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*Plus*

THE DYEING CRAFT  
AND THE AGEING  
ARTISAN

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VIRUS DETECTED:  
NATURE IS  
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# How India Can Get Back To Work After Coronavirus

**-By Nishtha Agrawal, Assistant Professor, UWSL**



It is an understatement to say that our world has changed dramatically over the last few months. The novel coronavirus pandemic has resulted in unimaginable loss to the global economy and the loss of human lives has been unprecedented in an era of global peace.

Not only are the numbers alarming but, the speed at which the challenges have emerged is intimidating. Governments and health professionals are constantly calibrating the response to this pandemic and frequent strategic adjustments are being done.

We are now in lockdown, exploring novel medical treatments and are on the hunt for a vaccine that will stop this virus in its tracks. And since the scenario is grim, doctors, scientists, and governments are working on an accelerated mission mode. While the impact of novel coronavirus on businesses has been devastating worldwide, the human cost has also been staggering. In India, those with savings and access to shelter and food have managed to weather the storm albeit with difficulty.

However, the impact on a large proportion of the 40 million migrant labourers, those who provide the muscle to power India's construction, agriculture and other sectors, has been especially heart-wrenching.

After the extension of lockdown on April 14, in a desperate bid to get home, vast numbers of migrants started to move. With no public transport available, lakhs of labourers started trudging home along the highways.

Some were coaxed to stay at government shelters where food and shelter were provided and many others were convinced to return to their place of work and stay put. Helped by local communities and government agencies, they

So, is there any light at the end of the tunnel, and where do we go from here? We may be stating the obvious but it is worthwhile reiterating that the greatest challenge before us is tackling the effects of the COVID-19 pandemic.

The top priority is finding a way to defeat or neutralize the effects of the virus. All other battles can be handled once we cross this particular challenge. Thanks to the timely action initiated by our government, India, has outperformed most other countries in slowing down the pandemic.

Doctors, nurses, administration, and support staff have shown that they can rise spectacularly to the occasion. All this has come at a great financial cost to the entire sector. Unless the health sector is supported generously, it will not be able to deliver its full potential.

The next phase of human development will depend on ensuring that our population is a healthy and prudent investment in the health facilities will make that a greater reality.

Next, we must focus on re-booting the Indian economy. For the past few years there has been a decline in India's GDP growth rates and the problem has been further exacerbated by the COVID-19 pandemic.

The Indian economy is expected to languish in the 1% to 2% zone next year. When the crisis ends, and when the economy starts running again, the first few countries to get off the starting block will be at an advantage.

Can the industry manage to get up and start sprinting on its own? No, every government in the world will have to lend their industry a hand. We in India will need a high octane financial boost. But we all know that governments have taken a beating as far as tax revenues and foreign remittances are concerned. Therefore, government will have to focus on those sectors that will deliver the biggest bang for the buck.

Luckily for us, our agricultural backbone that accounts for almost 14% of our GDP can recover quickly and in fact, grow next year.

But they must be supported by logistics and storage. The expected normal monsoon this year will help the sector maintain its momentum.

Once the threat of the virus recedes, the service industry, the number one contributor to our GDP will start cruising again. We cannot underplay the impact of the COVID-19 pandemic but unlike geophysical disasters and wars, the physical infrastructure of the industry has survived without damage.

Therefore, most industries can quickly become operational if they have the labour force back and the working capital to restart their business.

Today, almost all MSMEs are out of action due to the lockdown, they are unable to pay their employees and several don't have the financial resources to re-start their businesses.

The other sectors that need help urgently are tourism, aviation, automobile, and real estate.

These sectors will put people back to work and build some traction in the recovery of our economy. This may all sound simple, but obviously there is no easy fix to this unprecedented crisis. What is most important for us is to get people safely back to work and that will be possible only when we can provide the best possible healthcare to our citizens, as there cannot be a lockdown on medical care, ever. The COVID-19 pandemic and the consequent situation has shaken us all, but what we need now is a judicious mix of optimism and caution. Civilizations have endured several crises in history, and we have put behind us, we will overcome again. This too shall pass.



