



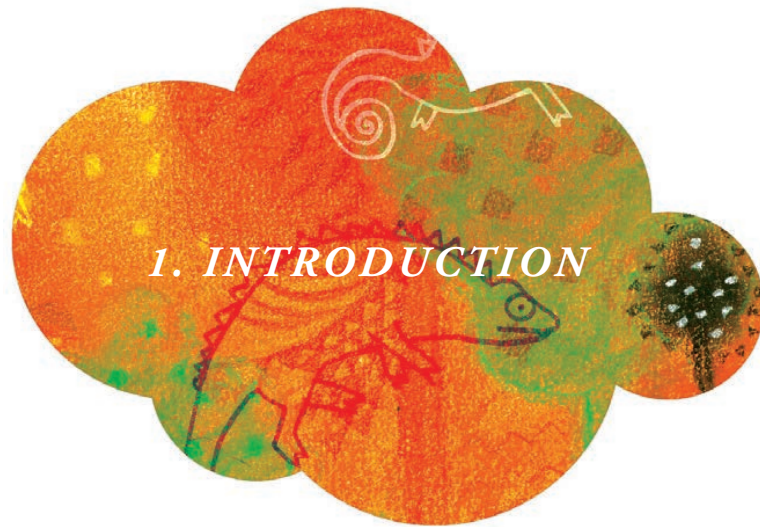
RESHAL SHAH (126250003)

DESIGN PROJECT III

GUIDE: PROF. RAJA MOHANTY

M.DES., VISUAL COMMUNICATION

IDC, IIT Bombay, 2014



1. INTRODUCTION

People often talk by generalising about the youth, having positive hopes in some sense, as well as a few complaints against them.

What are the young people of India doing in reality?

Why are they doing what they are doing and what keeps them at it?

Beliefs, journeys, goals, challenges,....

Youth in the past, and youth in the present?



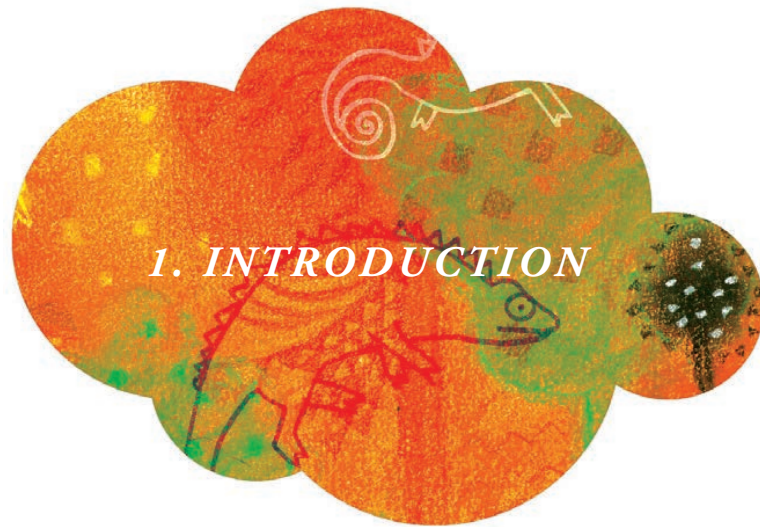
1. INTRODUCTION

The title, '**YOUNG INDIA - THEN AND NOW**'

*Somewhere emerged from Gandhi's '**Young India**' - a journal that had the thoughts and opinions that inspired many people. It was focussed at addressing various problems of those times, during the pre-independence era and contained highly motivating views and messages from people who believed in their mission and worked actively towards it.*

Thus, my journey of this project began with what was happening 'then' amongst the Indian youth.

*The questions about the youth 'now', that were yet to be answered shaped the journey of this project in itself, and thus the title: '**Young India - Then & Now**'.*



1. INTRODUCTION

Through this project, I wish to bring out **the essence of these experiences** in the form of **storytelling**.

The goal is to bring in my own **image and text** in an interesting way, to give out the message in richer form, maintaining the traditional strengths.

- **LOOKING AT 'THEN'**

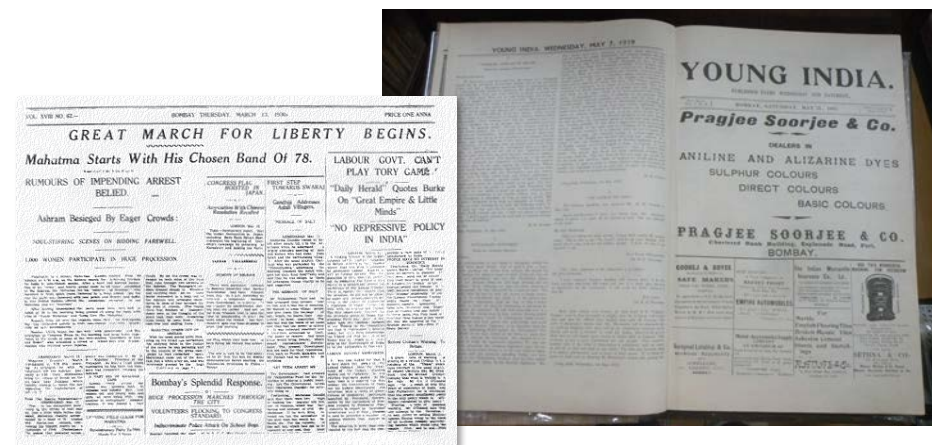
- **MEETING THE 'NOW'**

- **STORYTELLING**

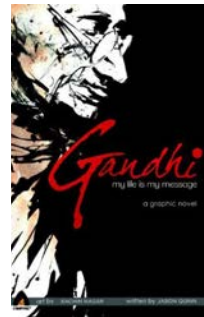
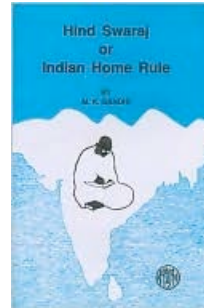
2. LOOKING AT THEN

Reading and peeking into **Young India journals** and a few other books gave me an idea of what people did in pre-independence era of India.

The aim was to get a gist of what had been happening in the younger 'then'. Only after looking into the past, I could probably come to understanding of its relation to present, and associate to the connections, if any.



2. LOOKING AT 'THEN'



***Hind Swaraj or Indian Home Rule** is Mahatma Gandhi's primary work, and a key to understanding both his life and thought, and South Asian politics in the twentieth century. It is in Hind Swaraj that one finds Gandhi first announcing his own life-mission.*

***'Gandhi - My life is my message'**, is a graphic novel that is richly illustrated novel is a biography that narrates Gandhi's story from childhood through youth and his assassination.*

A peek into the subjects and concerns that a few other authors had discussed:

- A. L. Basham's *The Wonder That Was India*
- Arundhati Roy's *Broken Republic*
- Ramachandra Guha's *India After Gandhi*
- William Nanda Bissell's *Making India Work*



3. MEETING THE 'NOW'

Going back to the idea where the project had begun, I started meeting young people around, to know about them. I did not want it to be interviews, but rather casual conversations, that would let me know about their beliefs, passion, work and life in general.

I was open to hear what they had to share and it was absolutely wonderful to get to know each one of them so closely. This was the most beautiful and enriching experience.

