible product and service innovations for new businesses.

The Systems Lab

The Systems Lab builds prototypes of the product concepts, refines and validates the value proposition via customer trials and market/user research, partners with lines of business to create business cases and enable transition to the engineering department for product development.

The Innovation Pipeline is located in Southwestern CT overlooking the Housatonic River Valley. It is 30 minutes from New Haven, CT and 90 minutes from New York City.

Job Title: Workplace Anthropologist

Position: 45862

Description

We currently have an opening in Concept Studio for a social scientist with expertise in the anthropology of work, ethnographic research, and data synthesis & analysis.

Primary Responsibilities

Lead small multidisciplinary teams from opportunity exploration through concept development Engage with cross-organizational teams focused on building businesses Develop and implement effective customer research strategies Use analytic frameworks to generate insights from primary and secondary research Create and communicate representations of customers' needs and everyday practice Contribute to new concept development based on customer practices, "technology in use," and customers' local work systems

Other Responsibilities

Structure ideation sessions to create new concepts

Develop concept prototypes Communicate research findings and new concepts to business leaders

Qualifications

Advanced degree in anthropology, sociology, psychology, linguistics, or related field is required. Experience in observational techniques, participant-observation, interview techniques, and ethnographic analysis required. Experience in representing ethnographic data in visual forms a distinct plus; ability to communicate ethnographic insight is required. The ideal candidate will possess excellent observational, problem-solving, and analytic skills. Requires excellent communication and interpersonal skills, ability to work in a variety of customer environments and with multidisciplinary teams.

Job Title: Design Planner

Position Number: 42702

Description

We currently have an opening in Concept Studio for a Design Planner with experience identifying and shaping new business opportunities. If you are a highly motivated researcher with strong skills in design planning, user research, and business development, we would like to hear from you. You are an entrepreneurial-type who thrives at collaboration in small teams and has a demonstrated ability to facilitate design process.

Primary Responsibilities

Lead small innovation teams from opportunity exploration through concept development Explore innovation in product, service, business model, and delivery Respectfully engage with cross-functional and cross-organizational teams focused on building businesses use analytical frameworks to generate insights from primary and secondary research Develop narratives that communicate new concepts to customers and business leaders

Other Responsibilities

Conduct ethnographic interviews with empathy; observe customers in their own environment connect observed customer needs to concepts that deliver value Playfully create, prototype, and test new product concepts

Qualifications

Advanced degree in Design, business, or related field is required. The successful candidate will have a strong portfolio that includes examples of team-based project work focused on new business development. Five or more (5+) years

demonstrated experience in leading innovation teams to develop successful business opportunities is required. Experience in launching and managing an entrepreneurial endeavor is a plus.

Job Title: Product Design Senior Engineer

Position: 44266

Description

Systems Lab is looking for a project lead to lead interdisciplinary teams through design, prototyping and business analysis. A successful candidate will have a user-centered design background, project lead experience. This candidate can work effectively in a dynamically changing environment. Business development experience is a plus.

Qualifications

A Master's Degree in a technical domain (computer science / engineering / user center design / design experiment) is preferred, but equivalent experience will be strongly considered

2+ years of experience as a project lead experience in interacting with users, e.g. user research, interview, users and user work process observation and participatory design

Experience in interacting with business persons, e.g. capability of understanding business needs and value creation

Experience in designing user experience and synthesizing user, market and technology information Effective communication and people skills are required Brainstorm session facilitation skills are a plus .

Jill Lawrence

Workplace Anthropologist

Pitney Bowes Inc.

Advanced Concepts & Technology

35 Waterview Drive ,Shelton, CT 06484

t: 203.924.3120

3. JOB: Design Researcher (West midlands) UK

DCA is the UK's leading product design consultancy, with 70 staff, established nearly 50 years ago. Our current design research offer is rapidly growing and is responsible for a broad range of projects from traditional user validation tests to large strategic design research projects.

Currently we are looking for a talented researcher who possesses strong customer affinity and user empathy, thrives on working in multi-disciplinary teams and has a passion for field research, data analysis and translation.

We want someone who can:

- **Design and plan research projects from conception to execution**
- **Use a variety of research methodologies that impact design direction**
- **Translate data into insights, frameworks and expressions of human needs**
- **Create compelling presentations and design / product recommendations**
- **Work independently prioritizing time between multiple projects**
- **Adapt to changing schedules and different types of projects**
- **Develop new user research methods**
- **Spend time traveling (up to 20% as needed)**

You have

- **Strong understanding and practice of applying qualitative design research methodologies across a diverse range of business categories**
- **Advanced degree or equivalent in Human factors, Cognitive science, Usability, Anthropology, Design, Engineering, or equivalent field**

- **At least three years of experience as a hands-on researcher**
- **Proven communication and observation skills**
- **Strong project management skills**
- **Demonstrate your experience with project examples**

Please send your CV to designresearch@...

