



DESIGNEWS

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Editor's Note



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Director, Institute of Design, JKLU

Every year, around this time, something special happens at the Institute of Design. One batch walks out of our studios, carrying years of learning, friendships and countless hours of hard work. Almost at the same time, another batch walks in, with fresh ideas, nervous excitement and dreams waiting to take shape.

To our newest students, welcome to the Institute of Design at JK Lakshmipat University. You are joining a community that believes design is not just about creating beautiful things. It is about asking better questions, understanding people, solving meaningful problems and making a positive difference. Over the next four years, you will learn to observe more carefully, think more deeply, work collaboratively and challenge your own assumptions. Make the most of every studio, every conversation, every critique and every failure, they are all part of becoming a designer.

To our graduating students, congratulations. It has been a privilege to watch you grow into thoughtful, capable and responsible designers. As you step into the next phase of your journey, remember that the world needs designers who are curious, ethical and willing to take on complex challenges. I wish you success, but more importantly, I wish you the courage to keep learning and the confidence to create meaningful change wherever you go.

As one journey begins and another continues, our institute grows richer with every new story, every new idea and every new perspective. I hope each one of you leaves this place a little more curious than when you arrived.

Welcome to another exciting year of
learning, making and imagining!

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Rise From the Ground Up

The geodesic dome, made famous by architect Buckminster Fuller, is one of the most structurally efficient shapes in existence. Its strength comes not from any single member but from the distributed tension of the whole. It seemed like an apt metaphor for what the project was really asking of us- though we wouldn't understand that until much later.

HOW THE DOME CAME TOGETHER

01 — Measuring & Cutting

Bamboo struts were cut to identical lengths using a master template and hand tools.

02 — Colour Coding

Each member was marked with coloured tape, creating a simple but essential assembly system.

03 — Drilling the Joints

Connection holes were drilled with precision. The process taught the batch how sensitive bamboo could be to angle and pressure.

04 — Building the Polygons

Hexagons and pentagons were assembled by threading and locking the bamboo members into rigid, repeatable joints.

IMAGINED!!

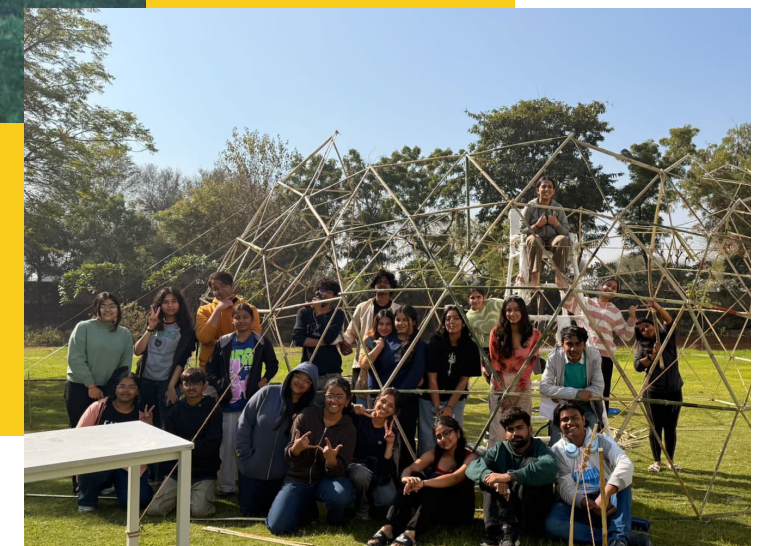
A Dome and Something Else

You could walk into it. You could look up through the pentagonal crown. But the more interesting structure- was what the two days had assembled between the people who built it.

The batch left the project as a group with a shared understanding of what they were capable of.

The dome will eventually come down. The other thing, built in parallel- the trust, the memory of the moment- is harder to dismantle.

Fuller once said that the best way to teach is to demonstrate. The foundation students were handed exactly the kind of problem that could only be solved by making it, failing at it, and making it again.



Conceptual Form Inspired by Secretary Bird



The bird's structural uprightness, its balance between stillness and sudden motion, and the way flexibility and stability coexist in the same body became the material for design exploration. The project translated those qualities into ideas around controlled movement, proportional form, and the kind of elegance that comes not from decoration but from things being exactly the right size and in exactly the right place.

THE PROCESS

Iterative sketching, abstraction studies, and model-making helped to move from observation to form. The work was about simplifying without losing meaning, finding the core of what makes the Secretary Bird structure elegant and carrying that essence into a designed object. Each iteration brought the forms closer to something that felt both functional and quietly expressive.

