



NOTICE BOARD

ENTRANCE TESTS
GATE 2014

What is it: Graduate Aptitude Test in Engineering (Gate) is an all-India examination that tests comprehensive understanding of various engineering and technology subjects at the undergraduate level. Gate scores are used for admission to postgraduate engineering programmes (such as MTech, ME and PhD), as well as for recruitment in public sector companies.

Who can apply: Applicants should hold a bachelor's degree in engineering, technology, architecture or pharmacy. Science graduates who have pursued a four-year curriculum can also apply. Even those with a master's degree in any branch of science, mathematics, statistics, computer applications or equivalent can apply.

Contact: For details, visit <http://gate.iitkgp.ac.in/gate2014>

Last date: October 1

SNAP

What is it: An aptitude test for admission to various MBA programmes under Symbiosis International University, Pune. It's a two-hour paper and pencil test to be held on December 15.

Who can apply: Candidates with a three-year bachelor's degree or equivalent from a recognised university.

Contact: For more details, visit www.snaptest.org

Last date: November 22

SCHOLARSHIP

BHAVISHYA JYOTI

What is it: A scholarship instituted by NIIT, a leading technology firm, to reward meritorious students desirous of building successful careers in diverse industries that require IT skills.

Who can apply: Graduates in any discipline. In addition, students who have completed Plus Two or equivalent and / or those currently pursuing graduation and postgraduation programmes can also apply.

Contact: For details, log on to www.niit.com/bjs2013

Last date: September 21

FELLOWSHIPS

ARTHINK

What is it: ARThinkSouthAsia Fellowship is designed to help students develop skills, knowledge, networks and experience in the cultural spheres of South Asia. This includes museums, the visual and performing arts, and digital media. Fifteen fellows will be selected from across South Asia for the fellowship which includes a two-week residential programme in arts management in May 2014; a secondment / internship in Germany / the UK / South Asia over the fellowship year 2014-15; and a concluding seminar in May 2015.

Who can apply: Graduates with three years of experience.

Contact: For details, visit www.arthinksouthasia.org

Last date: November 15

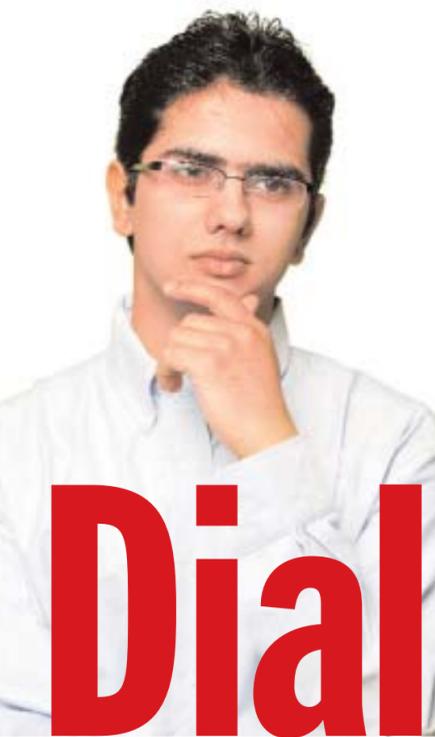
OMIDYAR

What is it: The Omidyar Fellowship at the Santa Fe Institute, the US, is unique among postdoctoral appointments. Research is collaborative and spans the physical, natural, and social sciences.

Who can apply: PhD holders in any discipline with strong computational and quantitative skills.

Contact: For more information, visit www.santafe.edu/education/fellowships/omidyar-postdoctoral/

Last date: October 25



Dial

IF YOU ARE GOOD AT SOLVING PROBLEMS AND HAVE AN EYE FOR CREATIVE DETAIL, BUSINESS DESIGN MAY BE JUST THE FIELD FOR YOU. AVIJIT CHATTERJEE TELLS YOU ALL ABOUT IT

for design



A thing of beauty, as the poet said, is a joy forever. Millions of Apple fans — who drool over their iPhones and MacBook Air — would endorse that. So what is it about an Apple product that makes it so delightful?

Experts stress that it's not just the service it offers, it's also the form it comes in — and all that it represents. "This has been at the heart of Apple's innovation: creating products or services that meet the unmet needs of consumers and appeal to their emotions and values," holds Pradip Pendse, dean, business design programme, Welingkar Institute of Management Development and Research (WIMDR), Mumbai. "This is where business design — a human-centric approach to solving business challenges — comes in."