Website: www.anintelligentapproach.com

4. Senior Ethnographic Analyst

The Senior Ethnographic Analyst (SEA) position involves extensive qualitative research including ethnographic interviewing, participant observation and in-depth analyses. The SEA will be responsible for all facets of the project process including writing proposals, conducting consumer interviews, writing reports, conducting presentations and managing client expectations. The SEA will have or quickly develop a clear working knowledge of all Hartman Group research models and intellectual capital. This position reports to the VP, Qualitative Research.

The Hartman Group, Inc., founded 1989, is a full-service consulting and market research firm offering a wide range of services and products, specializing in the health and wellness marketplace.

Responsibilities

• Writing reports and articles for information presentation

• Collaborating with Qualitative Research Team to ensure top-quality deliverables

• Applying Hartman Group research models and intellectual capital to all research projects

• Developing discussion guides and interviewing tools

• Managing project details – scope, timing, logistics, et cetera

Qualifications

• Minimum 2-3 years experience in a similar qualitative research role, preferably with at least some applied work (i.e. not purely academic research)

• Strong analytical skills

• Ph.D. in anthropology, qualitative sociology, social psychology or similar discipline preferred

• Superior writing, communication and presentation skills

• Self-motivation and flexibility within a dynamic work environment

• Relocation to Seattle and national travel to support projects required

To apply, please submit your resume to michelleb@...

with "Senior Ethnographic Analyst" in the subject line. At this time we're not looking for telecommuters or contractors.

5. Social Scientist

University of Rochester, River Campus Libraries

The University of Rochester's River Campus Libraries seek to fill a grant-funded, 15-month social science research position. The successful candidate will have an advanced degree in anthropology or a related field, with expertise in the study of work, ethnographic research methods, analysis and interpretation of findings, and integration of findings with the technology design process. The position entails working onsite with graduate students and faculty members at the University of Rochester to understand how they use research-related technologies and then coordinating a co-design process to

identify technology requirements.

The person in this position will act as the chief resource in guiding the exploratory research phase of the project, using a work-practice study and user-centered design methodologies. S/he will function as an integral member of an interdisciplinary group that includes a computer scientist, a software engineer, graphic designer, librarians, and the lead anthropologist. Our project involves an iterative process including fieldwork, analysis, codesign, implementation and "technology in use" phases.

The responsibilities of this position include:

· Plan and carry out open-ended interviews in collaboration with team members

· Conduct on-site, in-context observations of work

· Videotape all fieldwork activities

· Manage the process by which audio recordings are transcribed

· Ensure that all research artifacts are logged and stored

· Lead co-viewing, brainstorming, and analysis sessions with project team members

· Identify key findings and opportunities and contribute to the production of a requirements document

The outputs from this work will include visual representations of work, verified with participants, reports on findings and conclusions, presentations, and software to enhance the capabilities of the DSpace repository server application.

QUALIFICATIONS

Applicant must have achieved an advanced degree in anthropology or a related social science field. A Ph.D. is preferred; a master's degree is required.

Applicant must have strong ethnographic background and skills, and must be self-organizing but also a team player. Applicant should have a strong interest in understanding how people actually conduct their work activities and must demonstrate proficiency in communicating his/her understandings to others using a variety of techniques: reports, presentations, scenarios, and visual representations. Heavy use is made of audio and video recordings of interviews and onsite workplace field observations. Applicant should be well grounded with these technologies and representational techniques. There should be a strong desire to experiment with new technologies to assist doing the work and providing feedback.

Demonstrated experience working in field sites and on project teams is required. Experience in observational techniques, participant-observation, interview techniques, ethnographic analysis and the ability to communicate ethnographic insight is also required.

Practical experience representing ethnographic data in visual forms is a distinct plus, as is familiarity with new product development, preferably in a technology field. The ideal candidate will possess excellent analytical, problem solving, communication and interpersonal skills, and have the ability and desire to work in a variety of customer environments on multi-disciplinary team.

DETAILS

Reports to the managers of the Digital Initiatives Unit. This is a full-time, 15-month, contract position that begins in November, 2006.