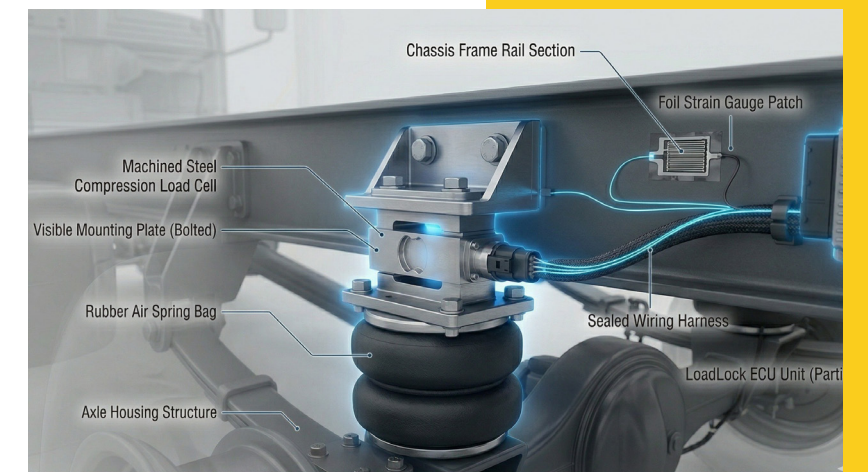
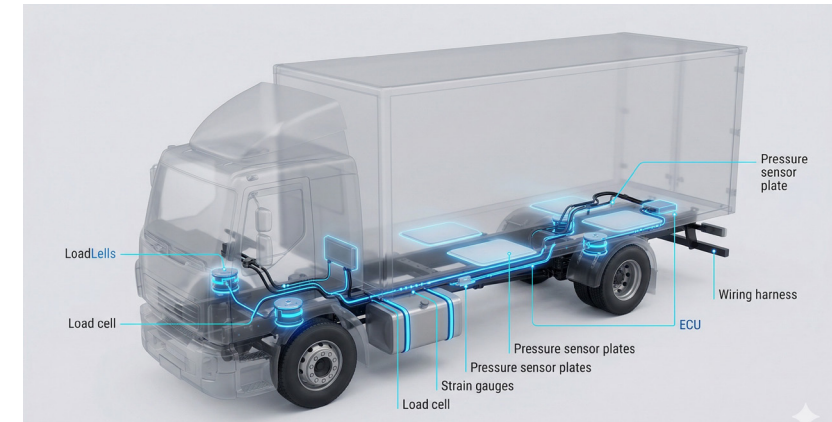
Student: Wasim Alam

Programme: B.Des, Product Design

Course: Design & Form

Mentor: Abhishek Meena

A Familiar System, Reimagined Karobaar खाता



Stepping into the daily life of cargo transport in India, a network held together by handwritten diaries, phone calls, and memory. It set out to understand how these systems work and how they affect the drivers, helpers, and fleet owners who keep things moving. Karobaar खाता — a diary-format tool for trip tracking, bookings, payments, and communication, designed to look and feel like the notebooks people already use. They also built a load-safety system with sensors that checks if trucks are loaded safely and can stop the truck if needed.

THE PROCESS

Interaction design is not about screens; it is about understanding how people work and live together, from going to the fields, observing real workflows, and building designs around trust and familiarity, to making system maps, testing prototypes, gathering feedback, and iterating continuously.

Student: Amishree Sharma, Divya Krishnani,
Gauri Akar, Priyani Bais

Programme: B.Des, Interaction Design

Course: Design Project: Advance

Mentor: Pritam Singh

“ Precision is not speed. It is knowing exactly where to place each step

“ Good design is not about forcing people to change. It is about making things that feel normal and easy to use in life

An Immersive Journey Through Movement



Inspired by the iconic Savoy Vase, this project transforms the fluid form of the Savoy Vase into a layered spatial maze, where each wall emerges from the curves of the vase itself. Built around three interconnected layers, the experience allows visitors to either observe the form from an elevated bridge above or step directly inside and navigate through its flowing pathways. As people move through the maze-like structure, the curves, asymmetry, and layered transparency create a constant sense of flow and movement, allowing the form to be not just seen, but emotionally felt.

THE PROCESS

When I began this project, the process gradually became immersive in itself. While building the model, I constantly imagined how the space would feel in real life how movement, light, and layered forms could shape emotion and perception. One of the biggest learnings was understanding how even simple organic shapes can create powerful emotional experiences. Through experimentation and spatial exploration, the project taught me to think beyond aesthetics and focus on designing spaces that people can truly connect with and feel.

Student: Sanvi Falod

Programme: Integrated Communication Design

Course: Experience Design

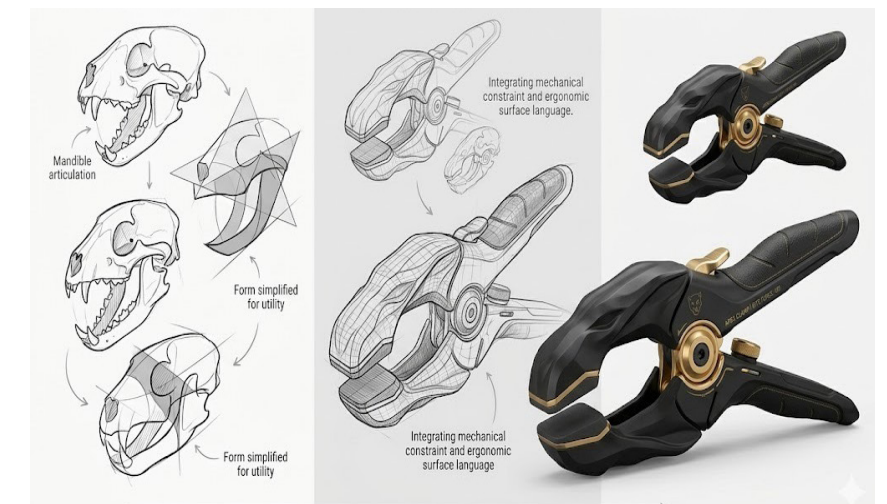
Mentor: Suranjana/Vivek Sheth

Black Jaguar



Looking at the Black Jaguar not as an animal to admire from a distance, but as a system worth studying. Stealth, strength, agility, precision, controlled movement. Spending time understanding how the jaguar is built, how it hunts, and how it moves and using that as a starting point for thinking about product design.

The way its weight is distributed across its body, the grip of its paws against uneven ground, and the biological systems that allow it to endure, all of these become entry points into design thinking. The project explored how nature solves functional challenges without overcomplicating them, and what load-bearing logic could mean for product form and structure.



Student: Astha Barnwal

Programme: B.Des, Product Design

Course: Design & Form

Mentor: Abhishek Meena

“Some forms are not just seen, they are felt through Movement and Emotion.”

“Every action of an animal has a reason”

Design as Listening

Can did conversations bridge classroom learning with professional design practice, giving students rare access to firsthand experiences. With stories of growth and resilience, these conversations bring in fresh inspiration and a deeper appreciation for the diverse paths shaping the design world.