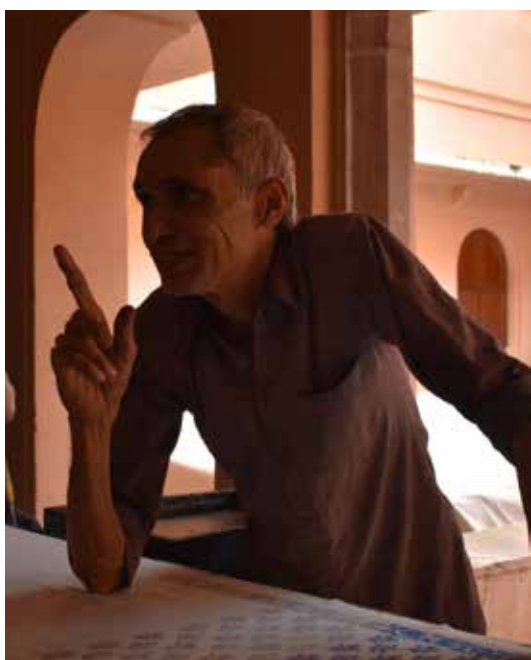
# The Dyeing Craft And The Ageing Artisan

**-By Ruchita Sud, Student, Lifestyle Accessories Department, UID**



Students of LSA, UID at Bagru.

"Apne andar ki kala dikhate chalo bas" (All you need to do is practice your art), said Salim Chacha of the Anokhi Museum in Jaipur. A single sentence spoken by an ageing artisan, a slave to a slow dying art set the tone for my craft research and documentation last year.



Master artisan explaining the process of block printing.

Bagru, on the banks of the Sanjaria river, is where the ancient art of block printing is estimated to have begun over 450 years ago, by the Chippah community. Although the river now runs dry, the Chippah community still continues to practice the same methods, somehow safeguarding the survival of this traditional art. Daabu, a mud resist printing technique, shares a similar history.

Our task was to purely document the process of the craft of traditional block printing in Jaipur and the community devoted to it. As my group and I got deeper into the study of this community and its working we learnt far more than we anticipated.



Each piece of finished cloth goes through a long process, starting at pre-processing of large quantities of fabrics, hand printing with natural dyes, resist printing and finally dyeing. It takes the hard work and expertise of a long chain of skilled artisans to bring the fabric to its final outcome. This traditional craft is a storehouse of brilliant, original prints and ancient combinations. Every single colour is printed with a different block, a single design may take over six different blocks which is then repeated over long pieces of fabric.



Artisans engaged in block printing learn the trade at a very young age, many begin learning at the tender age of four. They remain in the trade as long as their bodies can take; some artisans, now senior citizens are still involved in the trade. The community is severely underpaid, overworked and many still live below the poverty line. Skilled artisans are a sheer force of nature, their artistry is a result of years and years of practice. Such talent possessed by the local community is extremely underappreciated.

ly underappreciated. Their skill and talent is given barely any recognition, and the community works day and night to earn only a measly sum of money.



Block making in process by carving out the designs.

Most seasoned artisans (now senior citizens) continue to work because of their passion for the craft. Many still have fond memories of their ancestors and speak of them with pride and adoration. These artisans however, do not want their children or future generations to continue the family tradition. Their desire for a better, more stable future for their children far exceeds their passion for the trade. Generations of a single-family tradition is now close to extinction because of the lack of respect given to the artisan for his craft. When an artist is treated like a daily wage worker, he no longer considers it art.



Although my documentation was a success, and I was able to learn about this ancient and beautiful craft, my experiences of speaking to the artisans personally, and being able to have a close look at their lives, their culture, and listen to their stories, is what made this trip truly worthwhile.

The artisans' passion for his craft seemed frivolous in front of his real-world responsibility. With no real funding coming in from the





**Block printing on fabrics using blocks carved out.**

and design intervention lagging behind, their responsibility toward their family and dreams of a better standard of living overpower their passion for the craft.