Indeed, Apple has been a pioneer in this field. Since the first iMac that came out in the late 1990s, it has used design as a way to attract consumers and differentiate itself from the rest of the pack. Its successful products, which emphasise the importance of innovation and design as an important ingredient in business strategy, has led to the study of business design in management.

Business design, clearly, is not just about the design of, say, a laptop or a phone. "It offers tools to observe and understand the important attributes that build customer loyalty and affection and unlock values that go beyond price and features," says Nathan Shedroff, programme chair, MBA in design strategy, California College of the Arts, the US. The experts maintain that whether it is a product, a service, a process, a business model or customer experience, success is based on the manager's ability to harness design thinking.

What exactly is design thinking? It is a process used for practical resolution of problems or issues. "Although design is most often used to describe an object or an end result, design in its most effective form is a process, an action," Pradyumna Vyas, director, National Institute of Design, Ahmedabad, says. "Design thinking refers to the methodology used to solve problems and discover new opportunities. Companies across the world are using this to develop new products or improve services."

He believes that "thinking like a designer" can transform the way organisations develop products, services, processes, and strategy. "This approach brings together what is desirable from a human point of view to what is technologically feasible and economically viable. It also allows people who aren't trained as designers to use creative tools to address a vast range of challenges."

Pendse explains that the success of companies such as Apple, Bang & Olufsen (a Danish company that manufactures high-end audio and video products) and Starbucks (the global coffee chain) highlights the importance of taking a designer's view of a product or service. "It is important that decision makers up to the level of chief executive officers be imbued with design sensibilities."

Business design is not concerned merely with design. It involves taking a designer's approach to solving business problems and seizing new opportunities. Consider the job profile of Nishtha Sarna, a product manager with HDFC Bank, Mumbai. A postgraduate diploma holder in business design and innovation management from WIMDR, her work en-

Chotukool

WHAT: A battery-run, low-cost, portable refrigerator designed by Godrej for rural households

WHY: The product was conceived to address the needs of rural people who could not store their perishables such as vegetables and milk. Priced around Rs 4,000, the product consumes only 55 watts of power



tails improving the bank's internal processes by conducting an analysis of the complaints lodged by her premier clients. She also has to work closely with the learning and development team to understand training requirements and enhance training programmes.

"My work involves collaborating with the marketing team, product team, quality initiatives group and analytics team to provide better solutions to

premier institutes but their strengths are in the areas of marketing, finance or human resources. They are not trained to take a design perspective of business problems and come up with solutions. My qualification gives me an edge," she explains.

Kevin D. Frick, professor and vice-dean for education, Johns Hopkins Carey Business School, US, agrees. "Design is about problem solving. Having formal training in problem identification, problem solving, business and leadership can help individuals develop successful businesses by determining how to solve problems efficiently in a way that attracts customers and leads to profit."

Aditya Mulye, who worked at Idiom Design and Consulting, a design firm in Bangalore, before moving to the real estate firm Prestige Group, says he has to often act as an intermediary between a client and the designer. Mulye, an IT graduate with a post-graduate management diploma in business design, says his job entails figuring out what the customer wants, thinking of an idea or a solution and communicating it to the designer.

"Though I am not trained as a designer, I am required to assess a situation from a designer's perspective and then communicate this to the designer who tries to work on those ideas to give them a final shape," he says.

More often than not

D.light

WHAT: A solar lantern designed by D.light, an east African company, provides safe light to millions of people who do not have access to electricity in India and elsewhere

WHY: D.light design was founded in 2007 with the goal of eliminating kerosene lamps. The solar lanterns have resulted in reduction of carbon emissions by 3,75,000 tons per year, and prevention of over 2,000 deaths per year from kerosene fires



staff members," says Sarna. She feels her grounding in business design helps her take a bird's eye view of the problem and envision a solution. "Most of my colleagues are MBAs from

such ideas have led companies to create new market opportunities or develop radically new products. An example of such a unique business solution is the low-cost refrigerator chotukool from Godrej, which was designed to address the basic refrigera-

tion needs of rural families in India. Launched in 2012 and priced around Rs 4,000, over 1,00,000 units of the portable refrigerators, which run on a battery, have been sold so far.