Radhika Gupta

Independent consultant in design strategy and storytelling.

Her shift from graphic design into service strategy gave language to something many designers eventually feel: that the visual is rarely the whole story, and that what people say, what they need, and what they cannot articulate are often three entirely different things.

Shilpa Wadhwa

Co-Founder & Creative Director at Wishbox Studio.

Her decision to start Wishbox just two years after graduating became one of the session's most alive moments: not because it was triumphant, but because it wasn't framed as certainty. It was conviction in the presence of doubt. For a room full of people standing at the edge of their own decisions, that mattered.



Kavya Agarwal

Founder of Kaagazi Labs and transdisciplinary designer-educator.

She reframed a question students carry quietly whether their context is a constraint - into something closer to an advantage. Her sense of India's creative landscape was urgent and generative, not anxious, entirely different things.



Margie Sastry

Writer, editor, translator, researcher, and storyteller.

Whose life has been following the thread of storytelling wherever it led. She spoke about the difference between the stories we needed and the stories we were given and about traditions that still carry knowledge if we're willing to listen.

Dadi Pudumjee

Founder & Director, Ishara Puppet Theatre Trust.

He spoke about the moment an object stops being an object, when something shaped by your hands starts to look back at you. Students who came in thinking puppetry was adjacent to their concerns left understanding it as design at its most essential: form in the service of feeling, material in the service of meaning.



Jishnu Roy Chaudhury

Exhibition Curator at PARAM Science Experience Centre

He made no attempt to straighten his non-linear biography for the room. For students trained to present their journeys as intentional, this was disarming in the best way. His work opened a conversation about how curiosity gets built into physical space.

A Celebration of Craft, Courage and New Beginnings



The Emerging Designer Award Show was dedicated to celebrating creativity, craftsmanship, and the individuals shaping the future of design.

This year's Emerging Designer Award was presented to **Mubassirah Khalid Khatri**, founder of Elysian and one of the first women to carry forward the traditional art of Ajrakh block printing from Ajrakhpur. In a heartfelt conversation with the audience, she reflected on her journey, from learning the intricate twelve-step craft within her family to building her own identity in a field traditionally led by men.

She spoke about the patience, discipline, and passion that Ajrakh demands, sharing how her father's guidance and her education at Saumya Kala Vidya helped her refine her practice. Today, her work has travelled far beyond her hometown, earning recognition through platforms such as Lakmé Fashion Week and Forbes. Yet, despite these achievements, her message remained simple: stay rooted in your craft, trust the process, and never stop learning.

Her story reminded everyone in the audience that design is not just about creating something beautiful it is about preserving culture, empowering communities, and carrying traditions forward with fresh perspectives.

“The conversation about design's future does not belong only to those who have already arrived. It belongs, urgently, to those still finding their footing - and Mubassirah's recognition this year made that argument not just thematically but concretely

2026 Emerging Designer of the Year



Mubassirah Khatri is an award-winning Indian artisan and the first woman Ajrakh printer in a traditionally male-dominated craft. Through her slow-fashion brand Elysian, she merges centuries-old block printing with freehand painting to create textiles that honour heritage - recognised globally as a Forbes India 30 Under 30 honoree.

The third conversation belonged to Mubassirah Khalid Khatri and her session at Can.did was a chance for students to hear not from someone at the far end of a career, but from someone who is navigating the early years of practice, holding both the clarity of a point of view and the reality of building something from scratch.

Learning Together



Book Launch: Learning Together at Jawaja

One of the highlights of Jaipur Design Week 2026 was the launch of Learning Together at Jawaja, a book that chronicles the remarkable journey of the Jawaja craft initiative and its lasting impact on design, artisanship, and rural development.

The event was graced by Shri Ashoke Chatterjee, former Director of the National Institute of Design (NID), whose association with the Jawaja project dates back to its inception in the 1970s. Through his engaging address, he reflected on how design can become a powerful catalyst for social change, empowering communities through collaboration, craft, and innovation.

Adding depth to the session was the presence of artisans from Jawaja, who shared their experiences and showcased handcrafted leather and woven products that stand as a testament to decades of design-led transformation. Their stories brought the book to life, reminding students that meaningful design is rooted in empathy, partnership, and purpose.

More than a book launch, the session was a celebration of design's ability to create lasting impact—bridging the worlds of education, craft, and community while inspiring the next generation of designers to think beyond products and towards people.



The Power of Culture in Design

Tanu Sinha

Head of Design, PepsiCo India & South Asia

How does culture influence the way we design? This thought-provoking question formed the heart of Tanu Sinha's ThoughtSpot session at Jaipur Design Week 2026. As the Head of Design for PepsiCo India and South Asia, she reflected upon how successful brands connect with the audience

by understanding and integrating insights from their culture, traditions, and everyday experiences into meaningful campaign.

Drawing from campaigns created for brands like Lay's and 7UP, she demonstrated how design goes beyond aesthetics—it is about creating authentic emotional connections. Through stories, examples, and personal experiences, she encouraged students to stay curious, observe the world around them, and find inspiration in local communities, festivals, and traditions.

Her session was a reminder that great design doesn't just speak to people, it speaks their language.



India Was Always Maximalist

Gajesh Mitkari

Founder, studiomodak

Designer and illustrator Gajesh Mitkari, founder of Studio Modak, challenged the audience to rethink India's visual identity through his engaging session, India Was Always Maximalist. He argued that India's colours, festivals, architecture, food, and everyday life have always embraced richness, detail, and storytelling, long before maximalism became a global trend.

Through branding projects and packaging case studies, he showcased how Indian culture can inspire contemporary design while remaining authentic and sustainable. His work demonstrated that meaningful branding is built on research, storytelling, and a deep understanding of cultural context.

