

Yeshwant Chaudhary

F-GD Art, F-SID India, NDDes-UK, M-CSD-UK.

Corporate Communications Consultant

■ Chartered Graphic and Industrial Designer, UK

■ Art & Design Educationist

■ Corp. Design Consultant

Creative Director :
Communica Corporate Communications
Design & Consultancy

Chairman :
Prakriti-SynnoVision Design Synergy
Visual Communications, Industrial and Environmental Design Group

President:
Society of Industrial Designers of India
1981-82 to 95-97

Founder President:
Federation of Fine Artists' Institutions of Maharashtra (FAIM)

Founder President
Uttar Maharashtra
Lalit Kala Mukta Peeth (Open University)

Member,
Board of Studies
■ University of Bombay
■ University of Uttar Maharashtra

Member
Chartered Society of Designers, UK, 1964.

Fellow
Society of Industrial Designers of India, '82.

Fellow
Sir J J School of Art, Bombay, 1954.

Former President :
Communication Art Guild (Cag) 1968-70

Founder Trustee
Creative Educational Foundation of India, Bombay, 1971

Residence
43, Neel Kamal,
G. Deshmukh Marg,
(Pedder Road),
Mumbai 400 026,
India.

Phone: (022) 386 5098
Fax : (022) 386 5098

A brief on Inter-disciplinary Design Activities of Mr Yeshwant Chaudhary -

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Mr. Yeshwant Chaudhary is a Postgraduate in Graphic Communication Design and has to his credit a distinctive academic career in India & UK with distinctive work experience with the most leading designers of Britain & Switzerland. He was back in India, in 1962, with a spirit of commitment & involvement in the development process of a new nation India. He has since been involved in initiating various programmes in various fields. To his credit are many exclusive contributions made to Art & Design education & profession as well as in industrial, environmental and social development.

Mr. Chaudhary has been actively involved with prolific activities: Corporate Identity Design & Planning, Packaging Design & Development, Institutional & Marketing Communications, Industrial Design & Design Management, Film Direction, Exhibition & Environmental Design. He is also engaged in Corporate Design and Corporate Management Education. Perhaps his is the first creative mind in the India Design Industry to span its output to this length and breadth along with professional distinction at the international level.

PERSONAL BIO-DATA

1. Academic Qualifications

- 1949 Studied "Drawing and Painting" 1949-52, simultaneously with Graphic Communication Design.
- 1954 Government Diploma in Graphic Design, Sir J J School of Art, Bombay, standing FIRST IN MERIT in India.
- 1954 Fellow, Sir J J School of Art, Bombay.
- 1958 National Diploma in Design (NDD-UK), London.
- 1959 Post Graduate Diploma in Design (PGDDes) WITH DISTINCTION, Central School of Art and Design, London.
- PART TIME COURSES :
- 1957 Exhibition Design & Practice, Central School of A&D. Human Figure Studies, Central School of A&D. Photography, Central School of A&D.
- 1958 Comparative study in Philosophies: East & West, College of Economics, London.
- 1958 Advertising and Practice by College of Trade at St. Martin's School, London.
- 1960 3-D Design (Sculpture), Kunstgewerbe Schule, Basle, Switzerland.

2. Professional Merits / Honours :

- 1963 Approved Member, Society of Industrial Artists and Designers, (MSIAD-UK) United Kingdom, 1963.
- 1987 Chartered Designer, as an approved Member of Chartered Society of Designers (MSCD-UK), Chartered by British Parliament, 1986.
- 1971 Approved Member, International Centre for Typographic Arts, USA.
- 1980 Approved Fellowship of Society of Industrial Designers of India (F-SIDes-India), Bombay.
- 1996 INTERNATIONAL 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), 1981-97.

- 1969 President, Communication Artist's Guild, India, 1968-70.
- 1982 Core-Member, "Working Group" appointed by Ministry of Industry, Government of India for "National Design Policy" and Leader, Sub group on National Design Exhibition and National Excellence Awards", 1982-84.