Tata Motors's Ace, which is the country's first four-wheel mini truck,



Tata Ace

WHAT: The country's first four-wheel mini truck developed by Tata Motors

WHY: The product was designed to address the need for an economical vehicle that could take light loads over short distances. Today, *Chhota Haathi* as the Ace is affectionately called, is a byword for reliability and business success among countless small-scale transporters and entrepreneurs in India

RUPEE RULES

Entry level: Rs 5 lakh to Rs 8 lakh per annum

Mid level: Rs 10 lakh to Rs 15 lakh per annum

Senior level: Above Rs 18 lakh per annum
(Estimated salary for design managers)

changed the face of the sub one-tonne goods carriage in India. The product was successful in addressing the need for an economical vehicle that could take light loads over short distances. By 2012, there were over 10 lakh Ace

vehicles on the road. Today, Ace has emerged as the single-largest commercial vehicle brand in the country.

The success of the company d.light is another case in point. Sam Goldman, its co-founder, was nipped by a tragedy near his hometown in Africa that resulted in his neighbour's son being badly burned by an overturned kerosene lamp. He developed the initial prototype solar lantern in 2004 to bring safe, bright, and renewable lighting to people around the globe. Today, the company serves over 40 countries, including large parts of rural India, through over 10,000 retail outlets, 10 field offices, and four regional hubs.

"Such innovations in business design have redefined market segments and established new product categories," points out Gaurab Kar, faculty member, product design, NIID.

So what skills are required to be a successful business design manager? "He or she needs to have all the attributes of a designer such as good observation and visualisation skills and creative ability. The person also needs to understand human characteristics and behaviour and create products and services which complement and supplement these behaviours," Pendse says. "Thus managers and leaders imbued with an understanding of the rational aspects of business, design processes and human psychology can be successful in this profession," he adds.

Which professions would you like to see featured here? Tell us at telegraphyou@gmail.com

DESIGN DENS

• National Institute of Design, Ahmedabad

• Welingkar Institute of Management Development and Research (WIMDR), Mumbai

• Indian Institutes of Technology, School of Design, Delhi and Kanpur

• National Institutes of Fashion Technology

Programme: Postgraduate diploma / Master of Design (MDs) in design management

Link me in

A Wi-Fi enabled campus encourages anytime and anyplace learning, says Alankrita Anand

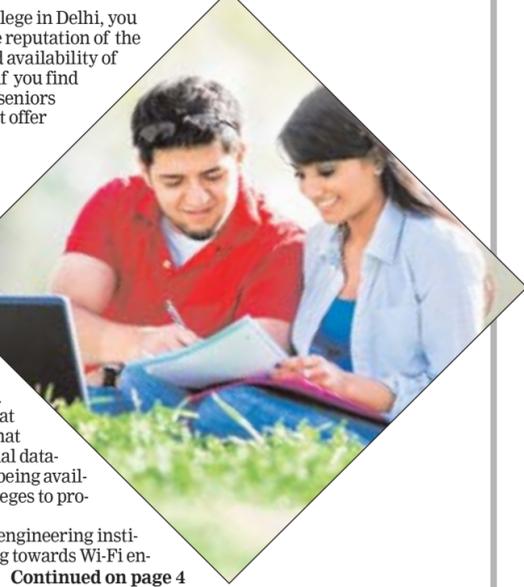
As a student seeking admission to a college in Delhi, you look at several yardsticks, such as the reputation of the college, the strength of its faculty and availability of hostel rooms. But don't be surprised if you find yourself asking a question that your seniors were unlikely to have posed five years ago. Does it offer Wi-Fi?

Wi-Fi — or Wireless Fidelity — gives students easy access to the Net on their desktops, laptops, tablets and smartphones. And while it may not tip the scales in college selection, Wi-Fi connectivity has definitely become a talking point: the mention of a "Wi-Fi enabled campus" in the college prospectus most certainly elicits a satisfactory "Aah" from the prospective student.

"When the very admission procedure has gone online, it is only obvious that connectivity is a vital necessity in today's world," says Shweta Dahiya, a Delhi University aspirant. Gurman Bhatia, a final-year journalism student at

Lady Shri Ram College (LSR), feels that with the increasing number of journal databases, research papers and archives being available online, it is only sensible for colleges to provide Wi-Fi access.

Most colleges of repute in Delhi — including engineering institutions and new private bodies — are now moving towards Wi-Fi enabled campuses.



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