**Artisan Dyeing the fabric in Indigo colour.**



**Artisan drying the final dyed and block printed fabric in sunlight..**

Maybe it is time for us, the new-age design generation to support these ancient Indian crafts from slowly disappearing into oblivion. The harsh reality is, our intervention, as designers, as artists, as members of the community might be the only thing able to prevent ancient beauty from dying out.

It should be the designer's responsibility, to protect the art as well as the artist.



# Creative Process For Luxury Products – Technique Practice And Explorations.

**–By Shweta Rai, Assistant Professor, LSA DEPT., Jewellery collection, Designed By– Simarpreet Kaur, Sem-7**

Relevance of lifestyle products in the luxury segment calls for reinvention in the design process and approach. Bench work is inculcated in the design academia, at exploratory and material understanding level, which takes years to convert to concept development.



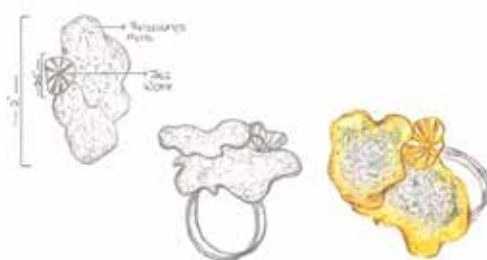
The structured and industrial approach to design process and manufacturing needs counterbalancing with focus on texture or form which can be strategically used to create and produce limited collections.

The importance of craftsmanship in the premium segment of the lifestyle industry is well acknowledged and practiced.

Expectation and perception of the high-end consumers is evolving with a more holistic approach towards economy and ecosystem. Empathy and conscious consumption are the paradigm shift, coupled with design concept, aesthetics and quality.



Taking cue from the trend, designers and design students could tap the potential of individualistic bench work in the high-end segment during the creative process as creative employees in the industry /luxury brands or as self-employed designers



Techniques and finishes in various materials could be coupled with creative processes to develop a range of products to maximize utility and potential.

The designs are conceptualized and created by a student – Simarpreet Kaur Narang, Lifestyle Accessory Design Department, 2016-20, as a part of her pre-graduation, super specialisation design collections.

Designers could look for available materials, technology and supply chain.

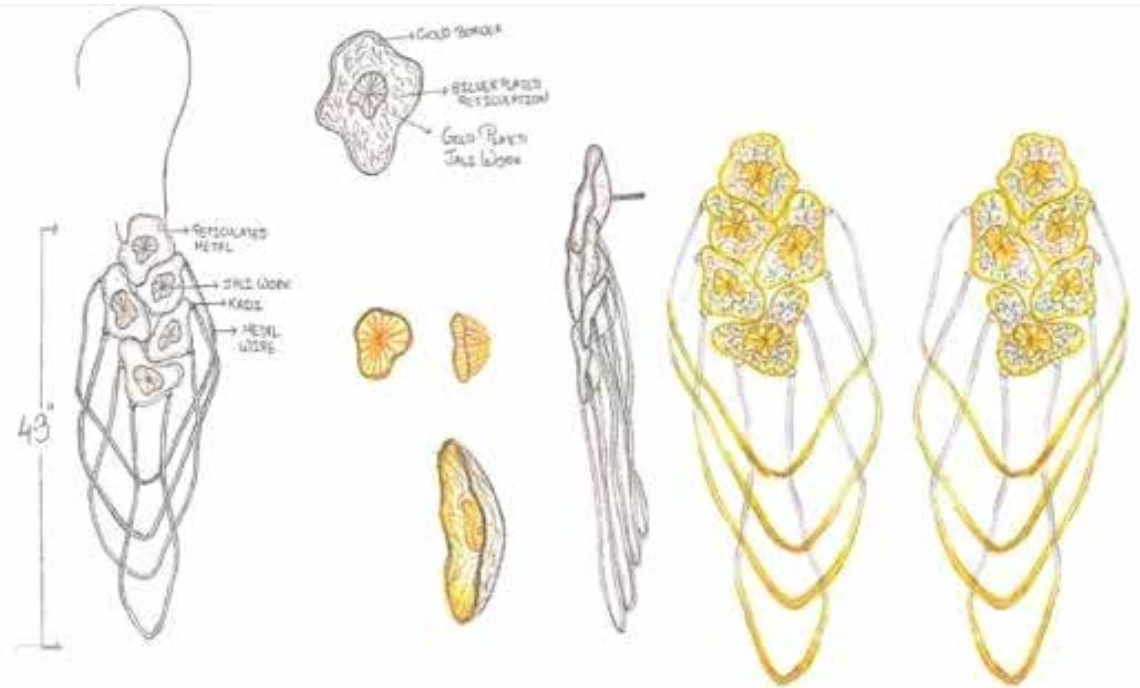
The responsibility and intervention as a

creative professional lie in using available resources for creating products of remarkably higher perceived value.