3. Presentations at the International Design Conferences

- A A paper on "New Possibilities in Design Education" ICSID World Design Congress-83, Milan, Italy.
- B Leader of Design Delegation in ICSID WORLDESIGN Assembly-85 WASHINGTON DC, USA, to present "Design in India", Asia Session.
- C Deliberations on 'International Design Assistance for Developing Countries.'

PROFESSIONAL DESIGN DISTINCTIONS:

Design Selections in International Publications

- Corporate Identity & Packaging Design :
- 1963 Graphis Design, Switz: Medicinal Promotion.
- 1963 Modern Publicity, UK: Poster Design.
- 1964 Modern Publicity, UK: Press Advtg & Cover Design.
- 1972 Graphis Packaging 3, 1968-72, Switz: Consumer Packaging.
- 1973 Graphis Design, Switz.: Product Logotype.
- 1988 Tategumi Design Journal, Japan: 3 Designs & Interview.
- 1989 International Design Journal, Korea, Feb, 1989: 14 Symbols & Logos, 5 Pkgs., 3 Posters, 5 Editorials: 23 Designs.
- 1989 World of Symbols-2, Kuwayama, Japan, 1981-89: 53 symbols.(Tops 4th Internationally)
- 1990 World of Logotypes-2, Kuwayama, Japan 1981-89: 13 Logotypes.
- 1991 Symbols of the World-2, Igarashi, Japan: Symbol Design Process: full page.
- 1992 World Design, Hugh Aldersey-Williams, UK & USA: 3 Designs + Interview.
- 1992 ICOGRADA: Graphic Design-World Views, France & Japan: 3 Editorial Designs.
- 1992 World of Symbols & Logos of India, S. Dheer, India, 95: Symbols & Logos. (Tops First).
- 1994 INTERNATIONAL WHO'S WHO in Graphic Design, Switz: Bio-data+5 Designs.

DESIGN AWARDS AND CREDITS:

- National : Communication Graphic Design Awards : 89
 - Editorial Art: 24
 - Poster Design: 5
 - Product Promotions: 20
 - Institutional Communications: 16
 - Corporate Symbols: 28
 - Packaging Design: 6
- Special Credits : 36
- International: Packaging Design Awards: 3
 - Cosmetics-2,
 - Liguere-1
- Multi-Media Design Direction Awards:
 - National
 - Exhibition (total) Design-2
 - Audio-jingles-2
 - Advtg. Films-3
 - Corporate Film-1

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DISTINCTIVE FEATURES OF POLICY CONTRIBUTIONS:

1. National Design Policy & Design Excellence Awards

As a Core-Member of the "Working Group" nominated in the Ministry of Industry to draft a National Design Policy and to institute National Design Excellence Awards, Mr. Chaudhary initiated 'Design For Needs' as the essential basis for the National Policy for India's Developing Economy and create a wider base to involve the Industrial & Financial Institutes to jointly workout a futuristic development programme to take up the challenges of world markets.

Mr. Chaudhary also emphasized the Human / Ergonomic Factor as consumer-oriented approach to Industrial, Environmental & Social Design Developments.

2. National Policy in Art & Design Education

Mr. Chaudhary conducted research programmes and workshops in 'Developing Perceptual Sensories and Creative Vision' for two years at Sir JJ School of Art, Bombay during 1963-65. The exclusive results initiated the Art Board of India to accept this programme as an essential Art Foundation Course, for a breakthrough in age-old and conventional Art Education, in all Art, Design and Craft Institutes and University Art Departments throughout the country, including Shanti Niketan of Robindranath Tagore, from 1971 onward.

Mr. Chaudhary continues to lead in Art & Design Educational Development Programmes in Fine Art, Graphic Design, Architectural, Environmental & Industrial Design fields as well as in Film Direction and Film as Design in Motion and in various such institutes.

3. Child Development through Creative Education

Mr. Chaudhary conducted experiments in workshops as Creative Laboratories with 50 rural and urban children to work with 10 top-ranking creative artists in performing and visual arts for 3 years, 1963-65. With so noteworthy results and exciting reflections on child's creative personality that Hon'ble Morarji Desai, Deputy Prime Minister then, asked him to extend this Creative Educational Activity as an Informal Support Programme for children at the national level, as a Mass Movement, for the massive demands.