The session encouraged students to embrace their roots and see Indian culture not as inspiration from the past, but as a living design language for the future.



Innovation by Observation

Paul Sandip

Chief Industrial Designer, Founder, PAUL STUDIO

Designer and Red Dot Award winner Paul Sandip concluded the ThoughtSpot series with an inspiring session on the power of observation in design. Sharing stories from his journey from cartooning to designing award-winning products, he explained how some of the best innovations begin by noticing everyday

problems and behaviours which are an integral part of people's daily life.

Using examples from his work with global brands, he demonstrated how simple observations can lead to practical and impactful design solutions. His philosophy, "The solution lies within the problem," encouraged students to look beyond obvious answers and develop a deeper understanding of user needs.

The session served as a powerful reminder that observation, curiosity, and empathy are among a designer's greatest tools, and that meaningful innovation often begins with paying attention to the world around us.



Designing Play, Inspiring Possibilities

Suhasini Paul

Founder, studiomodak

Toy design is often underestimated as a discipline, yet it holds immense power to shape imagination, learning, and emotional development. She invited students into the fascinating world of designing for children, where empathy, curiosity, and storytelling become the foundation of every product.

Drawing from her journey as one of India's leading toy designers, she shared how meaningful play experiences are created by understanding children's behaviour, cognitive development, and emotional needs. Through examples from her extensive body of work, she demonstrated that successful toy design extends far beyond aesthetics, it is about creating experiences that encourage exploration, creativity, and joyful learning.

The session encouraged students to think beyond conventional product design and embrace play as a powerful medium for innovation and human-centred thinking. Her insights reminded aspiring designers that the simplest ideas often have the greatest impact, especially when designed with empathy and purpose. This ThoughtSpot session left participants with a renewed appreciation for the role of design in shaping childhood experiences and highlighted how thoughtful design can inspire imagination across generations.

The Brains behind Jaipur Design Week 2026

While the evening celebrated an emerging designer, it also recognised another group of people whose work often remains behind the scenes—the team that brought Jaipur Design Week 2026 to life.

The festival was the result of nearly four months of preparation, countless planning meetings, rehearsals, revisions, and last-minute problem-solving. It meant early mornings, late nights, missed weekends, and an unwavering commitment to making every session, exhibition, workshop, and experience meaningful. There were moments of excitement, moments of stress, and even moments of exhaustion, but through it all, one thing remained constant—the belief in creating something truly memorable.

A special acknowledgement goes to the Organising Heads - Amishi, Srishti Jain, and Anmol Anuragi, whose leadership, dedication, and resilience kept the festival moving forward every single day. Alongside them, committee members, volunteers, faculty mentors, and staff worked tirelessly, often behind the scenes, ensuring that every detail came together seamlessly.

As the evening ended with smiles, hugs, group photographs, and a vibrant Maximalism-themed celebration, it marked more than the conclusion of Jaipur Design Week. It celebrated months of collective effort, friendships built through teamwork, and the shared passion that transformed an idea into one of the Institute of Design's most memorable editions.

Because behind every successful festival are countless stories of people who choose to give their all, not for recognition, but for the joy of creating something extraordinary together.



Light, Shadow and Letting Go ...

**Five days, a white screen,
teamwork, timing, and the
power of the unseen - with
Dadi Pudumjee at Jaipur
Design Week**

Shadow puppetry is one of the world's oldest design disciplines. Jaipur Design Week's decision to bring Dadi Pudumjee into its elective programme is a reminder that the most essential design skills - reading context, collaborating under constraint, making the invisible legible - were being practised long before the first software was written



Reading the Screen

Before any narrative could take shape, participants had to understand their medium. Early sessions focused on how colour behaves on a backlit white surface - a different language from print or digital. Fabrics were tested for the density of their shadows, objects were held at varying distances to observe how texture either dissolved or sharpened.

Then came light itself. Spotlights were repositioned, angled, brought closer and pushed back, and with each adjustment the mood of the entire scene shifted.



The Body as an Instrument

Alongside the material and visual explorations, the workshop incorporated soft body movement sessions. Moving loosely, fluidly, unselfconsciously - and then translating that quality into the small puppet held in hand.

"We were going with the flow rather than any storytelling, and somehow, that was the whole point."



There is something humbling about learning to move a cut out animal across a lit screen and realizing, for the first time, that you have no idea how your own hands work. That was the quiet revelation waiting for participants in this year's shadow puppetry elective.

The five-day workshop began gently-simple geometric shapes, folded and cut, morphed into the silhouettes of animals. From there, participants were invited to consider what those shapes could become characters, creatures, stories and what the screen between performer and audience could do.



Design for all!

Faculty Spotlight



Prof. S. Balaram, one of India's most respected design educators and the Design Guru for JKLU's Design Guru Day 2023. With nearly five decades of experience in design education and inclusive design, his sessions focused on accessibility, empathy, and designing beyond the "average user."

Understanding Design Through Different Perspective

Accessibility was explored through activities, films, discussions, and practical exercises that focused on understanding different user experiences. Instead of only learning theories and principles, the course encouraged observation, empathy, and interaction through real situations. It highlighted how accessibility is not an added feature, but an essential part of creating comfortable and inclusive experiences. Many classes included activities like writing with the non-dominant hand, navigating with limited vision, and completing restricted tasks. These exercises created awareness about the challenges users face in everyday life and helped build empathy through direct experience. Simple activities like these made interaction, movement, readability, and usability easier to understand from different perspectives.

Learning through stories & Activities

One of the most memorable parts of the course was watching Sparsh, which realistically portrayed the experiences and independence of visually impaired individuals. Activities using PWD equipment further helped connect accessibility principles with real human interactions and everyday challenges.

