

## Yeshwant Chaudhary

CSD, SIDI



### Born

Vaghod, India  
30 April 1930

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### Editor / Author

*Shilpanjali* (Sir JJ Insti-  
tute of Applied Art,  
Bombay 1985); *Design*  
*Journal* (12/1989)

### Books /

#### Articles on Artist

Kirti Trivedi, *Artist and  
his Vision: Yeshwant  
Chaudhary* (Publication  
in hand)

### Languages

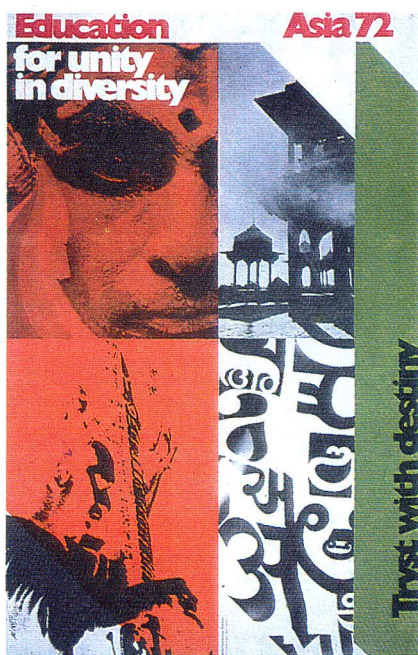
English (f)  
Marathi (f)

### Scope

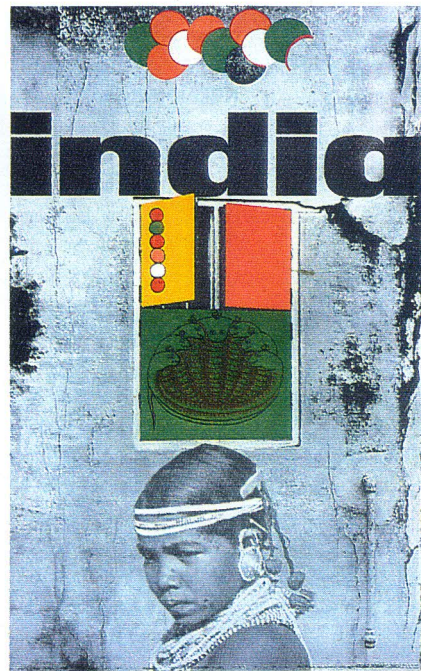
Corporate Identities,  
Packaging, Industrial  
Design, Advertising Art,  
Exhibition Display,  
Typography, Lettering,  
Book and Magazine De-  
sign, Murals

In 1954 Yeshwant Chaudhary completed his studies in fine art and painting on a scholarship from the Sir JJ School of Art in India. He continued his education at the Central School of Art and Design in London, followed by post-graduate studies in exhibition design and advertising in 1958/59. He joined the design department of Ciba Geigy, working first in Basel, then in India. In 1971 he established his own consultancy in Bombay, successfully completing commissions in corporate communications and design, industrial design, and multi-media exhibitions. From 1982-93 he was President of the Society of Industrial Designers of India. As a member of a government committee, he is responsible for the promotion of Indian industrial design. In 1989, Chaudhary conceived and subsequently realized plans for a large cultural centre in Bombay, the State Art Complex.

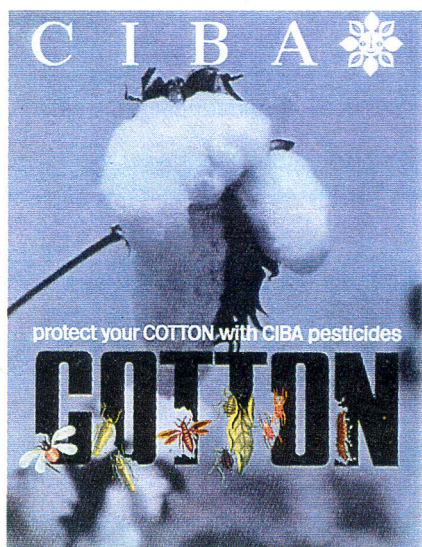
Seine Ausbildung in Malerei und Grafik in Indien schloss Yeshwant Chaudhary 1954 mit einem Stipendium der Sir JJ School of Art ab. An der Central School of Art and Design in London setzte er seine Studien fort. An den Diplomkurs schlossen sich 1958/59 Post-Graduate Kurse in Ausstellungsgestaltung und Werbung an. Im Anschluss daran wurde er in der Gestaltungsabteilung von Ciba Geigy tätig - zunächst in Basel, dann in Indien. 1971 etablierte er sein eigenes Beratungsbüro in Bombay und bearbeitete mit viel Erfolg Aufträge in Corporate Communications, Corporate Design, Industrie-Design und multimedialer Ausstellung. Von 1982-93 präsidierte er die SIDI. Als Mitglied eines von der indischen Regierung beauftragten 4-köpfigen Komitees ist er für die umfassende Förderung des indischen Industriedesign verantwortlich. 1989 beginnt unter seiner Leitung die Realisierung des State Art Complex-Projektes, eines grossen Kulturzentrums in Bombay.