The humbleness of bench work-based designs earns credibility as a sustainable supply chain.

In the academic years, design mentees and senior mentors could develop or redevelop material based techniques to produce quality crafted products.



Design process: homogenous mix of study involving trends, consumer psychology, and vulnerability of explorations and bench work.

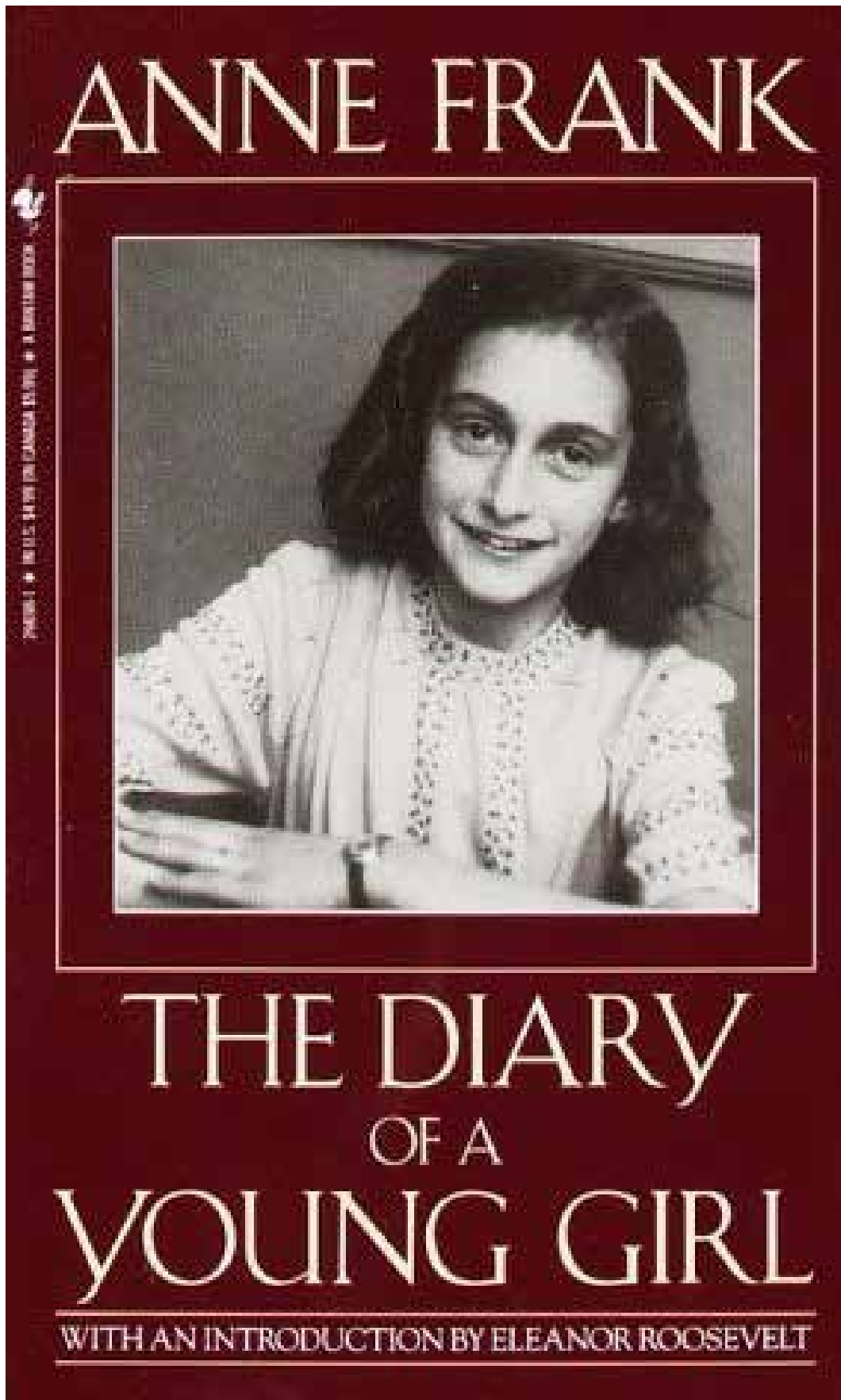


Reticulation: Alloy of 80% silver and 20% copper, tempered, pickled with diluted sulphuric acid, heated and as the heat flame flows on the surface of silver, the grooves and texture on the metal layer is formed.



# Anne Frank Gives Hope In The Time Of Coronavirus

-By Harsh Bhad, PGDM, sem-4, UWSB



Today the world is fighting against coronavirus and the only solution everyone is suggesting is social distancing. We are in lockdowns since 25th march, almost 2 months of home quarantine. Many of us are privileged to stay at home and enjoy time with family, sharing videos, cooking, playing games and watching Ramayana & Mahabharat. This lockdown situation reminded me of a very famous book that I have read: The Diary of a Young Girl by Anne Frank.

The book is very motivating and powerful. It's about a Jewish girl Anne Frank, who receives a diary from her father on her 13th birthday and she starts writing about herself, her family and the situation of World War 2 in Germany and the area of Netherlands.

She describes in her diary that to save herself from the German army, she and 8 members of her family hid in one secret annex (3 storey building). She describes the tough time they faced, about how in order to go outside, the Jews needed to wear a particular