THE TEACHER

NIKITA PIMPALE



- Founder and principal at Valmiki Eco School
- School for under-privileged
- Experience of teaching but new to administration
- Inspiration: Her father
- Teaching based on: 1) Day-to-day experiences
2) emotional quotient or sanskaar 3) observation
- Learning about biodiversity with curiosity and discovery
- Teaching for parents
- Child counselling
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- Designer by choice
- Problem with the way of teaching
- Conducted 8-week workshop for kids from the slums of Dharavi through Teach For India
- Imagination and observation
- Break out of conditioned learning
- Work from outside
- Aspires to design a pattern to help students learn better
- Design can make learning a lot more interesting

THE DESIGNER

PAVITHRA DIXIT





THE STORYTELLER

ANKIT CHADHA

- *Writer-storyteller*
- *Journey and the process is more interesting*
- *Naughty parodies, meaningful poetries, theatre, corporate marketing*
- *Dastangoi*
- *Difficult to sustain, yet the satisfaction made the belief and passion stay*
- *Adults need more stories*
- *"Find your own story"*



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SUREKHA THAKUR

THE HOME-WORKER



- *Domestic help*
- *Brought up with love and decent luxury by parents*
- *Husband's accident*
- *Uneasy feeling that Amavasya night*
- *Initially asked for money and vegetables*
- *Another accident of husband when she started working*
- *Wished she had not neglected studies*
- *Does everything for her daughter to make her learn well*
- *Changing the house every 6-8 months, knee-pain*
- *Not just hope but a lot of courage*

BHAVYAPRAGNASHREE

- *Became a Jain monk when she was 30*
- *Used to do a job, watch a lot of movies and eat at restaurants as well*
- *'Pagpaadaa Sangh' suggested by friend*
- *Found this idea crazy*
- *Experience like never before*
- *Dharma should be included along with other studies*
- *What do humans do for their own soul?*

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PURNAYASHA

- *Became a Jain monk when she was 19*
- *Religious family*
- *Brother's death*
- *Nurture one's soul in a short life*
- *Inner Peace*

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MOKSHAGUNASHREE

- MA and PhD in Jainology
- Very religious family
- Jainism is scientific and logical, and hence, stronger belief
- "What am I born to do in this life?"
- Younger days - pampered by family
- Difficulties



SAROJ KUMBHAR



SHYAM KUMBHAR

THE POTTERS

- *Terracotta artists from Koraput district in Odisha*
- *Usually make animals and local gods and goddesses*
- *Got interested in clay-work in childhood while looking at their fathers work*
- *Dedicated 3 years full time to terracotta after schooling*
- *Wish to get more exposure and learn ceramics*
- *Explore modern forms*



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MS. NO LABEL

AYESHA KAPADIA

- Designer, artist, thinker, maker, dreamer
- Labels are too restricting
- Loves the moon
- Likes to make beautiful things
- Art residency - reason, logic, meaning in her work
- Advertising: double-edged sword
- Youth: Keep the fire burning
- Society: Everything bothers her!



PRASHANT SACHAN



- *Student of Interaction design*
- *Industry*
- *Inclination towards writing and journalism*
- *Engineering, plays, films, t-shirt design company*
- *Entrepreneurship*
- *“Stay empty, stay open to learn...”*

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- Inclination towards writing and journalism
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- Entrepreneurship
- "Stay empty, stay open to learn..."

THE HEALER

JINAL SHAH



- Physiotherapist
- Further studies in USA
- Empathy
- Direct service to people
- More like counselling and emotional motivation
- Became a good listener
- Come back and implement her knowledge in India
- Paraplegic Foundation
- First choice was MBBS
- Meaning of life





4. THOUGHTS & INSIGHTS

- People who stick to their dreams and beliefs might not find rewards now, but great satisfaction and rewards in future.
- These people are aware of the uncertainties that come in, and are not just fooling themselves.
- There are special moments and happenings in life that give it an interesting shape or become turning points in their lives. This is when they find their paths and move towards them with conviction.
- This is seen in Young India 'now, and then':
For e.g. Gandhi became Mahatma but he had no idea he would be called one. He just followed towards what life had to offer him by walking the path with his beliefs. Another such example is that of Gautam Buddha, who did not know what he would have attained when he set off leaving his kingdom. He had his realizations and walked the path of his belief, and later attained great satisfaction and peace.
- Also, it would be good to notice and bring in the fact that, inspite of such determined people; there are a few others who are self-absorbed and who keep following the 'race'.



5. STORY WRITING



5. STORY WRITING

1.
What if Alice
from wonderland
grew up?

2.
Chameleon's
tale
in a forest of colours

3.
A Paper Story



Alice in Wonderland by Lewis Carroll.

Its narrative and structure, characters and imagery are extremely engaging.

It plays with logic and fantasy creating a lasting experience for adults as well as children.

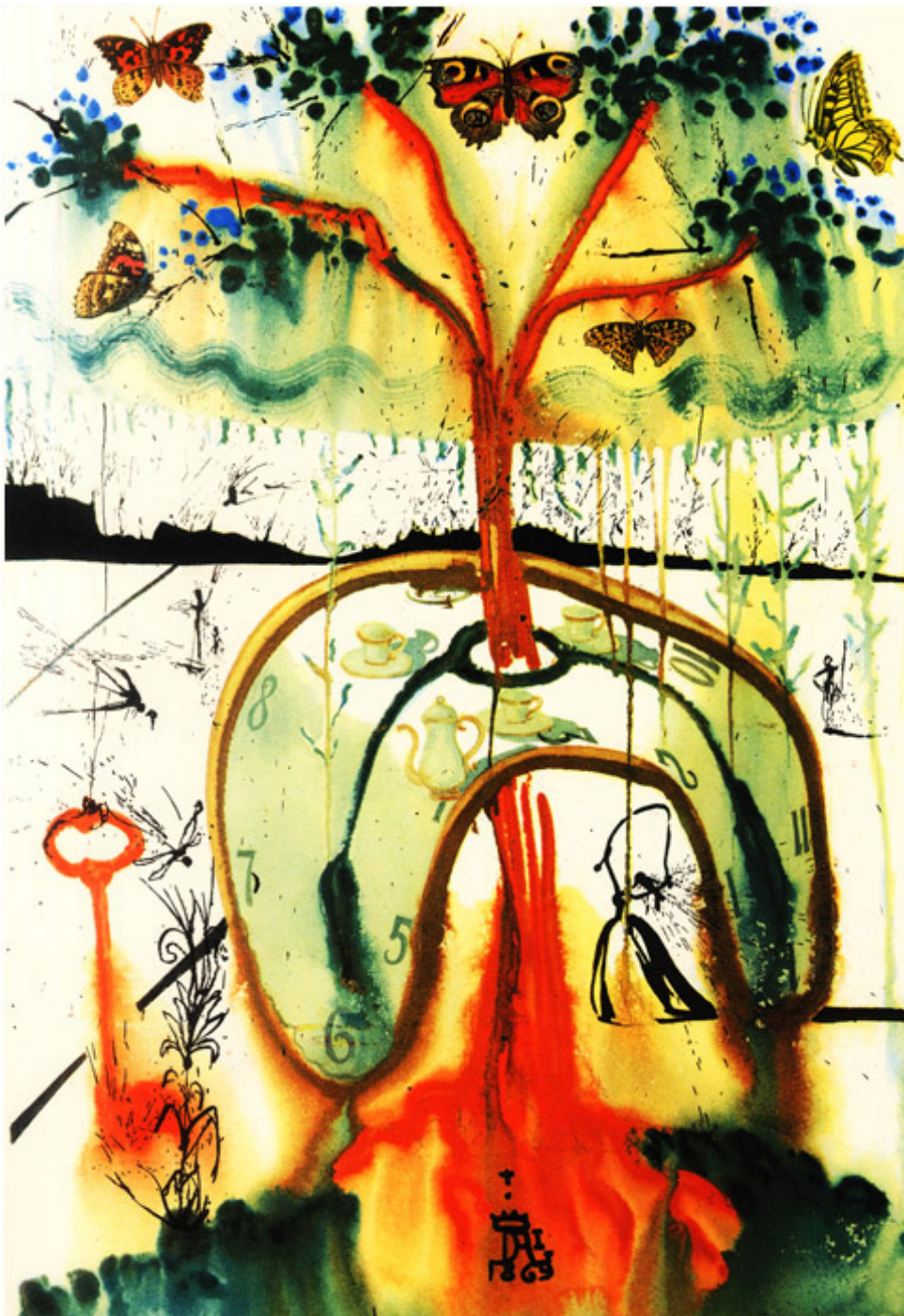
Illustrations and art by **Salvador Dali.**

Both text and illustrations are surreal, imaginative and melty.

The images appear abstract but when one reads the descriptive text, and looks at these images, he would be able to imagine the details well.