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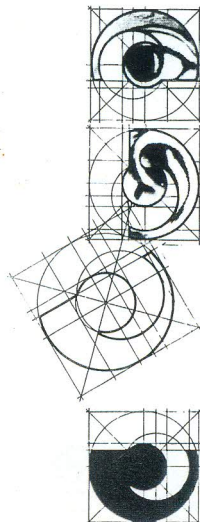
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3



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- 1 Poster for Ministry of Education
- 2 Poster for India Tourism
- 3 Poster for Ciba
- 4 Corporate booklet for ICICI Limited
- 5 Symbol for Communica Corporation



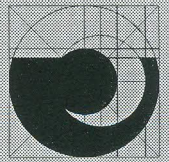
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graphic designers from 46 countries –  
including 1500 illustrations**

**Über 300 führende Grafik-Designer aus 46  
Ländern im Überblick – mit biographischen  
Angaben und 1500 Abbildungen**

# Who's Who in Graphic Design

**WERDVERLAG**





## YESHWANT CHAUDHARY : A BIOGRAPHICAL NOTE

**Graphic and Industrial Designer,  
Marketing and Corporate  
Communications Consultant,  
Inter-disciplinary Design Consultant,  
Art & Design Educationist**

### 1. Academic Qualifications

- 1949 Studied "Drawing and Painting" 1949-52, simultaneously with Commercial Graphic Design.
- 1954 Government Diploma in Graphic Design, G.D. Art, Bombay, standing first in merit in India.
- 1954 Fellow, Sir J J School of art
- 1958 National Diploma in Design (NDD-UK).
- 1959 Post Graduates Diploma (PGDDes) of the, Central School of Arts and Crafts, London with *Distinction*.
- PART TIME COURSES :
- 1957 Exhibition Design & Practice, Central School. Human Figure Studies, Central School. Photography, Central School. Comparative studies in Philosophy: East & West
- 1958 Advertising and Practice by College of Trade at St. Martin's School, London.
- 1960 3-D Design (Sculpture) at the Kunstgewerbe Schule, Basle, Switzerland.

### 2. Professional Merits/Honours :

- 1963 Approved Member Society of Industrial Artists and Designers, (MSIAD) United Kingdom.
- 1987 Chartered Designer, as an approved Member of Chartered Society of Designers (MSCD-UK), Chartered by British Parliament, 86-87.
- 1971 Membership of the Society of International Centre for Typographic Arts, USA,
- 1980 Approved Fellowship of Society of Industrial Designers of India (FSID-India), 78-80.
- 1996 GOLD RECORD OF ACHIEVEMENTS by American Biographical Institute USA.

### 3. Professional Positions

- 1981 President, Society of Industrial Designers of India, 81-82 to 96-97 (for promoting design for industry and society through seminars and workshops etc.).
- 1969 Former President of Commercial Artist's Guild, Bombay, 69-70.
- 1982 Member of the "Working Group" appointed by Ministry of Industry, Government of India for "National Design Council" and Convener, Sub group on National Design Exhibition and National Awards for Design Excellence", 82-84.

### 4. Presentations at the International Design Conferences

- A Paper on "New Possibilities in Design Education" ICSID Design Congress, Milan, Italy, Oct. 1983.