Masterclass

Exploring Climate Through Stories, Systems and Emotions



Probal Banerjee is a design-led innovator, entrepreneur, and educator who has spent over two decades enabling organisations and individuals to navigate complexity through design, strategic foresight, systems thinking, and storytelling. His work focuses on fostering innovation, facilitating co-creation, mentoring changemakers, and designing products, services, and learning experiences that create meaningful social, ecological, and economic impact. As a facilitator, mentor, and transformation leader, he continues to inspire learners and professionals to reimagine the future through regenerative, human-centred design.

Climate change is often understood through facts, data, and scientific discussions, but the Climate Compass course approached it through experiences, conversations, and reflection.

Through games, storytelling, and collaborative activities, the course explored how climate change connects to emotions, communities, and everyday life.

Emotions, Conversations & Lived Experiences

The Climate Emotions Wheel and Personal Climate Change Experiences activities explored the emotional impact of climate change through discussions around shame, loss, frustration, and powerlessness, highlighting how people experience environmental changes differently.

Finding Stories from the Neighbourhood and the Net Zero Game connected climate learning to real-life experiences and decision-making, showing the challenges of balancing environmental, social, and economic needs in everyday life.

The Designs that Doesn't Begin at the Beginning

THOUGHTSPOT

The Institute of Design welcomed **Mr. Gregory Kovacs**, a multidisciplinary architect, educator, and artist for an inspiring ThoughtSpot session on 26th February, offering students a glimpse into the evolving relationship between architecture, design, technology, and material innovation.



Gregory unpacked insights from his extensive international experience, taking students through a selection of projects from his professional journey. Drawing from his work across Europe and Asia, he demonstrated how thoughtful design emerges from experimentation, collaboration, and a deep understanding of context, which includes the policy frameworks, procurement systems, and cultural expectations that vary dramatically by country.

Three Projects. Three Journeys. One Honest Account. Through the presentation of his projects, he described architecture as a process of solving complex problems, reimagining spaces, and designing experiences that respond to people and place. His work highlighted themes of material exploration, adaptive reuse, urban regeneration, and computational design, encouraging students to think beyond conventional approaches to design.

“Design does not always begin at the beginning. Gregory Kovacs works where complexity peaks, rethinking structures already in motion, using computation and precision to transform limitations into opportunities.

Gregory walked through the full arc of each major project, not the highlight reel, but the complete story: early excitement, friction, and the moments where everything felt like it was slipping. Together, they painted a portrait of what large-scale design looks like when it meets the real world: messy, demanding, and often deeply rewarding.

The Weight of Uncertainty. When asked how to lead enormous projects with little clarity, time, or margin for error, He spoke honestly about sitting with discomfort, making decisions with incomplete information, and keeping a team steady when you yourself aren't sure of the ground beneath you. The discipline, he said, is staying present to the problem rather than being paralysed by its scale.

Responsible Designers Responsible People



Some goodbyes are all about hope, gratitude, and new beginnings, and that's exactly what the farewell for the graduating B.Des (2022–2026) & M.Des (2024–2026) batches at the Institute of Design, JKLU felt like.

Held at the JKLU Cafeteria with an elegant “Noir” theme, the evening brought students and faculty together one last time before graduation, filled with warm chats, laughter, music, cake cutting, and a great dinner that captured the close-knit IoD community.

Stories from studio life, design projects, Jaipur Design Week, and creative breakthroughs brought back all the nostalgia. It wasn't really about saying goodbye, it was about celebrating every challenge, idea, and friendship that made the journey worth it.

Students shared heartfelt thanks for the guidance and support from mentors and peers, while faculty wished them luck for the road ahead. The evening wrapped up with smiles, hugs, and photos to keep the memories alive. As this batch heads into new adventures, they leave behind a legacy of creativity and collaboration that'll keep inspiring future IoD designers.

Once part of the Institute of Design, always part of the family. Wishing the graduating batch all the best as they go on to create, innovate, and make their mark!

Institutional Collaboration

JKLU Signs MOU with Nottingham Trent University for Global Design Pathways



JK Lakshmipat University (JKLU) has signed a Memorandum of Understanding (MoU) with Nottingham Trent University (NTU), UK, opening new international academic opportunities for design students.

The partnership enables students across all B.Des. specializations at JKLU to pursue 2+2 and 3+1 progression pathways, allowing them to complete part of their undergraduate studies at NTU in Product Design or Furniture and Product Design. Students can also opt for a 4+1 pathway to pursue selected master's programmes at NTU after completing their bachelor's degree.

In addition to academic progression, the collaboration offers semester exchange opportunities, exclusive tuition fee concessions, and access to NTU's industry-focused learning environment. The initiative aims to strengthen students' global exposure, portfolio development, and career readiness.

Speaking on the collaboration, Dr. Vijaysekhar Chellaboina, Vice-Chancellor of JKLU, highlighted that the partnership reinforces the university's commitment to providing globally relevant education and meaningful international learning experiences.

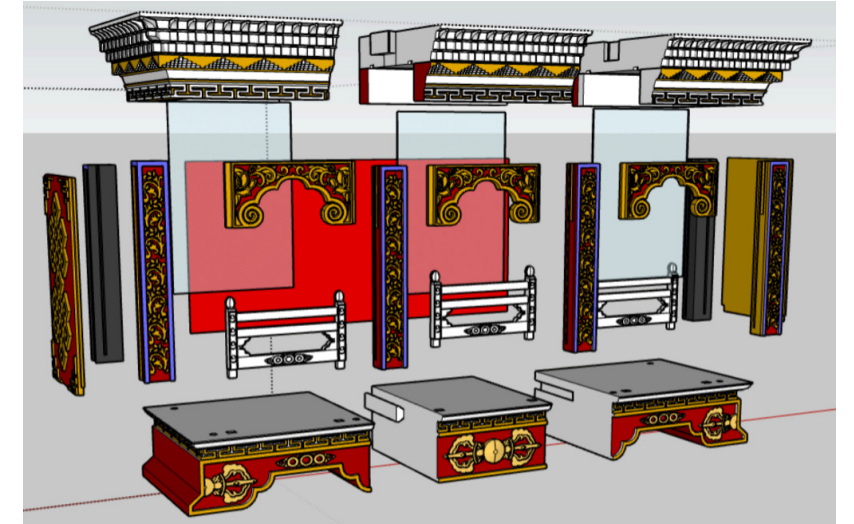
Admission to NTU through this pathway will be based on academic performance, portfolio review, interviews (where applicable), and English language proficiency requirements.