Down The Rabbit Hole



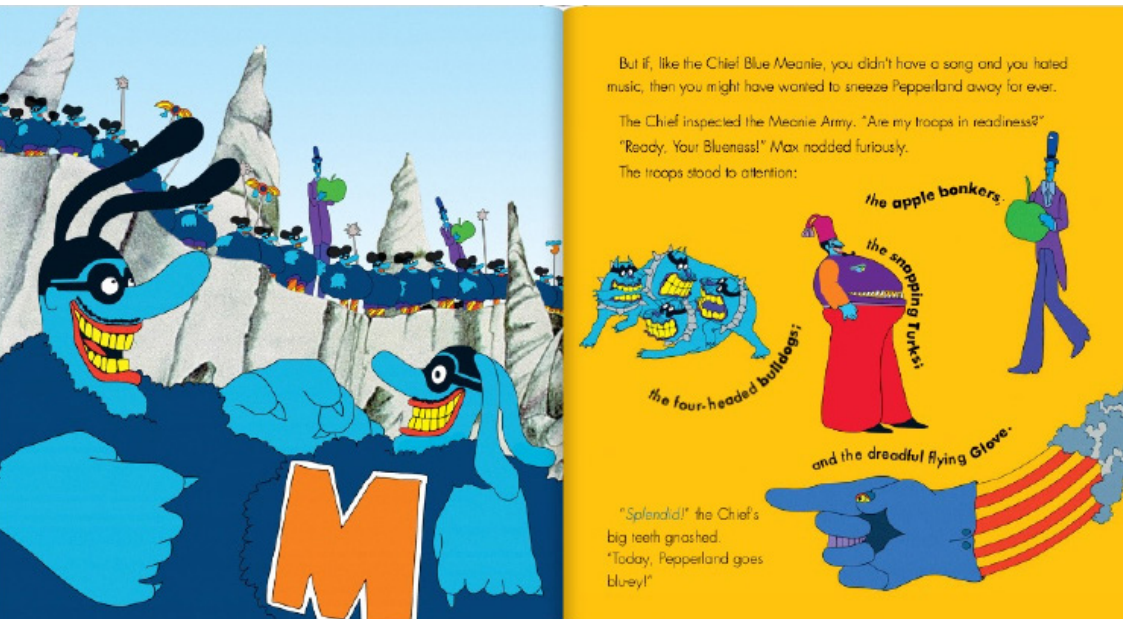
Mad Tea Party



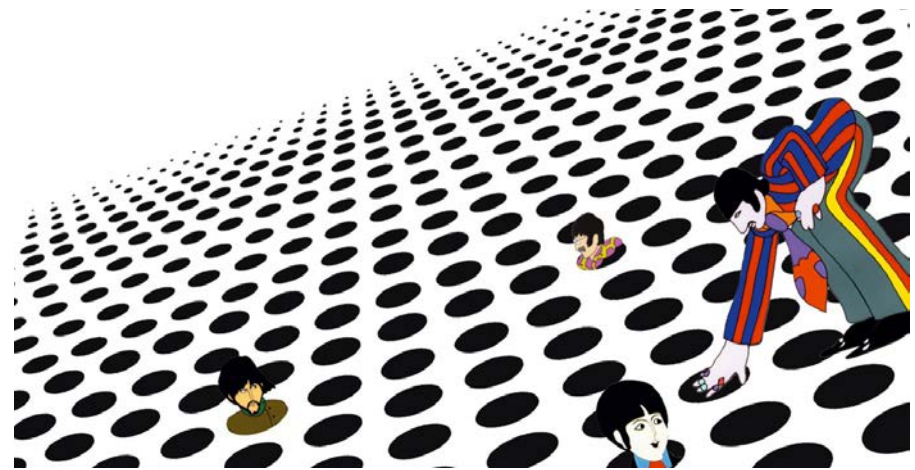
The Queen's Croquet Ground

Another inspiring work is **Yellow Submarine**, animated musical fantasy, comedy film based on the music of The Beatles.

The story is about The Beatles who agree to accompany Captain Fred in his Yellow Submarine and go to Pepperland to free it from the music hating Blue Meanies.



The images created by **Heinz Edelmann** are as trippy and fantasy-like as the story. One is mesmerised and lost in the experience.





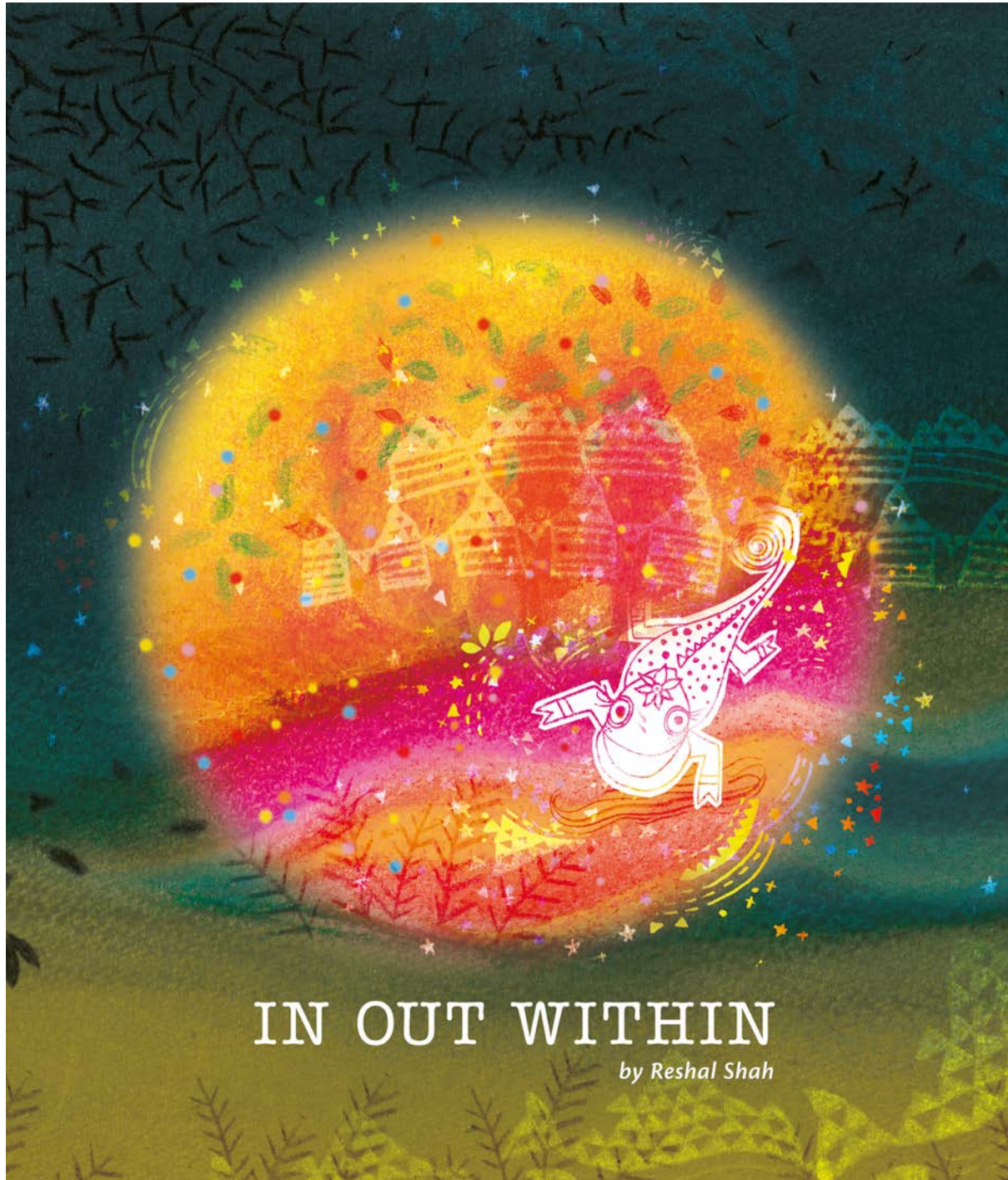
Sandman: The Dream Hunters is a novella by **Neil Gaiman** featuring striking painted artwork by **Yoshitaka Amano**.