- B SIDI delegation in WORLDESIGN & ICSID Assembly 85 WASHINGTON DC, USA to present "Design in India", Asia Session. Deliberation on 'International Design Assistance for Developing Countries' session.

## 5. PROFESSIONAL CONTRIBUTIONS

### A. Graphic Design

- After completing higher studies in 1959, worked with Hans Schleter AGI, RKI, London, for 1.5 years the various aspects of Design Profession, Design Management, Communication as social and industrial responsibility and Design for Industry.
- Worked for one year CIBA Limited, Basle, Switzerland, as a senior designer, worked on design assignments with Swiss Pioneer Designers along with studies in three-dimensional design leading to Industrial Design.
- He was then sent to India to look after the total Visual Communication needs for their affiliates in India in 1961. He then led their Publicity and Public Information Department in 1966-70.

### B. Corporate Design Direction

- For nine years, he produced laudable results in CIBA's Advertising, PR efforts, Packaging and all other Communication Media including Films etc. to create their corporate image-the efforts which are now phrased by the American Industry as Corporate Communications and Corporate Design.

### C. Advertising Art Direction

- Mr. Chaudhary worked for 6 months as an Art Director in Advertising and Sales Promotion, Bombay 1956, before leaving for higher education in England.
- Guided 3 Advertising Agencies working on CIBA accounts in Pharma, Cosmetics, Pesticides & Plastics.

### D. Visual Communication and Corporate Design Consultancy

- He offers today these exclusive consultancy service to the Indian Industry through his organisation "**Communica** / Corporate Communications" and chairs a Multi-Design Group, Prakriti-SynnoVision Design Synergy for Industrial Environmental & Corporate Design.
- Mr. Yeshwant Chaudhary has been a consultant to a number of industries in India and has a leading hand in evolving corporate Design tasks in the following areas :

1. Corporate Symbols and Identity Programmes.
2. Institutional communications and Advertising

3. Packaging Development and Design
4. Industrial Design Development and Design
5. Advertising and Short Films
6. Exhibition & Environmental Design
7. Audio Visuals and Video / Films

### E. Film Direction

- Mr. Yeshwant Chaudhary has worked during his tenure with CIBA in making advertising films. One of which was exhibition in the national circuit for six round during three years for its effectiveness. He has directed short films with scripting and production responsibilities. One of his short film on his own poem is a classic of its time.

### F. Industrial Design

- Mr. Yeshwant Chaudhary has led a group of Industrial Designers who have worked on various product design assignments and systems for Crompton Ceiling Fans, Allwyn Refrigerators, Telerad Transistors Rampur and Liquor packaging, CIBA and Godrej Cosmetic containers etc.

### G. Development Communications

- Mr. Chaudhary has long been associated with voluntary institutions, public bodies and government agencies on social and development & communications, public information and planning action programmes.

### H. Corporate Identities Research

- For the last 3 years Mr. Chaudhary has been studying the Indian Symbolology of the medieval times and evolving new breed of symbols for the Corporate and Institutional Identities. His work in this area now extends to Institutes in Switzerland and USA.

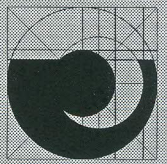
## I. AWARDS AND CREDENTIALS

- Mr. Chaudhary has won innumerable design awards in the fields of design from Commercial Artist's Guild, Directorate of Advertising and Visual Publicity, Advertising Club, International Exhibition of Communication Arts.
- His work has gained International credits in Graphic Annuals, Switzerland, Modern Publicity, England and other Annuals Design Publications & Annuals, in Japan and Korea receiving merits.
- Today, he is a top ranking designer, and a trendsetter in the field of Visual Communications in India.

## 6. ART AND DESIGN EDUCATION

- Mr. Chaudhary has done considerable research and conducted experiments in Design and Art Education in 1966-68 with a view to





develop higher degree of creative capabilities in all faculties of Visual arts and further understand the inter-disciplines and inter-relations of thought and ideas on the process of creativity through workshops, exercises and demonstrations.

- Results achieved in this area were so profound that the Art Board of India, has accepted his Art & Design Educational programme of 1 year/ 2 years as a Foundation Course for all the Art and Design Institutes in India, 1970 onward.
- Mr. Chaudhary drafted a complete 3 years course for "Design for Living" and "Design for Communications" for Sophia Polytechnic for women, in Bombay.