From Classroom Learnings to Real World Projects

Reimagining Bhutanese Spiritual Traditions Through a Modular Altar System

Project Overview

As part of an industry-sponsored graduation project at iDesign, Bhutan, Karma Sonam designed a Modular Bhutanese Altar System that preserves the spiritual and cultural significance of traditional Bhutanese altars while addressing the challenges of contemporary living. Traditional altars are central to daily prayer and meditation but are often large, heavy, and difficult to transport, making it impractical for Bhutanese people living abroad or in compact urban homes. The project responds with a portable, lightweight, and adaptable altar that maintains its symbolic integrity while supporting evolving lifestyles.



Design Solution

The final design is a modular altar that can be assembled, disassembled, transported, and adapted to different spaces. Rather than changing its aesthetic, the project reimagines its structure while preserving Bhutanese visual identity, cultural symbolism, and spiritual values. Modular construction enables traditional practices to fit contemporary lifestyles.

Project Impact

The project demonstrates how design can make sacred cultural objects more accessible without diluting their meaning. By improving portability and adaptability, the modular altar helps Bhutanese communities sustain their spiritual traditions across diverse living environments while contributing to the preservation of cultural heritage.

Student: Karma Sonam

Sponsor: iDesign Bhutan

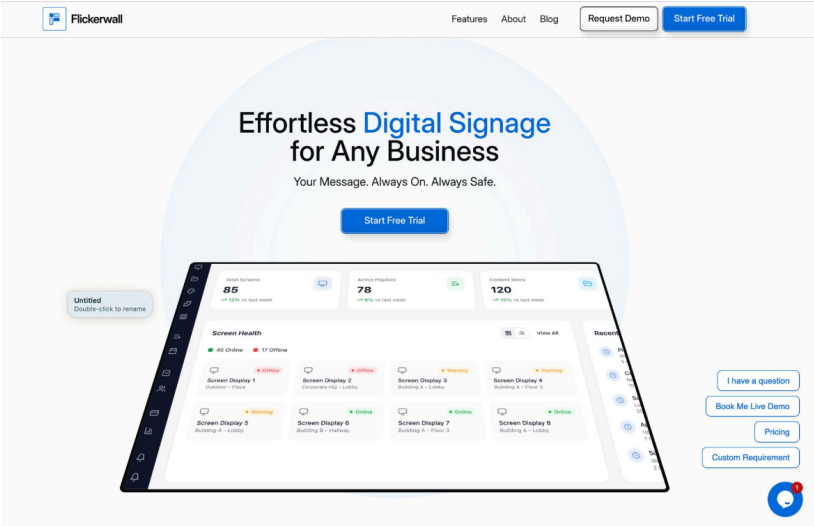
Programme: B.Des, Interdisciplinary Design

Mentor: Abhishek Meena

Designing Smarter Content & Campaign Management Systems for Digital Screen Networks

Project Overview

As part of her graduation project at Flickerwall, Rashi Baghre redesigned the company’s Content Management System (CMS) and contributed to Atlas, a platform for managing advertising campaigns across digital screen networks. As the sole designer, she developed user journeys, workflows, dashboards, onboarding, campaign management, reporting, publishing, and screen operations. The project addressed fragmented CMS workflows while creating a scalable platform connecting advertisers with screen owners.



Design Solution

The redesigned CMS introduced improved onboarding, dashboards, playlist management, publishing workflows, screen operations, and reporting, while Atlas streamlined campaign management across distributed digital displays. The solution simplified complex workflows and improved scalability.

Project Impact

The project demonstrates how user-centred product design can simplify enterprise software and improve operational efficiency. By streamlining content and campaign management, it strengthens Flickerwall’s digital signage ecosystem and supports the growth of the Digital Out-of-Home (DOOH) advertising industry.

Student: Rashi Baghre

Sponsor: Flickerwall

Programme: B.Des, Interdisciplinary Design

Mentor: Yash Raizada

Designing a Dynamic Lumbar Support System for Healthier Sitting

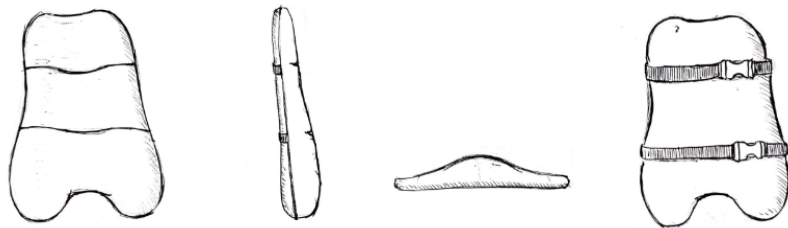
Project Overview

As part of her graduation project at Trublu Design Labs, Labdhi Bohara developed SPINETECH, a passive adaptive lumbar support system that responds to changes in posture during prolonged sitting. Addressing the limitations of conventional fixed lumbar supports, the project reduces lower back strain by providing continuous, responsive support that adapts naturally to user movement, encouraging healthier sitting habits without manual adjustments.