Relocation expenses are not provided.
Salary commensurate with background and experience.
Excellent benefits with choice of retirement programs including TIAA/CREF.
University of Rochester, established in 1850, is a private, Carnegie I [DR Ext.] research university with 7000 students and approximately 1000 faculty. Library programs and initiatives have established it as a recognized campus partner in student learning and faculty research and teaching. Library memberships include: OCLC, ARL, CRL, CNI. See the University Home Page: http://www.rochester.edu and library home page: http://www.library.rochester.edu
Send letter of application addressing how previous experience and personal qualities suggest a good match for this position, a resume or CV, and three references' names and addresses to: Kelley Kitrinos, HR Administrator, University of Rochester, Rush Rhees Library, Box A,
Rochester NY 14627-0055. Fax: (585) 276-5309. Email: kkitrinos@.... University of Rochester is an equal opportunity employer.
Review of applications will begin on Monday, October 11, and will continue until the position is filled.
6. Dear friends
We are looking for Textile/Apparel Designers interested in working with “Ruh”, a brand of affordable, quality clothing for women based in Delhi.
To fulfill the growing needs of the company we require a Textile/Apparel designer. The job profile would involve contribution to all areas of design from

conceptulisation of new collections, to sourcing and sampling.

COMPANY PROFILE

Brainchild of Pooja Singhal, who hails from the industrialiast family of Udaipur, Rajasthan, RUH was launched in New Delhi in Sept 2005.

Ruh addresses an identified niche or market demand. It is looking to cater to the specific needs of the modern Indian woman who is changing roles constantly. Garments range from Shirts, Tops, Tunics to Kurtis, Kurta churidaars and saris.

“The Indian woman today combines the traditions and culture of the east with a desire for comfort and the confidence of the west. She changes roles constantly, being homemaker and professional simultaneously. Her clothes must adapt to her demanding lifestyle and convenience is the key, Ruh caters to that need,” Pooja Singhal.

Season by season its youthful team looks at every aspect of the buisness from design and sourcing to production, retail and branding, to bring together a collection that delivers what it promises.

Designer Detail, International Quality yet affordable pricing is the key to Ruh. The constant effort is to improve the business processes and design smart so that exclusive handlooms and delicate hand techniques like appliqué and badla are made available at affordable prices with no compromises in quality or design to a larger cross section of Indian women.

The focus is to represent traditional techniques with a new dimension. The design team has developed and promoted crafts, artisans and weavers from various parts of India: Maheshwari and Mangalgiri weavers of Madhya Pradesh, Khadi weavers of Bengal, Block printers from Rajasthan, Hand Embellishments like gota and chikan and badlawork from Lucknow.

After extensive sizing research Ruh has developed 6 sizes to cater to the diverse sizing needs of our country with different regions and communities having varying heights and body measurements. The objective has been to create clothing for every Indian woman, while amalgamating various influences.

A woman's clothes are her personal statement. Ruh is a clothing concept that enhances personality and expresses individuality. Ruh fits every mood.

Ruh has opened three stores, the first in Calcutta, second at Phoenix in Mumbai and the third at Khan Market in New Delhi. In the pipeline are stores in Bangalore scheduled to open end of this year, a store at Select Citywalk in New Delhi and a store at Bandra in Mumbai. The brand plans to roll out ten stores by the end of next year.

Ruh available at

Mumbai: Phoenix Mills Compound, F-21, Quorum, Block-2, 1st Floor, Lower Parel, Mumbai-400013, P - 022-24903919.

Kolkata: Prana Life Style Pvt. Ltd., 13/3-Bali Ganj,

Circular Road, Vivek Vihar, Kolkata-19, P - 033-22833194/195.
Delhi: 73 B, Khan Market, New Delhi-110003. P – 011 24601324
Interested Designers can get in touch.
Regards
Smita Sharma
P.I.Apparels Pvt. Ltd, New Delhi
Phone: 011-25061411, 09810350561

7. Minglebox is a Bangalore based company in the consumer internet & mobile space. Our intent is to create a leading franchise in the internet and new media world. Co-founded by IIT/IIM alumni with experience in companies like HLL, Titan, Infosys and Yahoo, we are a team of highly motivated and energetic individuals with complementary skills in business, technology, media and design.
Minglebox is looking for Visual/Graphic/User Interface Designers NID/NIFT/Premium design school background with good web design experience. High quality visual aesthetics and ability to create outstanding and very distinctive creative output will be key.
Understanding of web and graphics design tools and technologies like Photoshop and Flash. Ability to work with developers to ensure that the creative concept is perfectly executed will be important. Understanding of user experience/usability will be important.
For more on the company and the product, take a look at www.minglebox.com <http://www.minglebox.com/

Best regards,
Kavita Iyer
Co-founder and CEO - minglebox communications pvt ltd
+91 -9845249197