#### **I. Architectural Education :**

- As a result of his deliberations on inter-disciplinary approach in Design Education, he was invited to Architectural Institutes before the Architectural students and has been active and participating to streamline the educational approach in Basic Design for Architecture, Sir J.J. College of Architecture.

#### **II. Industrial Design & Design Management :**

- Mr. Chaudhary is a visiting lecturer at the Industrial Design Centre, Indian Institute of Technology, Bombay, and a member of its high level committees. He has also been assessing Post Graduate projects at Industrial Design Centre, Indian Institute of Technology, Bombay.

#### **III. Film Education :**

- Mr. Chaudhary has given a new dimension to Film Education by introducing "Visual Dynamics in Films" for the Film Direction and Cinematography courses at the Film and TV Institute of India, Poona and was on the examination panels.

#### **IV. Creative Education for Children:**

- Experiments conducted by Mr. Yeshwant Chaudhary in child education have been highly esteemed as "Informal & Creative Education". He founded a voluntary institute "Creative Educational Foundation for Children" to organise the Creative Educational Activities in the urban and rural areas throughout India as a supplementary programme to formal education.

#### **V. Editing a Child Art Annual :**

- Responsible in developing and editing "Sadhana Child Art Annual" for 5 years and established new attitudes & new trends.

#### **7. Fine Art Criticism/Appreciation**

- Published 20 profiles on "Artist and his Art" for

better understanding of art movements and art as a means of cultural development.

#### **8. Film Appreciation and Film study**

- He had been closely associated with two pioneering film societies as the executive member and his share in creating better understanding of Film as a Design.

#### **9. Printing and Allied Industry**

- Founder Member of "Printing and Allied Industry Technicians Association" for better interaction between technicians in paper industry, printing industry, processing industry, type-foundries, type designers for development of printing industry.

#### **10. Marketing Management Education**

- Mr. Chaudhary was an Associate Director in the Western India Regional Council of the Institute of Marketing and Management. He was a member of the Seminars and Studies committee of the Institute.
- He was also lecturing at the Tata Management Training Centre on "Corporate Communication" for the Management Courses.
- The Design Management is yet another subject in which Mr. Chaudhary commands an authority and has been giving deliberations at the Industrial Design Centre, Institute of Technology Powai, Bombay, for their post-graduate courses as well as for the Research and Development management.

#### **11. Professional Contributions**

- Mr. Chaudhary has been appointed for several years on the examining panels for higher examinations in Graphic and Industrial Design for Graduation and Post Graduation and as a member of the Judging Panels for National Awards in Advertising and Art Films by Commercial Artists Guild of India and the Advertising Club of Bombay.
- He has been a member of the Panel to advise to the Ministry of Education on communication of Education to the masses in Asia 72 Exhibition. He was responsible for the approach and Communication strategy.
- He has been responsible in bringing about a professional thinking about Tourism when working with India Tourism Development Corporation New Delhi, and has designed award winning Posters on "India".
- Member of the Maharashtra State Advisory Board for Art and Design Education 1972-78.
- Member, State Art Council of the State Government for Art Education and cultural

activities 1979-1985.

- Expert Member on panels of Union Public Service Commission for the selection of Gazette Management positions in the government agencies and institutions for design responsibilities in the fields of communications, exhibitions and audio visual publicity etc till date.

#### **12. OTHER ACTIVITIES**

- Member of the Judging panel appointed by the Government of India for National Awards in Children's Books, 1970-1971-1972.
- Former Vice President, Balgram Maharashtra (SOS Children's villages of India), 1975-85.
- Founder President Federation of Fine Artists' of Maharashtra (FAIM), Mumbai, 1991.
- Director, BalAnand Gram-Houses for Destitute Children, Lonavala, Maharashtra.
- Member of Board of Studies & Advisor, Sir J.J. Institute of Applied Art on upgrading syllabi for BFA and MFA degrees in visual communications and graphic design with new emerging technologies, for 1988.

#### **YESHWANT CHAUDHARY**

F- GD Art, F-SIDes, India, PGD Des/Hons, M-CSD-UK, Graphic & Industrial Designer, Visual Communications Consultant

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