cloth with a star marked on it, in secret annex how they spoke whispering, celebrated a birthday in secrecy and in depression, all the while fearing the German army, fights within family members, running out of food and clothing and the critical situations that arose because of Adolf Hitler.

secrecy and in depression, all the while fearing the German army, fights within family members, running out of food and clothing and the critical situations that arose because of Adolf Hitler.

This book is heart touching and improves your willpower, gives a motivation to fight against any situation. Fifteen-year-old Anne Frank's writing is like an emerald, she wrote **"Think of all the beauty still left around you and be happy"**. If you are soft-hearted then the words of young Anne will leave you crying after every chapter.

I recommend that if possible, read this book as it will give you a lot of motivation. The book is available on Amazon Kindle. You can also download PDF and ebook. Movies and TV serials based on the book are available on YouTube.



# An Honest Thought Stream Of An Xyz Design Student

-By Anjuli Acharya, UG sem-4, Product Design, UID



Hello!

I'm another one of those people that you mistook for an artist. An XYZ Design student based out of a big city and a head full of dreams. I study in this prestigious design school whose name looks good on my Insta profile, so I let it be there. I want people to think that I have a defined design language, a set of well curated interests, and a clear purpose for my future. So here is my work that I put on Instagram (@khayalipulao) calling it experiments, creating a casual vibe but also hoping that someone hires me.