Set in ancient Japan, it tells the story of a humble young monk and a magical, shape-changing fox who find themselves romantically drawn together. As their love blooms, the fox learns of a devilish plot by a group of demons to steal the monk's life. With the aid of Morpheus, the fox must use all of her cunning and creative thinking to foil this evil scheme and save the man that she loves.

The details are so amazing and the images so rich, that they only compliment the imaginations that the text creates.

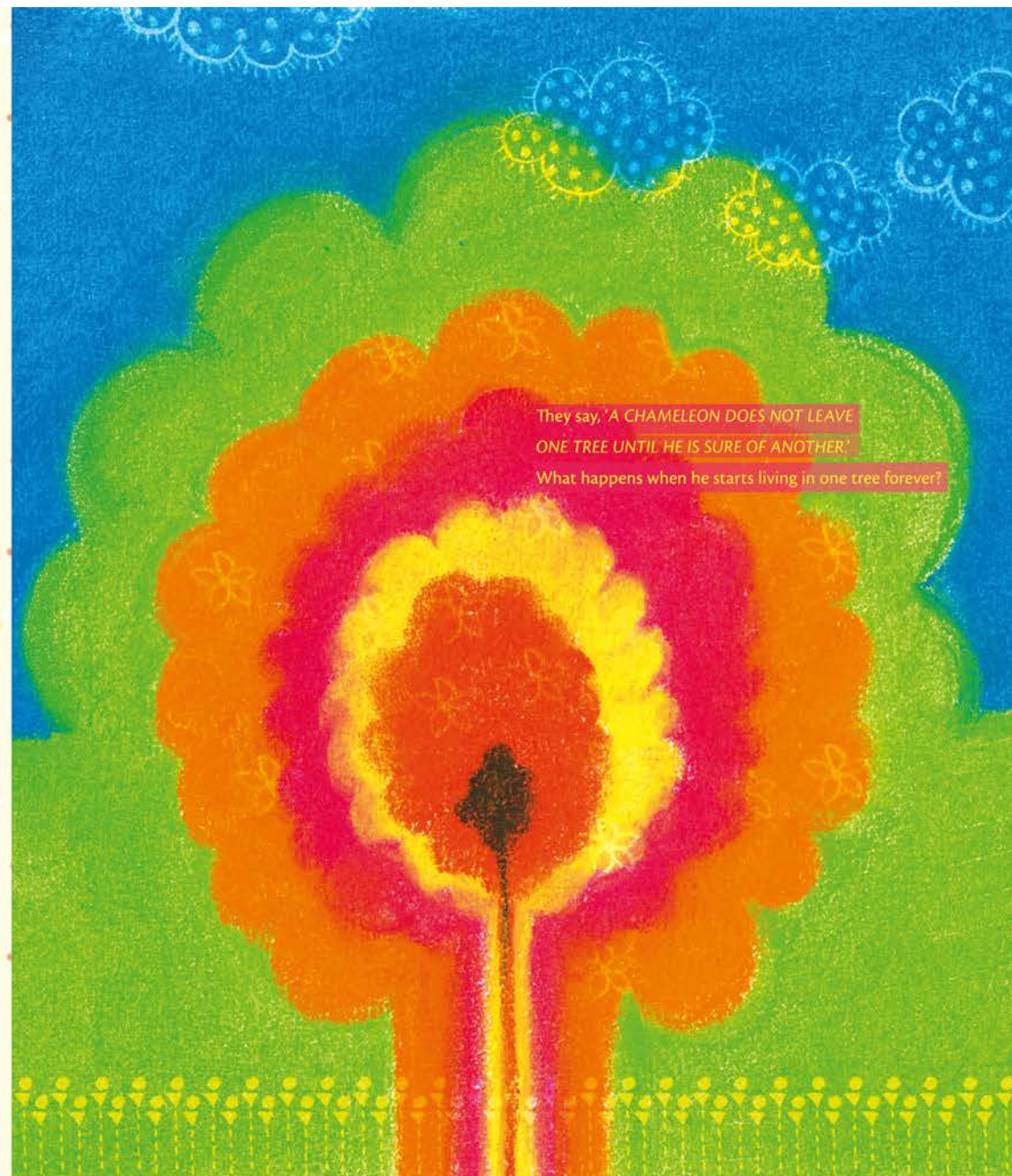
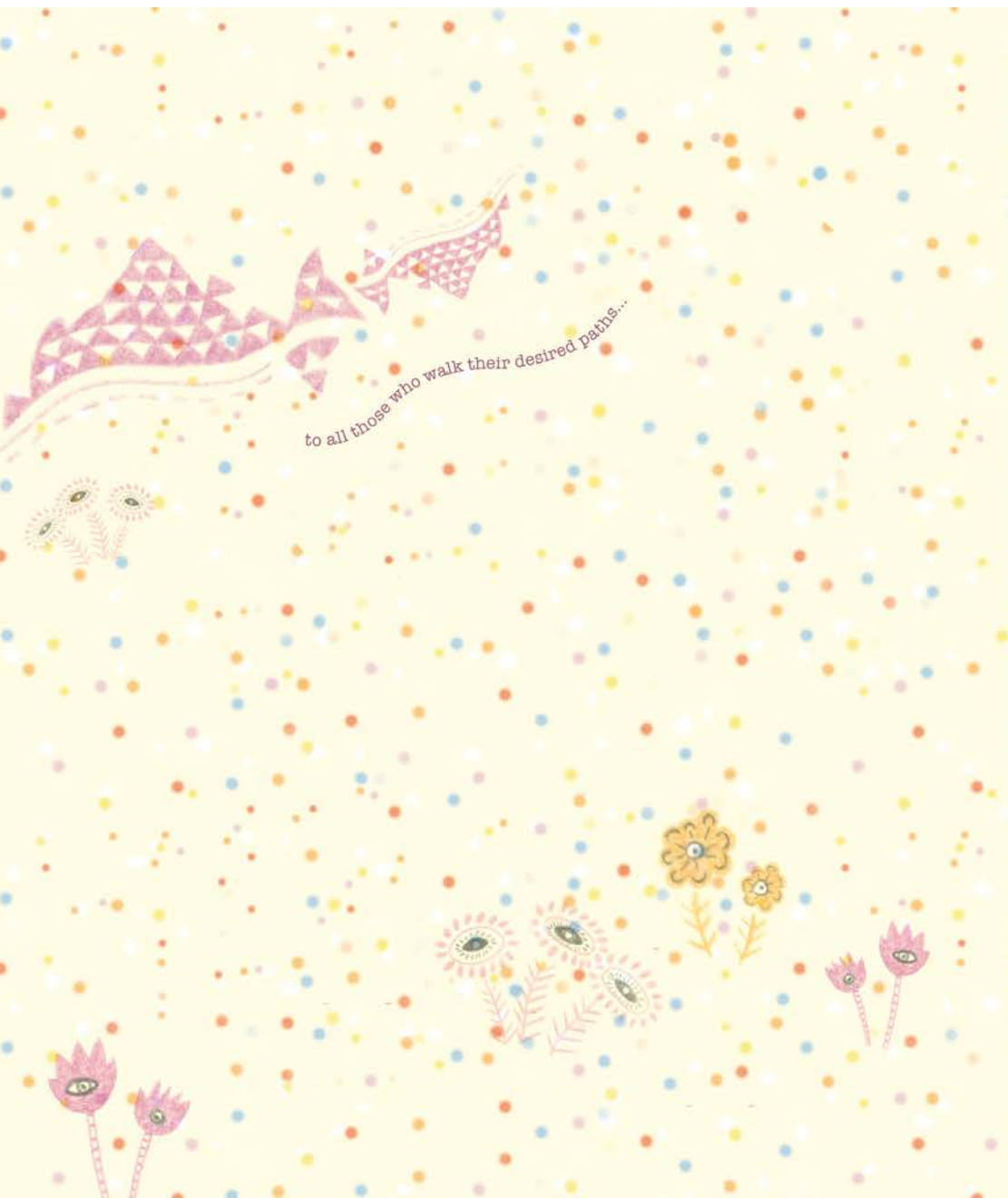