Mr. Chaudhary has been professing it through NGO's, Primary & High Schools as Children's Creative Festivals with Children's Exchange Programme with the National Integrity approach in putting the tribal and unprivileged children together for collectively creative activities. This programme has covered almost 600,000 children from Delhi to Cochin and Baroda to Pondicherry with more than a 1000 creative personalities to guide the children, and as many parents and teachers with cooperation from Universities, Performing & Visual Art Institutes, from the length and width of the country.

During International Year of the Child, 1979, Mr. Chaudhary conducted a massive National Children Creative Carnival of 50,000 children including 4,500 children coming from Assam to Cochin to Pune for creative activities as well as demanding Children's Rights to be endorsed by the nation and the society. A good example of national significance.

4. Structural Aesthetics as a Design Philosophy

Mr. Chaudhary has to his credit the pioneering contributions in changing the irrational aesthetic anarchy to a rationale of 'Form with a Purpose' both in Graphic Communication & Industry Design. Through his work, lectures and workshops Mr. Chaudhary is responsible in bringing about a Formal Quality in a number of design fields as well as Multi-media and Film as a design in Motion. His professional distinction underlines his design philosophy at the international level since 1973.

5. Cultural Identity in Design

Mr. Chaudhary has been professing to develop formal values with the regional visual & formal culture in Graphics against Globalisation approach to neutralise the strong regional cultural values for creating a total void in a design culture. His work towards this end has been highly recognised by the East, particularly by Japanese publications in selecting and highlighting his creative output on the World Design Scene, lately, since 1986 onward.

6. Indian Symbolology for Contemporary Corporate use

He has been engaged in research on Indian Aesthetics & Structural Formal Values of the India Medieval Graphics. His research has initiated him to develop corporate symbols with contemporary demands of the Indian Industrial & Corporate Management. The corporate symbols for ICICI, Management Institute 'Centre for Managing the Self', Switz, ICICI Securities, HDFC and International Centre for Environmental Statistics, USA as well as symbol for Bhartiya Padayatra Abhiyaan are excellent examples of his new approach.

7. Corporate Design to Re-formulate Corporate Policy

This establishes a new dimension for the Indian Industry which has been following a 'Miscellany', 'Assorted' and 'No -Corporate Policy' approach in Product Design Development, Marketing Communication Strategy and Corporate Image devoid of means and methodology. Mr. Chaudhary has been responsible in pioneering the concept of Corporate Design Policy, far above the Corporate Visual Identity, to meet the challenge of world markets in the context of India's Open Economic Policy.

8. Social Design to improve Quality of Life

Finally, man and his social well-being is the focal point of all our Social Development Programmes. While the social communications need to be well developed for addressing the common man effectively means and media the public bodies and govt. agencies must attained to the public design as a policy towards social betterment in street furniture, public signages and commonly used products to designed with human factor as the basis as well as design facilities for the physically handicapped. Mr. Chaudhary has been professing this approach since long and instituting Students Design Project in various institute of Design & Architecture. Mr. Chaudhary's own work on Press & Poster Campaign on 'Education: A Tryst with Destiny', Posters on India Tourism and Multi-media Campaign for 'Destitute Child Care', present good examples in concrete visual terms.

A brief on Inter-disciplinary Design Activities of Mr Yeshwant Chaudhary -**3****9. Projects of National Significance in Hand**

A. After giving a complete feasible project of developing the Integrated State Kala Academy for Performing and Visual Arts, Mr. Chaudhary now engaged in developing a 'Inter-University Academy for Research & Development in Performing & Visual Arts near Ajanta Caves at an international level.

B. National Memorial for India's Freedom Struggle with Multi-media experience and emerging technologies deployed for participative involvement of the youth and children and developed a national integration attitude towards making of a new nation, India, as Mahatma Gandhi had the vision of new India for the future.

