

IWST-NID-MSME Sponsored
DESIGN CLINIC WORKSHOP FOR THE BENEFIT OF
“WOOD AND ENGINEERED WOOD WORKING UNITS OF KARNATAKA
AND ANDHRA PRADESH”

September 14-18, 2012 at IWST, Bangalore

Institute of Wood Science and Technology (IWST), has recently conducted a 'Need Assessment Survey (NAS) with the support of a Design Consultant under Design Awareness Programme (DAP) sponsored by National Institute of Design (NID) under Ministry of Micro, Small and Medium Enterprises (MSME), Govt. of India for the benefit of wood and engineered wood based industries in the states of Karnataka and Andhra Pradesh. IWST has taken up this survey to assess the current status of wood based industries in these two states and identify the areas with possible new creative innovations in this field wherein new design interventions can be introduced for product and process development. During NAS, about 50 units were visited and analyzed. As per NID-MSME guidelines, this Institute conducted a 5-day Design Clinic Scheme (DCS) workshop for Wood & Engineering Wood Working Units from Sept. 10-14, 2012 involving experts, business and industry representatives of various wood and engineered wood based industries.

On 10th of Sept., 2012, the DCS workshop was inaugurated by the Chief Guest Dr. S. Ghosal, Head, International Collaborative R&D, NID, Bangalore. The program was attended by about 60-70 researchers, experts, consultants and industry representatives from field of wood science, building and constructions, retail designing, finishing, furniture, woodworking machines, import and export of wood products etc. Mr. Vivin Agarwal, Consultant formally welcomed all the participants in the workshop. Sh. S.C. Joshi, Director, IWST welcomed Dr. Ghosal and all the participants. He presented his views and emphasized on developing linkages between research organizations and wood based industries. He appealed the designers to look wood through scientific point of view and explained that wood material is not like aluminum, plastic, but is renewable and sustainable. Only we need right policies and right planning to make best use of it. He informed that IWST is also working on latest wood technologies. We need to look out the engineering methods to manage wood sustainably as it is best material for usage. He opined that designers and others who are involved in wood uses are the real messengers of the awareness including furniture, building, toys and artifacts. He told that institute has done lot of wood science and technological developments on wood and wood products and ready to share the information to the industrialists and interested parties.



Dr. S. Ghosal addressed the gathering and told that wood industrialists translate wood into very good products by its design and appealed for collaboration between academy and industry. He thanked the Director, IWST for organizing the workshop and accepting the proposal. He opined that people do

not have any ideal scale for the finish and quality. He stressed about quality of products for international market and told that we have to take innovative technology to the market. He felt that industrialists do not think about branding and opined that the design should be innovative and demand driven and meet the customer's aspiration level. Designers should dream of the potentialities of the product. He explained fantastic developments in bamboo wood designing and suggested that business idea should go together with technology. In his address, he touched the subject of design application in retail industry and marketing innovations, its forecast, assumptions and hypothesis. He explained what happens and level of anticipation in industries and expects big changes with design acting as catalyst and connector.

On inauguration day, many experts also interacted and presented their experiences. Mr. Vivin Agarwal presented major findings of NAS and told that most of wood based units are working about 75% under capacity because of lack of proper designs, trained managerial workforce and marketing infrastructure. A lot of wood as a raw material and semi- and finished wood and engineered wood products available in the local markets are being imported in the country. This survey has also opened up new vistas of cooperation between IWST and the wood industry.

Subsequently, Mr. Rajkumar, Architecture Designer presented a case study about what will happen to Indian furniture industry when Swedish furniture giant IKEA will enter in India. Prof. Achut Rao, NID said he will assist collaborative to get financial assistance, through various funding schemes. Prof. Rao's presentation inspired the units to start a new chapter in designing their existing products on the lines of Bauhaus philosophy. Mr. Abhay, HR Trainer explained how Karnataka University has agreed to offer an elementary and advance level certificate course in managing wood and engineered wood working enterprises. Mr. Adil Shakoor, International furniture manufacturer told how to be proactive about business, design and develop a global product. Mr. Asf Iqbal, Director, Indo-Arab Chamber of Commerce announced that if units agree, he can organize India Furniture Show in Oman in March 2013. Mr. Ashok D'Souza, Altendorf India Ltd., Bangalore shared his experience with woodworking machineries. The MSME units present on the occasion were explained about several precautions to be undertaken to reduce existing production cost by 5%. The units attending the workshop have decided on the very same day to formulate a collaborative (of about 20 units) to promote themselves under on single brand. The collaborative with assistance from MSME-NID will set up common facilities of seasoning and finishing wood. The major objective will be to set up a distribution setup in thirty districts of Karnataka State within one year.

From 11th to 14th September, 2012, participants from wood and engineered wood industries were offered advice on their technological problems, new innovations of designs, managerial problems etc on one to one basis. Various experts from the wood based industry shared the design information about products, market scenario, technology, communication, research and development and various industrial functions along with human factor study for safety, convenience, learning and skill up-gradation through design research. Different Experts suggested the solutions to the challenges faced by the wood and engineered wood Industry. Also, the programme would provide design remedies for identified opportunities through this five-day design clinic workshop. The workshop will certainly help the participants to understand the holistic scenario of cluster and benefit them with the support of design experts, for design intervention in opportunity areas explored during the survey.

During subsequent days, one to one discussion and interactions were held with about 20 MSME units of Karnataka. Mr. Rajan, Entrepreneur and Mr. Chandra Shekhar of Signage, discussed about plant fibre product to replace current wall paneling system. They look forward IWST to assist in developing indigenous processing capabilities. There was intense discussion on this subject with the scientists of IWST on this issue. Mr. Rajan is importing wall panels from China and looked forward the designers to assist him with fixing details and end application. The IWST scientists showed WPC panel developed by a company. Mr. Ragvendra Inanje from Hubli looked forward to use Acacia wood in his venture. Presentations on wooden toys made by Japanese toy designers were displayed. It was proposed to have similar design philosophy so the units engaged in toy manufacturing can

have better markets. IWST scientists were requested to assist the units in wood finishing techniques. Mr. Mahesh Pillai an Event and Exhibition planner attended the session and put forward his request to new Design concept for the exhibition panels. Several Interior Designers and Manufacturers attended the sessions and agreed to be the part of the collaborative. Mr. Uma Shankar, Springvalley Inc., Bangalore discussed about technological innovations for certain specialized applications such as sauna. In addition, detailed deliberation and presentations were held to assess the current research needs and gaps in technological developments including innovative design interventions. On the final day, workshop was concluded by the Director, IWST, Bangalore who interacted with participants from industry, entrepreneurs and design architects from wood and engineered wood based units. He invited the industry to work closely with the research institutes like IWST and take advantages of the research and technological developments being done for their benefits. At the end, all the participants were thanked for valuable interactions and discussions. Everybody was invited to visit 'Woods Museum and Interpretation Centre' located in campus. All the participants appreciated the information and collection of products in the museum.