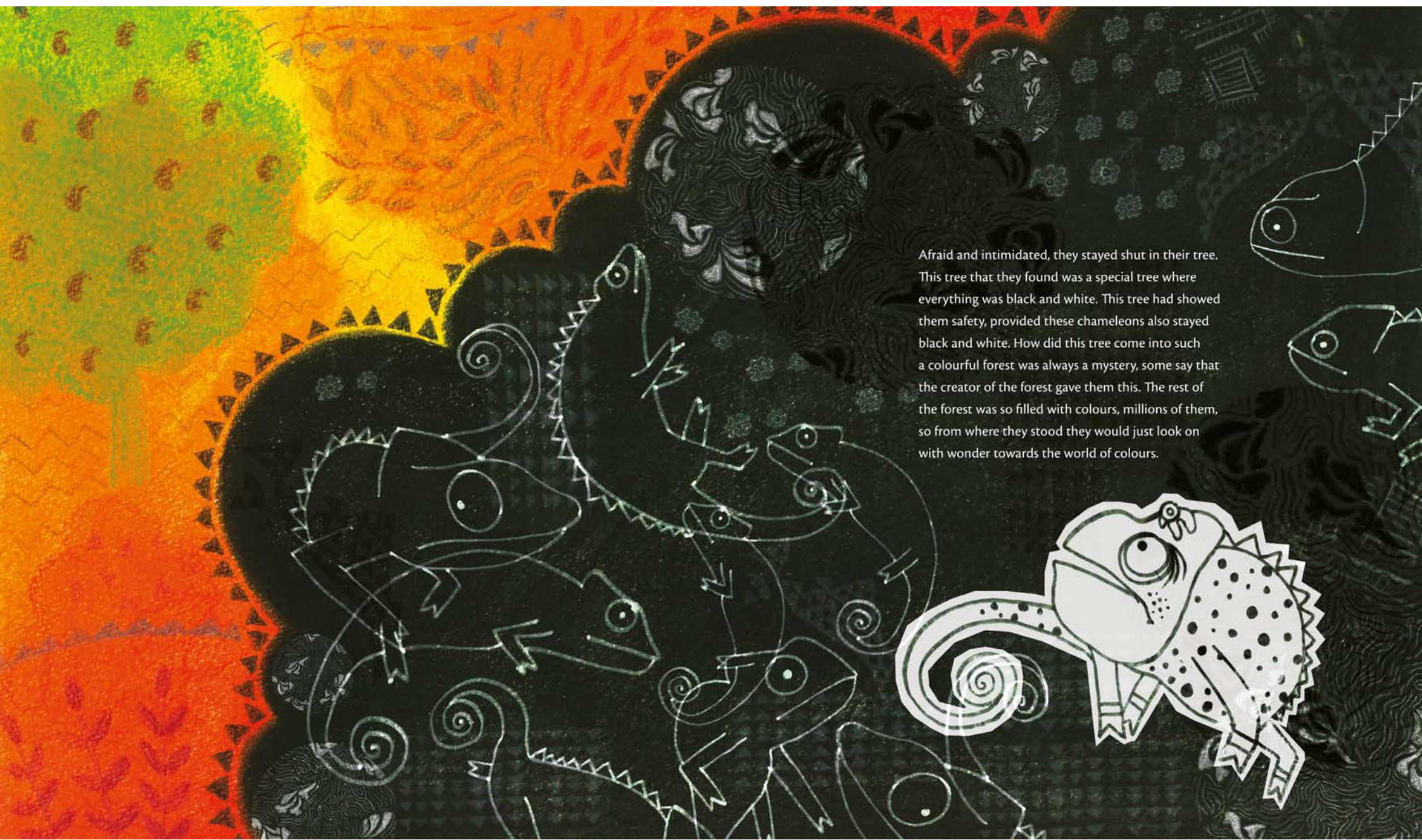
IN OUT WITHIN

by Reshal Shah





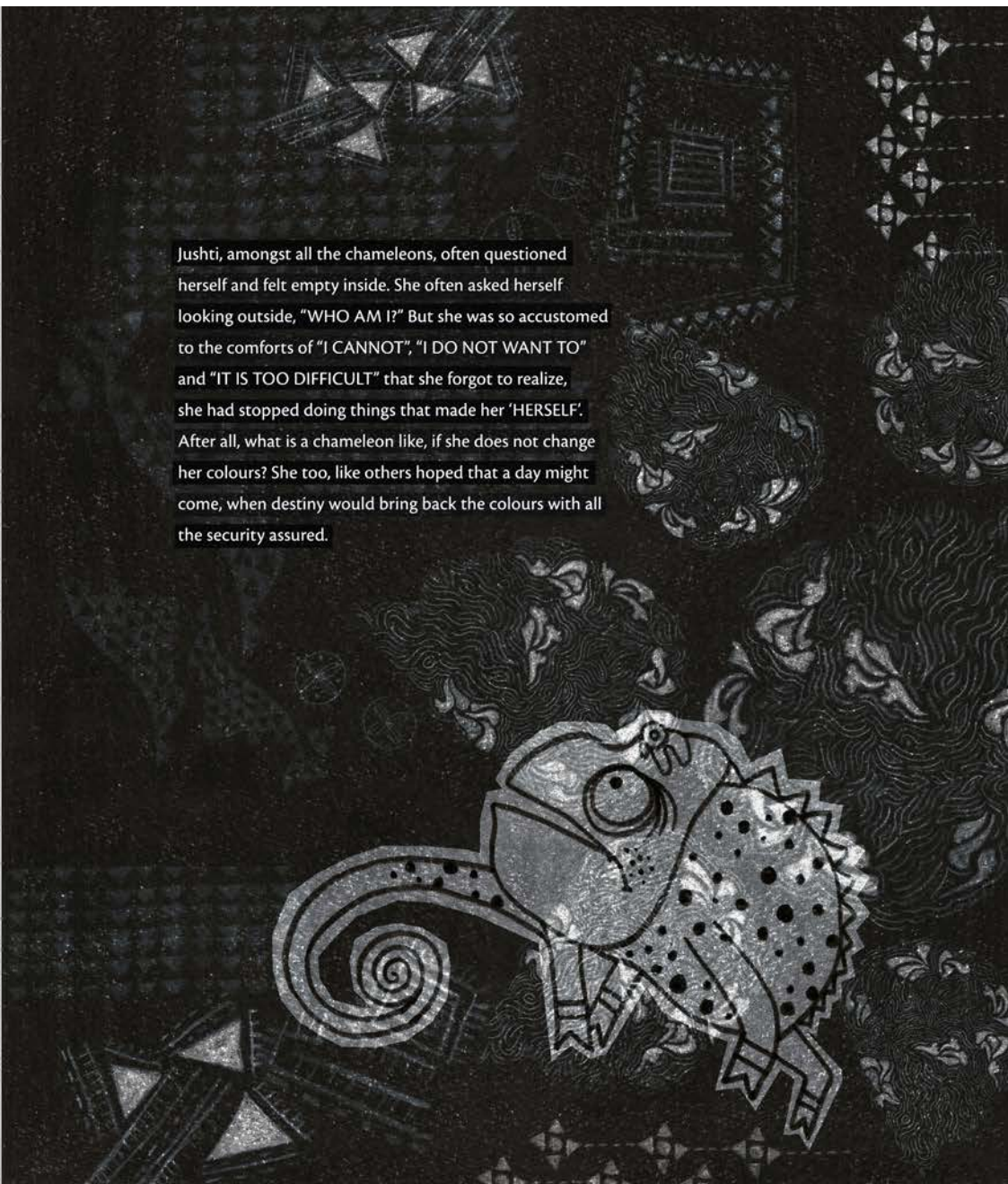
This is the story of JUSHTI, who along with her fellow chameleons, lived in a tree, in a beautiful and colourful forest. But this forest did not seem wonderful to them. They were not sure if colour would be safe as much as it appeared wonderful. Jushti and her fellow chameleons often used COLOUR only to hide from their enemies. They rarely celebrated their gift of colour and felt that their ability of changing colours had become a curse in disguise. They say that a chameleon who chose to be colourful ended up being ALONE, for they are feared by the rest.