Design Solution

SPINETECH dynamically redistributes lumbar support as users shift posture during extended sitting. Designed as a lifestyle wellness product, it combines ergonomic principles with user-centred design to improve comfort, promote healthier posture, and integrate seamlessly into everyday seating. The project includes concept development, prototyping, testing, and manufacturing considerations.



Project Impact

The project demonstrates how adaptive ergonomic design can reduce posture-related discomfort and promote long-term musculoskeletal health. By making responsive support intuitive and accessible, SPINETECH highlights the potential of passive ergonomic products to improve everyday wellbeing.

Student: Labdhi Bohara

Sponsor: Trublu Design Labs

Programme: B.Des, Product Design

Mentor: Dr. Devanuj Kanta Balkrishan

Designing an Accessible Blood Pressure Monitor for Independent Senior Care

Project Overview

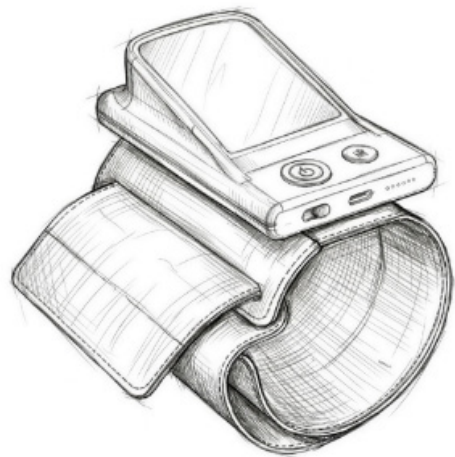
As part of his graduation project at AGEasy by Max Group, Puru Raj Sahu designed the AGEasy Arm Blood Pressure Monitor, a medical-grade upper-arm monitor for senior citizens managing their health independently at home. The project addressed the usability challenges of conventional monitors including one-handed cuff application, unclear cuff placement, poor display visibility, and complex interactions while ensuring clinical accuracy, accessibility, and ease of everyday use.

Design Solution

The final design features an ergonomic cuff system, simplified interactions, improved display visibility, intuitive controls, and a premium aesthetic aligned with the AGEasy brand. The project covered concept development, CAD modelling, prototyping, technical documentation, and preparation for manufacturing. The design has been approved for production, forwarded for tooling, and is currently under design patent and intellectual property filing.

Project Impact

The project demonstrates how user-centred product design can improve healthcare accessibility and support independent living for older adults. By simplifying health monitoring without compromising accuracy, it enhances the everyday medical experience while demonstrating strong commercial viability through production approval and ongoing patent filing.



Student: Puru Raj Sahu
Programme: B.Des, Product Design
Sponsor: Antara Senior Care (AGEasy by Max Group)
Mentor: Yash Raizada

Designing Accessible Communication for Genomics & Genetic Counselling

Project Overview

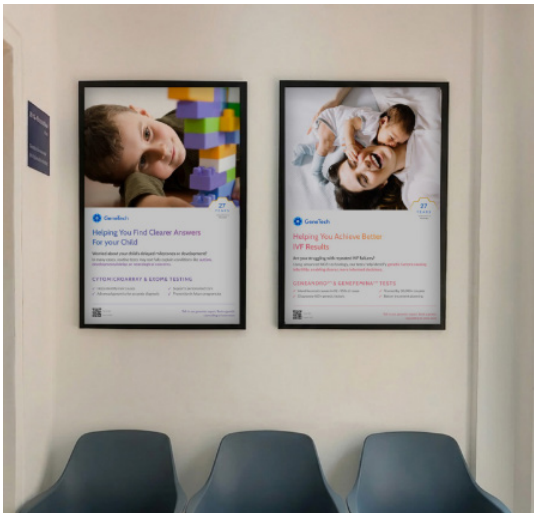
As part of her graduation project at Antimatter Collective, Susnitha developed Understanding Through Structure, a brand and communication system for ATS Genetech that makes genomics and genetic counselling more accessible to diverse audiences. The project addressed the challenge of translating complex scientific information into clear, trustworthy communication through strategic branding, visual identity, and user-centred communication frameworks.

Design Solution

The final outcome was a comprehensive brand refresh featuring a cohesive visual identity, brand language, communication system, and awareness campaigns focused on genetic counselling and preventive healthcare. Designed for both B2B and B2C audiences, the solution improved clarity, consistency, and trust across multiple touchpoints.

Project Impact

The project demonstrates how communication design can bridge the gap between science and society by making complex genomic information more understandable and approachable. Through a structured and human-centred communication system, it promotes awareness, builds trust, and supports informed healthcare decisions.



Student: Susnitha S
Programme: B.Des, Integrated Comm. Design
Sponsor: Antimatter Collective
Mentor: Prof. Aastha Gohil