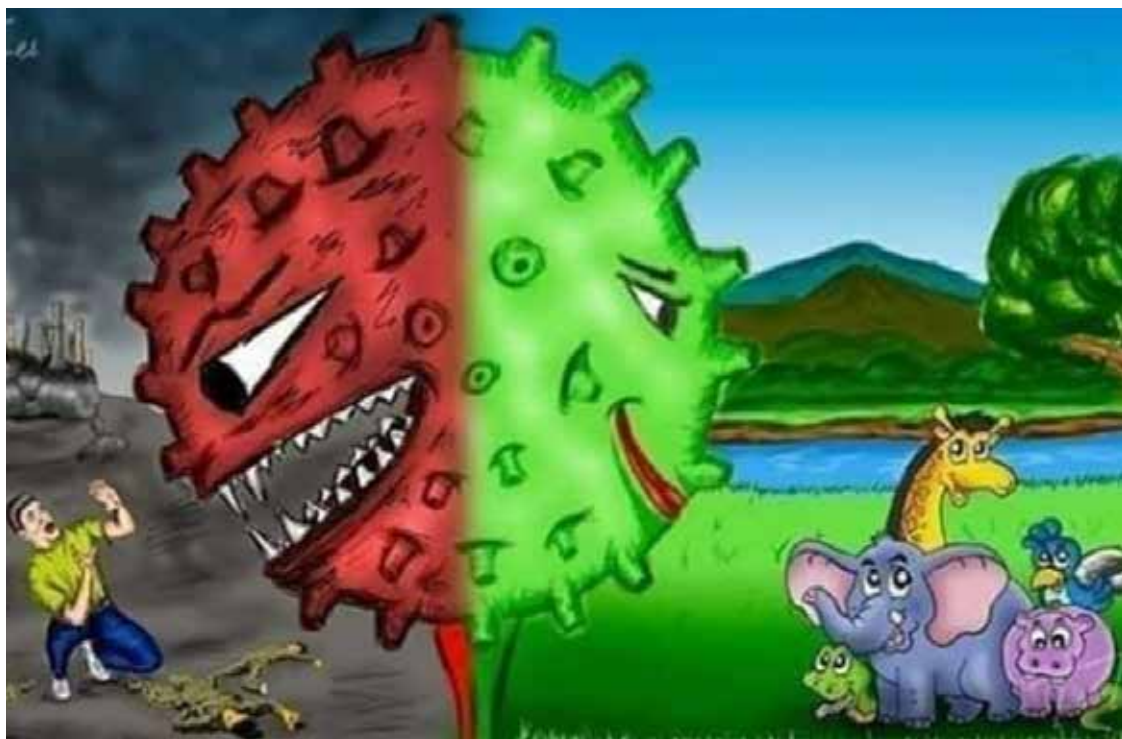
I post stories so that my small design community is aware of the trends I take interest in. I've a thing for big fancy words but scarce to show for it. I claim that I have a decent hold over two of the most used software and I'm still getting there on the third. Design, after all, is about constant learning.

My page also has 'quick sketch' captions, of which only I know how much or how little time has gone in creating them.

I also have my classroom projects up on Behance, which more often than not have had no real outcomes. Lastly, as you already know by now, I still do not have a design language to brag about and I'm still figuring out what 'kind' of designer I want to be. So, as much as design is about constant learning, it is also a constant journey of self-reflection and evolution. And as I continue and share my design journey, I hope that you enjoy it as much as I am.

# Two Sides Of A Coin

**-By Jui Pimple, Assistant Professor, USLM**



As the famous saying goes 'Every coin has two sides', this deadly coronavirus has also showed two sides. The virus is extremely harmful for humans, as it has affected every aspect of human being; right from physical health to mental peace, financial and economic loss, including mass of people losing their jobs and the costs of essentials getting high. The man is caged in his own house with no vision of when this monster virus will disappear and everything will be back to normal.

Since the past few weeks, the space between the four walls seems like an entire world to us as it being the home, workplace, recreational zone as well as religious space. The basic freedom of moving out is snatched away by this pandemic. People avoid meeting and talking, the ones meeting daily and having unending talks now just "hi" from distance and all the conversations happen only virtually. The only people one can see and talk are family members (some are not even that fortunate) who might had been ignored earlier. All the

health professionals, police force, military people and all volunteers are fighting everyday against the COVID-19. For them, every new day without getting infected is like a rebirth. Every human, no matter how rich or poor, from upper or lower casts, literate or illiterate, man or woman, all have come on the same level in Abraham Maslow's needs hierarchy of basic physiological and safety needs. The only question everyone has is of the "Survival".

But the other side of the coin is that the nature seems to have benefited from the lockdown of the human being. Decrease in air pollution, traffic, noise, water pollution is rejuvenating the mother nature. The air is getting clear, rivers are less filthy, chirping of birds is soothing than the loud noise of traffic, animals in national parks and forests must be feeling undisturbed as no tourists to take away their peace. The vibrations on the earth must have reduced as the road traffic is only minimal. The nature seems to be truly advantaged with the lockdown of human beings. For years, man has caused enough harm to nature and now it seems like karma is giving it back to us. Man is paying severe price for the developments and inventions done for selfish intentions. But as the man is the fittest animal, I believe everything will get back to normal in few months and again he will overpower the nature.