Afraid and intimidated, they stayed shut in their tree. This tree that they found was a special tree where everything was black and white. This tree had showed them safety, provided these chameleons also stayed black and white. How did this tree come into such a colourful forest was always a mystery, some say that the creator of the forest gave them this. The rest of the forest was so filled with colours, millions of them, so from where they stood they would just look on with wonder towards the world of colours.



They were sure that it was easier to stay rigidly black and white in this tree rather than change colours to hide. And once they entered this comfort bubble, they never dreamt to go back to the colour outside. Did they miss being colourful, that once existed? Maybe, maybe not. Few cared little to find out and a few, waited for that day to come, when they were comfortable enough to leave this tree. They told themselves and each other that they were happy, but who knows if they were really happy!

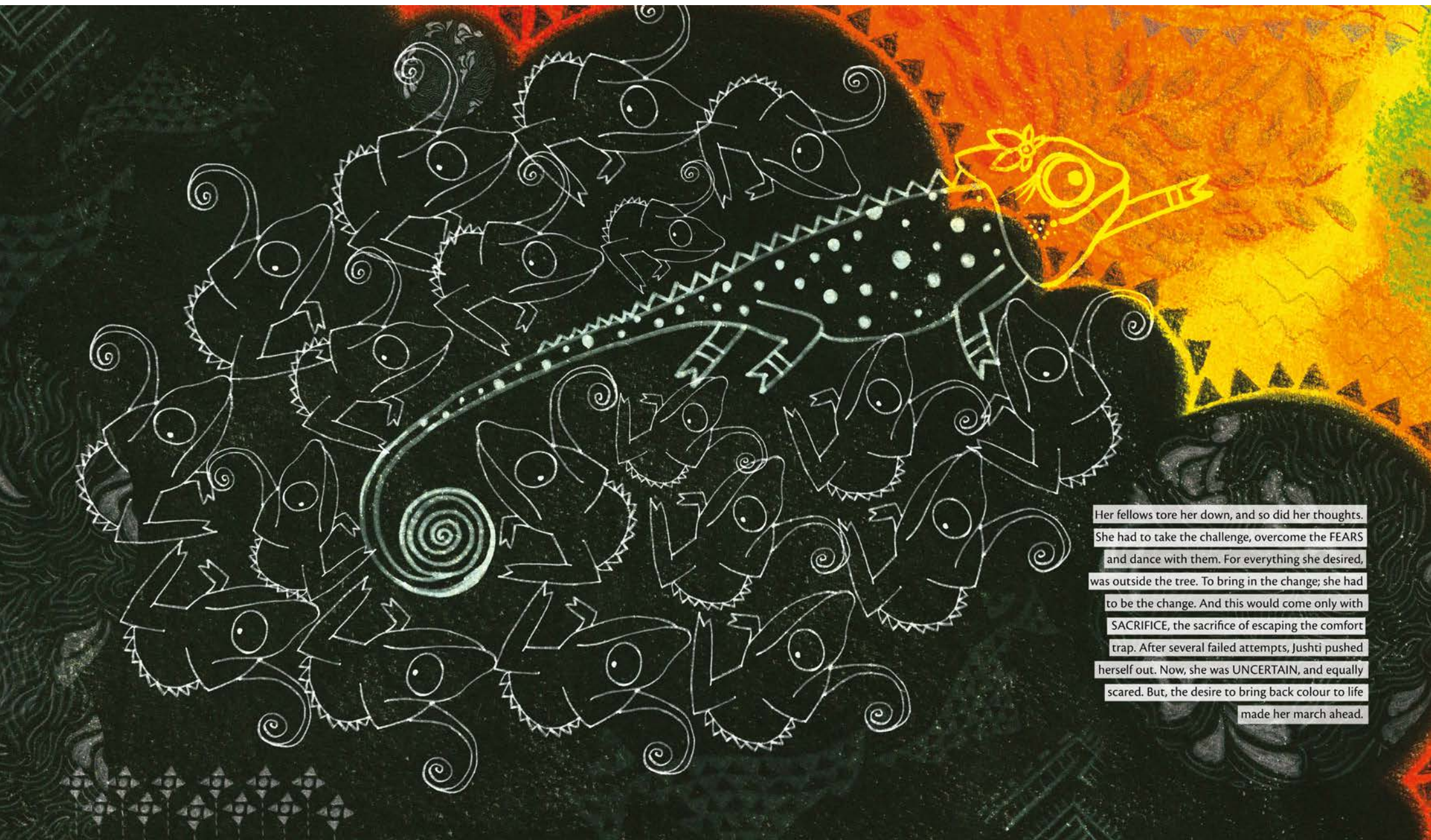


Jushti, amongst all the chameleons, often questioned herself and felt empty inside. She often asked herself looking outside, "WHO AM I?" But she was so accustomed to the comforts of "I CANNOT", "I DO NOT WANT TO" and "IT IS TOO DIFFICULT" that she forgot to realize, she had stopped doing things that made her 'HERSELF'. After all, what is a chameleon like, if she does not change her colours? She too, like others hoped that a day might come, when destiny would bring back the colours with all the security assured.



Days passed and so passed the nights; she kept looking out with teary eyes. Lost in her confusions, it so happened that one of her fellows took his last breadth. Time was sad and much of pain. But, the death of her dear fellow taught Jushti the importance of life.

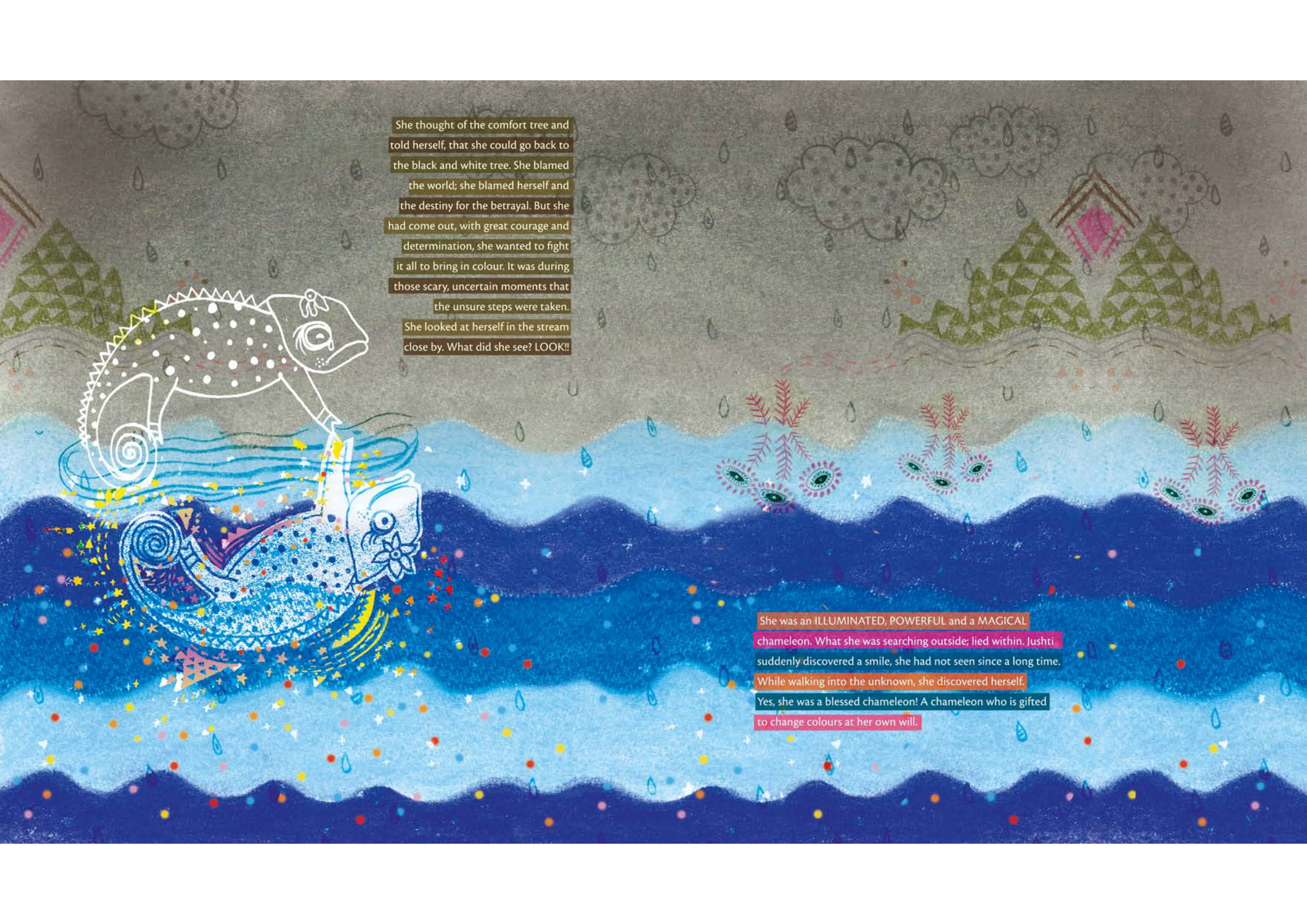
It was in this time of pain and silence when she realized that life was too short. There was no guarantee of the so-called future and maybe her wish to get out into the world of colour would die with her someday. This gave Jushti the courage to break out of the comfort tree. But was this an easy struggle?