10. More Challenges Ahead

Mr. Chaudhary, was introduced as the 'Think Tank in Visual Arts in a National Seminar on Ministry of Culture'. With such prolific interactive inter-disciplinary approach, Mr. Chaudhary was nominated in 1992 by Hon'ble Mr. Chandrasekhar, Prime Minister then, to chair the National Design Institute, Ahmedabad, (founded by the Parliament Act), to pilot its activities on a much wider base to cover its design activities to meet the demand of the national industry and design promotion for the emerging world markets. Unfortunately, Mr. Chandrasekhar's tenure fell to short to complete the formalities. Else Mr. Chaudhary would have had his hands much stronger to cover a much larger canvass of inter-disciplinary activities on the national and international scene.

ARTICLES & INTERVIEWS PUBLISHED:

- Design and Design Education 20 published Articles.
- Social Communications, Environmental Design & Design to improve Quality of Life.
- Talks on All India Radio, English Channel, Bombay:
- Design Promotion: numerous write-ups and interviews in Economic & Trade Journals, National and International Design Journals - UK, USA, Switz., France & Japan.
- Fine Artists' Profiles & Art Appreciation: 20 illustrated Articles to be compiled in a book.
- Child Development through Creative Education: 80 pages to be compiled in a book.

ACADEMIC LECTURES AND SESSIONS:**Subjects & Topics**

- Developing Creativity and Basic Design
- Graphic Design & Advertising Visualisation
- Institutional & Corporate Communications
- Marketing Communications & Product Promotion
- Corporate Identity & Corporate Design
- Industrial Design & Design Management
- Social Communications
- Social Audit of Public Relations & Advertising
- Man, Nature & Man-built environment
- Visual Dynamics in Film & Motion
- Film as Design in Motion
- Creative Education & Child Development.

Lectures in Art & Design Institutions:**For Graduates:**

- Sir JJ Institute of Applied Art, Bombay
- Sir JJ School of Art, Bombay
- Faculty of Fine Arts, M S Univ. of Baroda
- Faculty of Fine Arts, Univ. of Nagpur

- National Institute of Design, Ahmedabad
- Sir JJ College of Architecture, Bombay

For Post Graduates:

- Industrial Design Centre, Indian Institute of Technology, Powai, Mumbai.
- Film & Television Institute of India, Pune.

Project Assessments:**For Post Graduation:**

- Industrial Design & Visual Communications: Industrial Design Centre, Indian Institute of Technology, Bombay.

For Graduation:

- Visual Communications: National Institute of Design, Ahmedabad.

PROFESSIONAL COURSES & WORKSHOPS:**Professional Institutes and Bodies:**

- TATA Management Training Centre, Pune
- Society of Industrial Designers of India
- Indian Institute of Packaging, Bombay
- Public Relations Society of India, Bombay
- Advertising Club of Bombay, Bombay
- All India Manufacturers Association, Bombay
- Institute of Marketing Management, New Delhi
- Films Division, Govt. of India, Bombay
- Small 'Industries' Service Institute, Govt. of India
- NGOs, Social Voluntary Institutions & Public bodies, Educational Depts of Universities throughout India

Seminars & Workshops Conducted:

- Design for Crafts (Pottery), SID-I & IDC, IIT
- Creative Education for Child Development
- Education of Creativity (Fine Art & Design)
- Corporate Design, Interdisciplinary Design Case Studies and Design Management
- Film as Design in Motion

Policy Decision-Making Committees**Govt of India: Ministry of Industry:**

- National Committee: Core Member of the 'Working Group' on National Design Policy and National Design Excellence Awards 1983/84.

Govt of Maharashtra:

- State Art Advisory Board, 1975-79.
- State Art Council, 1979/85.
- Advisory Committee on National Independence Celebrations, 1990-93.
- State Art Academy (for Visual & Performing Arts-integrated) 1992-94.

Universities and State Academies:

- Academic Council (Fine Arts). University of Nagpur, 87-90
- Board of Studies (Fine Arts), University of Bombay, 1995/98
- Board of Studies (fine Arts), North Maharashtra University & Special Invitee as Project Advisor on 'Inter-University Centre for Visual Arts', 1997/2000

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