Another noticeable aspect on this other side of the pandemic is a life-transforming condition. People have started realizing the importance of family members, they are learning to live with minimal requirements, letting go off the all the fancy demands and expectations, everyone is slowing down; giving time for introspection. The ones who never offered a helping hand in household work are now willingly doing cleaning as well as cooking. Some or the other aspect of everyone's life is changed and will keep changing further till the world gets rid of COVID-19 pandemic. This is the best time to have self-dialogue, have deeper understanding of one's own self and the meaning of life, indulge in activities that you only thought of, as this is better way of dealing with anxiety and panic of coronavirus.



# Virus Detected: Nature Is Rebooting!

## Positive Impact of COVID-19 on Environment

**–By Amrita Singh, Assistant Professor, UWSL**



As we look few months back from now, the world was quite 'normal', the air was toxic, roads were dangerous, wildlife and rivers were threatened by urban expansion & earth movers, we were still battling air pollution and debating the fictitiousness of climate change. Early this year, hypocrisy hung heavy at the World Economic Forum in Davos, as political and business leaders discussed in length a world of unimaginable chaos while still adamant on continued use of fossil fuels as mediums to sustain economic growth. Our continued desire of economic growth and the amount of collective human energy invested into increasing our gross domestic product (GDP) came to a standstill as yet another zoonotic virus, a result of our continued exploitation of wildlife, jumped from animals and started circulating amongst humans. SARS CoV-2 (Corona virus/ COVID-19) rapidly strangled China and its socio-economic systems, and soon grappled the rest of the world.

turned into complete lockdown for the citizenry. As cities and entire nations closed down, so did their commercial and industrial activities. While the scholars were busy with the cost-benefit analysis of the situation, there was an obvious beneficiary of this mayhem – the planet! Yes, the resultant shutdown has incidentally led to a drastic downfall in air pollution, a menace which kills close to 9 million people every year. It seems the lockdown is a blessing in disguise.

"Difficulty in breathing fresh air/lungs shocked after inhaling fresh air", are some of the jokes doing the rounds. On a serious note, the capital city of India, New Delhi recorded the cleanest air quality of the year so far with the overall AQI at 42, under the 'good' category. Globally, CO<sub>2</sub> emissions were reduced by at least 25% from February 3 to March 1, due to the measures taken to contain the novel Coronavirus. Along with air pollution, lower air travel and China's decreased coal usage are also reducing the pressure on our natural resources.

Despite the clearer skies, one fear, however, persists. That of a sudden increase in emission and waste levels as the economy restarts, which is often termed as "revenge pollution"; to compensate for the loss incurred during periods of shutdown, it is speculated that when the industries would get to ramp back up, they would function at an increased capacity. This in turn, would negate all the improvements in air quality we are now seeing. Further, an injection of cheap stimulus into the economy and readily available finance can further result in a significant increase in emissions, until it stabilizes at the level they once were.

The question now is that of the future. Should we keep on structuring our economies, societies, financial markets, industries, including our definition of 'success' and 'development', over the measurement of Gross Domestic Product and the growth thereof? Is it time that we realize the mistakes of our past, of our unsustainable growth models, of wildlife exploitation? Should we learn from the period of isolation that we now find ourselves in, where wildlife seems to be a major beneficiary of lessened human activity, and create novel ideas for a better system of governance and growth. Environmentalism often is said to be the problem of the 'elite', whereas poorer nations are only focused on becoming richer economies and do not care about the environmental cost of doing so. However, one thing this pandemic has clearly proved is that nature does not discriminate and its effect is felt by every country equally, more so by the so-called developed economies.