Her fellows tore her down, and so did her thoughts.
She had to take the challenge, overcome the FEARS
and dance with them. For everything she desired,
was outside the tree. To bring in the change; she had
to be the change. And this would come only with
SACRIFICE, the sacrifice of escaping the comfort
trap. After several failed attempts, Jushti pushed
herself out. Now, she was UNCERTAIN, and equally
scared. But, the desire to bring back colour to life
made her march ahead.

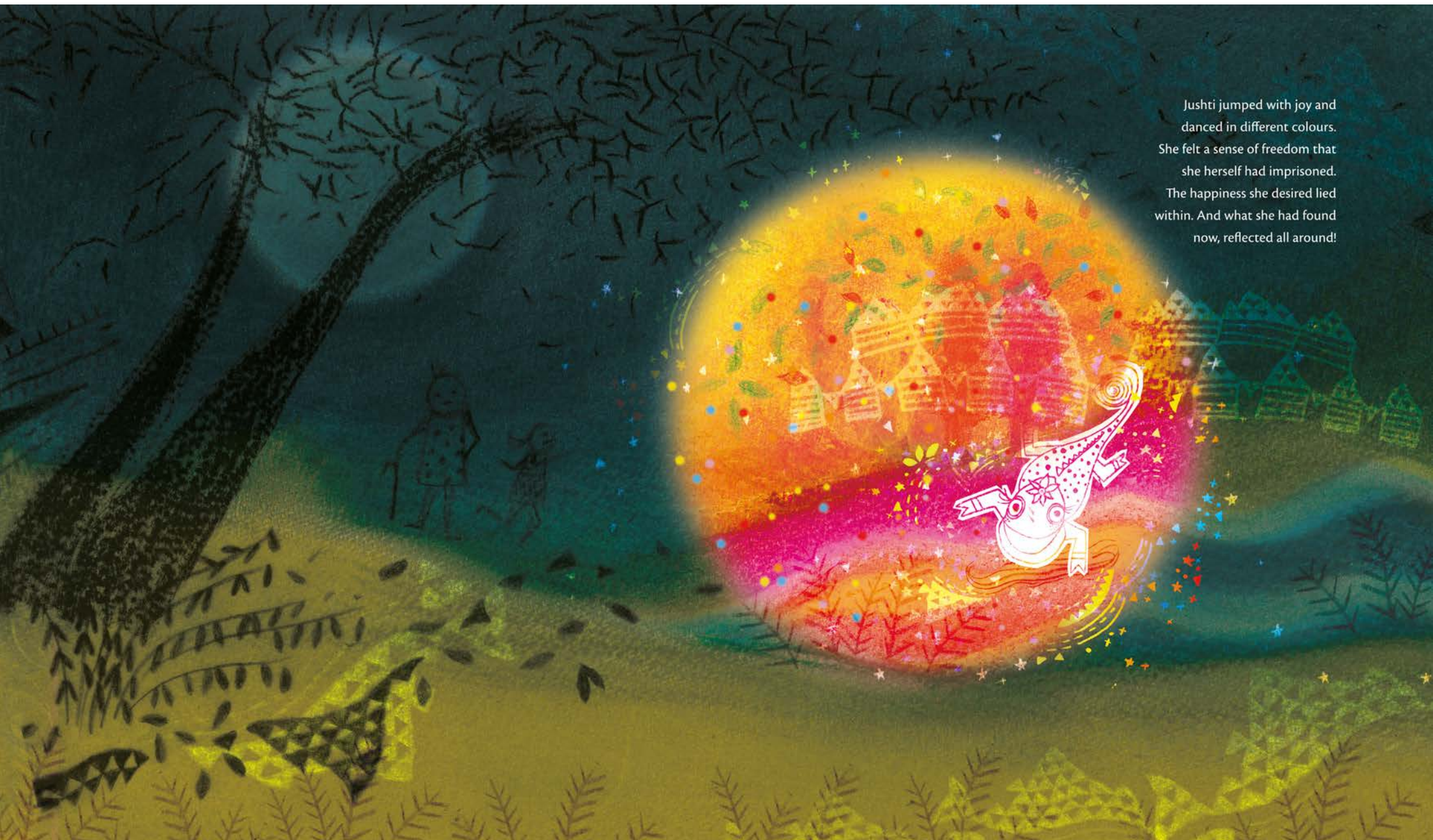
As she went farther from the black and white tree, she saw the world was no longer as she imagined. She was disappointed and devastated to see that the world outside had turned all PALE AND GREY. The flowers were drooped and the trees were bare. The cats were sad and the children gloomy, the houses so dead with people so sleepy. What had happened to it all! How scary it was for her to see such a sight!





She thought of the comfort tree and told herself, that she could go back to the black and white tree. She blamed the world; she blamed herself and the destiny for the betrayal. But she had come out, with great courage and determination, she wanted to fight it all to bring in colour. It was during those scary, uncertain moments that the unsure steps were taken. She looked at herself in the stream close by. What did she see? LOOK!!