8. Hi All,
Graphics---> Communication ----> Branding ------> ???
Onio is looking for a senior Graphic/Communication Designer (NID/IDC/JJ).
Someone who has a few years of experience behind with now has a pressing urge to go beyond just 'skill' and 'execution'...not only into 'branding and strategy' but even beyond it....into visualising the 'FUTURE'.....someone who is now throughly bored with what the world calls graphic or communication design.
It is getting exciting now....call me or email me...
Best regards
Manoj Kothari
Founder Director
Onio Design Pvt. Ltd.
(m)- 098909 17457
IIT Bombay-B.Tech-92

9Hi all,
I am looking for an Expert in the feild of Design (if possible graphic designer) residing in Johanesburg, South Africa. Person could be of Indian origin too.
Please do let me know of anybody who can help me with finding such a person.

Thanks in advance.

Utpala Wandhare

Design Researcher

10. Fwd message from Prof. Sami Al Tal:

On behalf of the Department of Design and Applied Arts at Yarmouk University Jordan www.yu.edu.jo or http://portal.yu.edu.jo/Default.aspx?tabid=67

I Dr. Sami Al Tal the chairman of the department send you out my warm greetings. It is my pleasure to inform you that there are vacant positions in this department.

It is our goal to establish a well educational relationship between our growing department and your institute. The Department of Design and Applied Arts was established in 1981 , and , since then all efforts have been made to develop the programs of Industrial and product design, graphic design, interior design and textile design to run parallel with the recent technological and educational researches on this field. At this stage our ultimate goal is to establish new programs in computer animation, fashion design, illustrations which is in our believe are crucial for local, regional and international market. Because of your good reputation on this field we are seeking for hiring an open rank professorship (assistant, associate, and full professors), in the area of computer animation, fashion design, illustration, industrial design and graphic design. The Prospective candidate will provide guidance for current undergraduate students and graduate students in the near future studying issues related to the above mentioned fields. S/he will participate in developing the academic and research programs and in integrating coursework

Qualifications:

Prospective candidates should have demonstrated accomplishments that qualify them for the above responsibilities, especially familiarity with computer aided and programs related to the field of design and applied arts. A master degree in the related fields are considered.

Fluency in English language is required.

I hope and look forward to hearing from you back about the possibility of posting this advertisement and/ or forwarding this email , to those who are, in your opinion, interested in helping us in developing our program.

Please send a cover letter and resume directly to Dr. Sami Al Tal

altal@...

alta[at]mail.com

Sincerely Yours,

Sami Al Tal

11. The job openings are as follows:-

1. 2 assistant Designers

Work Experience - Minimum 1 year

This is for assistance in the domestic business, Indian Collection,especially in the bridal wear section.

2. 1 person for GMT(Garment Manufacturing Technology)

Work Experience - Minimum 2 years This is for handling production in the export business.

3. 1 Designer with good knowledge in computers (CAD) and pattern making. Work Experience - Minimum 1 year

4. 1 opening for handling 'Costumes in the Films.'

Requirement: Person based out of Bombay, willing to travel to and fro and preferably from a styling background.

Another requirement for all the above mentioned posts is a commitment to the couture fo a period of 2 years.

Please do email your resumes to the following address:

sabyasachicouture@...

Thanking you,

Shaswaty Nair

Textile Design

12. Synova Innovative Technologies is a progressive IT Services company, committed to creative excellence. Our core strength lies in the creative & technical power of our exceptional team. We provide imaginative and inspiring design solutions using revolutionary technology tailored for the clients" requirement.

Headquartered in Detroit, USA, SYNOVA blazes a troll in innovative spheres, which unbridled creative passion, high levels of creativity combined with the latest technologies. We are 100 Million $ company with over 35 offices in the US, SYNOVA is one of the fastest growing companies in North America.
We have following urgent requirement
Skill details: Web Designer / Developer
Years of experience: 2 - 4 years
Work Location: Bangalore
Note: This is an opening in IBM through Synova
If you fulfill all above basic criteria
Pls! forward your updated profile along with Salary Details, Passport Details & Visa Status.
Pls forward to your known circle also.
Thanks and Regards

John Albert,
Synova Innovative Technologies Pvt Ltd.,
4th Floor, West Wing,
Shankaranarayana Building-II
25/1, M.G.Road, Bangalore - 560 001
E-Mail ID:john@synovaindia.com

URL: www.synovaindia.com
US | Hong Kong | Brazil | India

13. **We need a superb web designer who can design websites like myspace.com or flickr.com or photobucket. com for a start up with unique technology in photo / social networking space.**

contact Krishna: krishna@san. rr.com

*More job vacancies are in our web site **www.designforall.in***

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