Can we continue the way we have been, a development path which has remained unchanged since World War II? A path which so far has refused to adapt to our current environmental problems and population increase? Indisputably, the consumption of resources has seen an extraordinary rate. As a result of indiscriminate destruction of biodiversity and unsustainable means of development, man has created the conditions conducive for new viruses and diseases. In a battle to improve living condition and raising people out of poverty, we have continued to function in a way which is not symbiotic to our natural surroundings. It's high time that countries decide to adhere to the principles and promises made at mega conferences each year, in the name of protecting the environment.

While the answers to the above questions is rather simple, it is difficult to fathom the length to which we are ready and can go to detox the system. Now, however, having undone whatever economic progress we made in the last several decades, we have a chance to a fresh start. Our economies will eventually restart after this shutdown, but now we have an opportunity to restart in a sustainable way. May good sense prevail.

# How Covid 19 Can Be An Opportunity For The Students

**-By Joyjit Sinha Roy, Senior Manager – Students Outreach, Karnavati University**



If we can't change the situation, we need to change ourselves. Covid 2019 effects are gradually propelling us to a new virtual world where we can actually make an effective use of the internet and the gadgets to redefine and strengthen our skills, roles and responsibilities to shape our future. The pandemic followed by the lockdown have spurred all of us to be leaders and become self dependent. This is true for the professionals as well as for the students. Let us discuss from the student's point of view how these young ignited minds can effectively use the pandemic situation to rebuild themselves and step into the war field of competitive career opportunities with better preparation for knowledge and skills.

The most important task for a student is to divide their schedule at home with effective time management. You need to accept that the current situation demands you to be a caged bird and you have to utilize the space inside the cage for your living and you have to enjoy your living by continuing to sing your songs exactly the way a caged nightingale or a Robin does out of joy when it rains.

You can divide your daily routine into following steps :

1. Appearing for your online sessions conducted by your school. ( From 9 am to 1 pm )
2. Attend the important webinars conducted by different educational institutes and Universities on Communication skills, Time Management, Stress Management, Career Counseling and other skill areas. These sessions are hardly for one hour. But make sure that you attend these sessions which are actually a bonus for the students at this difficult hour to sharpen their necessary skills. ( 3 pm to 4 pm ).
3. In the evening when you are enjoying a cup of tea at your terrace or balcony, run an online research about the career opportunities for the field which you are going to choose after class 12. Find out which are the best Institutes or Universities and make a comparison of the USPs. If required, move a step further and fill in the online application form for the admission process. The admission process for most of the Universities and Institutes of repute have started online. You cannot afford to waste your time and wait for the lock down situation to be over. We are stepping towards a new virtual world and may be for the next 6 months, whichever course you choose, you might have to attend the online classes. As per the UGC circular, the fresh academic sessions are going to start from August. Therefore by June end or July first week, you have to complete the online admission process or else you will miss the bus. You can also make a virtual tour of the campus of your choice. This entire exercise will just involve a maximum 1 hour of your valuable time. ( 5 pm to 6 pm ). Assuming that you will do this exercise everyday while enjoying a sunset and watching the full moon in a pristine sky.
4. From evening 6 pm to 9 pm, keep your study hours related to school syllabus and exams.
5. From 9 pm to 10 pm, complete your dinner, and in the meanwhile chat with your friends and rewind and refresh your mind.
6. From 11 to 12 pm, keep 1 hour to sharpen your skills related to English. Whichever subject you choose, and whichever profession you join in your future, you need to be a very very smart communicator. So I would suggest that every alternative day, watch the English news channels for half an hour and then select a topic and write a blog. And then close the door and stand in front of a mirror and try to speak to your own image spontaneously for fifteen minutes at least. Make this a regular habit. This will help you to prepare yourself for the extempore rounds and GDPI rounds conducted by most of the reputed Universities or Institutes while conducting the admission process. This will also make you aware about the current affairs. For students willing to join courses like Engineering or Medical or any other subjects which demands your expertise in Mathematics or any other science subject like Biology, better revise your skills pertaining to these subject areas for at least one hour. This will help you to build a better foundation for you prior to joining the courses and classes.

From midnight till 6 am, enjoy a good sleep. Wake up early in the morning and enjoy the fresh, cool morning breeze with the chirping of the birds signalling the start of a new day.

**The time slots shown by me are just examples. You can design your own time slots as per your priorities.**





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