Designing a Future-Ready Luxury Performance Brand

Project Overview

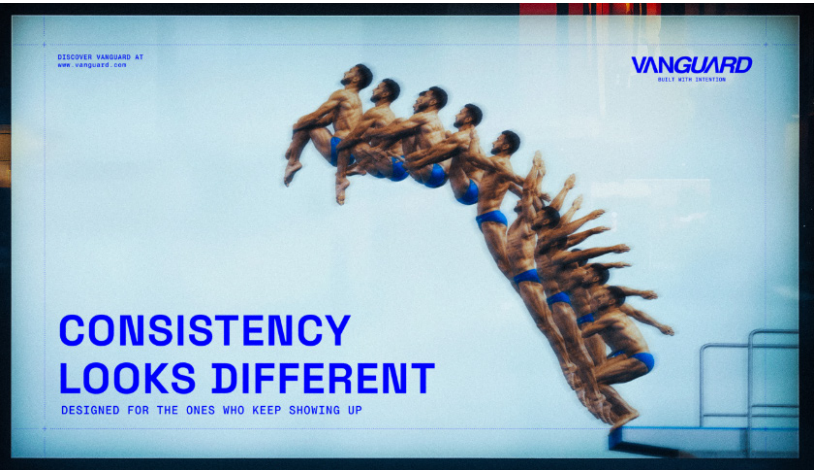
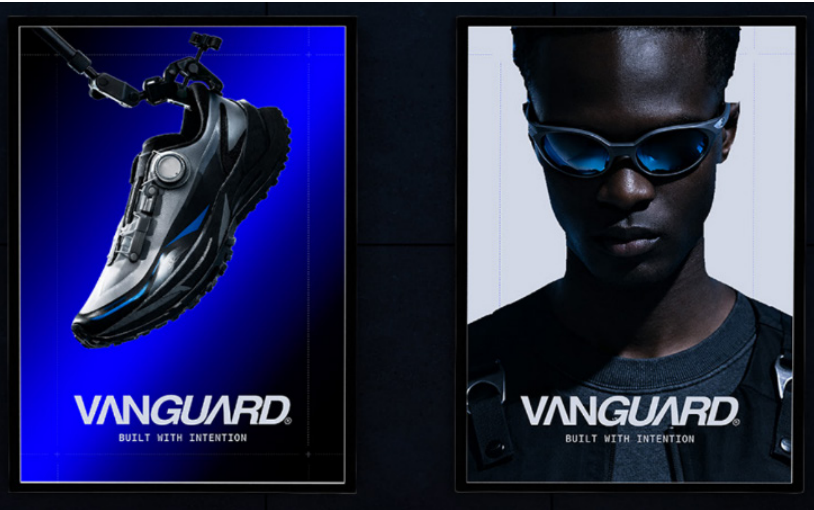
As part of his five-month graduation project at Studio Draft, Harsh conceptualized VANGUARD, a futuristic luxury performance apparel brand positioned at the intersection of innovation, functionality, and contemporary lifestyle culture. The project addressed the challenge of creating a distinctive and scalable brand identity that could stand out in a competitive market while meeting the expectations of design-conscious consumers through a cohesive brand ecosystem.

Design Solution

The final outcome was a comprehensive brand identity system comprising a logo, typography, colour palette, graphic language, photography direction, and applications across apparel, packaging, digital platforms, and experiential touchpoints. The project also envisioned immersive brand experiences that extended the identity beyond products.

Project Impact

The project demonstrates how branding can evolve into a cohesive and adaptable experience rather than a collection of visual assets. By integrating strategy, storytelling, and design into a unified system, VANGUARD establishes a strong, scalable identity for the luxury performance apparel market.



Student: Harsh Warrierr

Sponsor: Studio Draft

Programme: B.Des, Integrated Comm. Design

Mentor: Prof. Aastha Gohil

Re-imagining Aadhaar Experiences: Designing for Dignity in India’s Identity Infrastructure

Project Overview

With over 1.4 billion users, Aadhaar is the world’s largest digital identity system—yet millions face barriers accessing essential services due to authentication failures. This project examines the lived experiences of citizens struggling with Aadhaar and proposes a more humane, transparent, and accountable identity service. The research surfaces four core issues:

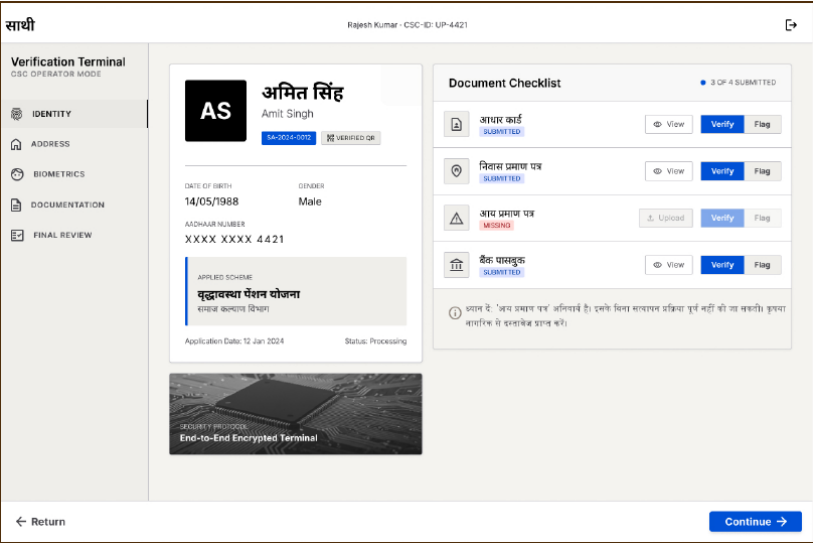
- 1. Biometric authentication failures among the elderly and manual labourers.
- 2. Lack of meaningful feedback when authentication fails.
- 3. Dependence on mobile numbers and OTPs, excluding users without reliable connectivity.
- 4. Documentation barriers preventing enrolment and access to services.

Design Solution

Saathi is a service ecosystem built to improve accountability and citizen dignity through four interventions i.e. Process Passport – prepares citizens before visiting service centres, Failure Receipt – documents proof when authentication fails, IVR and SMS notifications – reach users without smartphones, District-level audit dashboard – helps administrators identify and address recurring system failures.

Project Impact

By reframing Aadhaar’s shortcomings as accountability challenges rather than mere usability issues, the project shows how thoughtful service design can build more transparent, inclusive, and citizen-centric public systems advancing a digital identity infrastructure grounded in dignity, accessibility, and equitable governance across all regions.



Student: Gayatri Robi

Sponsor: IIT Guwahati

Programme: B.Des, Interaction Design

Mentor: Dr. Devanuj Balkrishan



DESIGNEWS

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