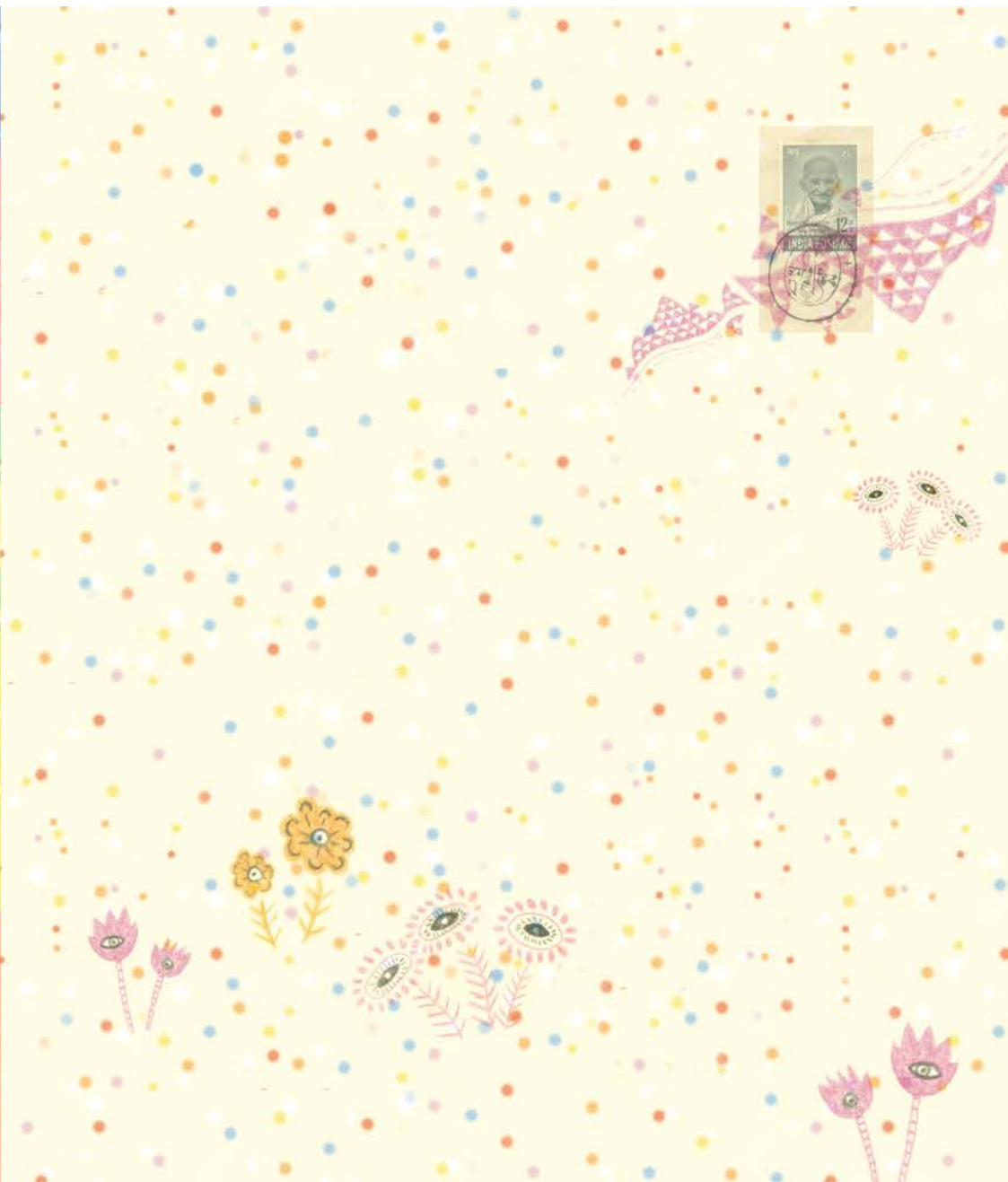
She was an ILLUMINATED, POWERFUL and a MAGICAL chameleon. What she was searching outside; lied within. Jushti suddenly discovered a smile, she had not seen since a long time. While walking into the unknown, she discovered herself. Yes, she was a blessed chameleon! A chameleon who is gifted to change colours at her own will.

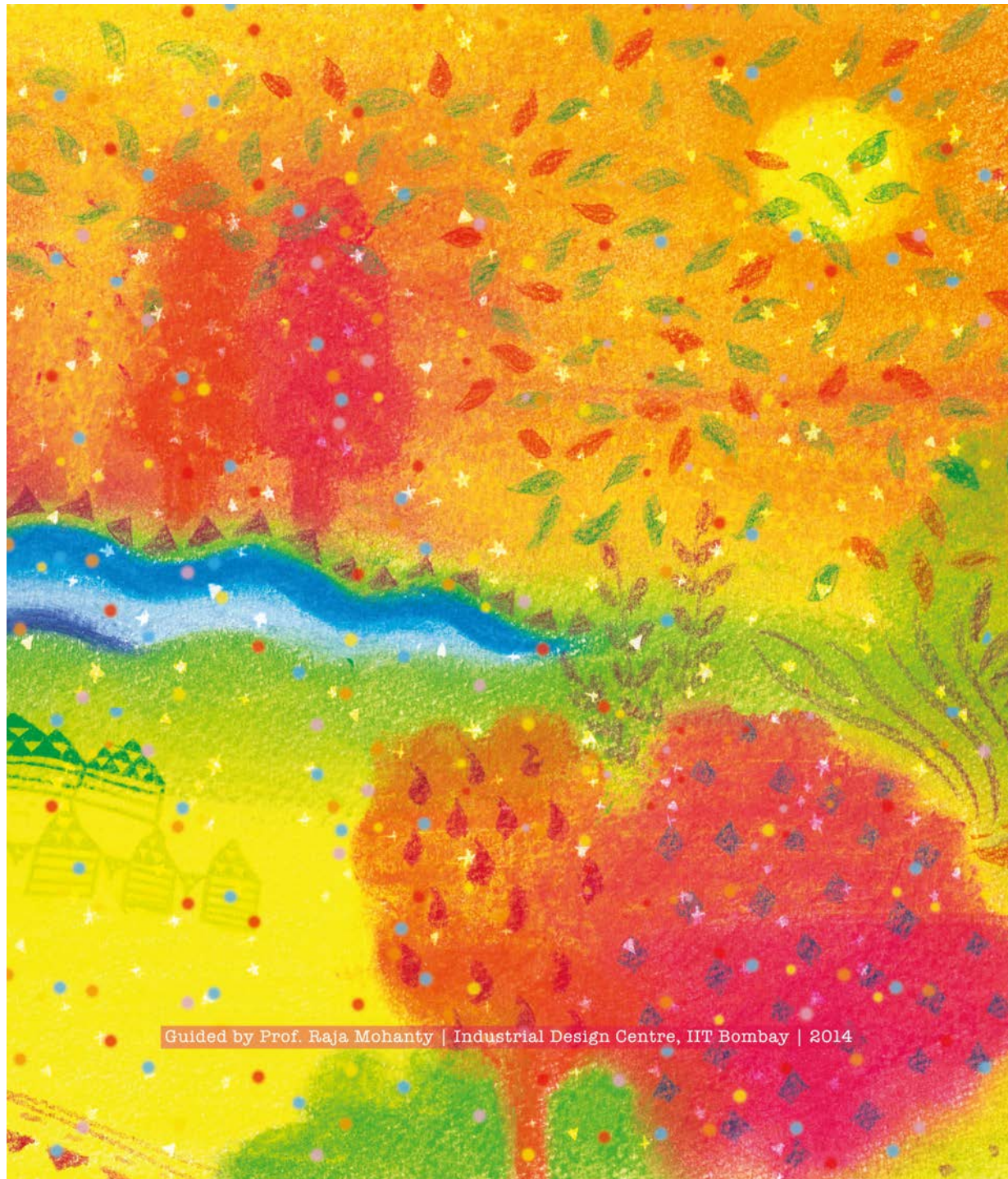


Jushti jumped with joy and
danced in different colours.
She felt a sense of freedom that
she herself had imprisoned.
The happiness she desired lied
within. And what she had found
now, reflected all around!



Just like for herself, she wanted everyone around to be colourful and happy. She found her purpose and the **STRENGTH** that she had within. Her colours kept changing; Jushti could experience this joy and **CONTENTMENT** only after she had hopped outside the black and white tree.





Guided by Prof. Raja Mohanty | Industrial Design Centre, IIT Bombay | 2014





ACKNOWLEDGEMENTS

This project has given me an experience and joy I cannot express. I thank Prof. Raja Mohanty for introducing me to the uncertainty and getting me to find the joy through discovery. Whether sharing the thoughts that worried me, or excited me, the discussions were always very interesting and helpful.

The storytelling would not have been possible without the inspiring conversations with all the young people who gave me their valuable time and shared their journey with so much enthusiasm. This project is dedicated to all these wonderful souls.

I am grateful to my mother and grand-mother who narrated all the fascinating stories in my childhood, which have got me to attempt storytelling in this project. A big thank you hug to my father, who even today has ears open for his daughter's stories, sane or insane.

My gratitude and appreciation goes to the IDC faculty for their constant advice and exposure to various thoughts and ideas. Here, I have a chance to explore the project in the medium I love, a chance to be able to express what I wish, thanks to IDC.

An extended note of thanks to friends who have been a constant support and believers in my work as well as critics. They have constantly reminded me of the madness that one needs to stay alive; in order to live and not just survive.

Special thanks to all those people and events in life that have constantly reminded me of my passion for art and design; without whom I would have been lost in the not so much of wonderland.