



Fellowships 2012

Unboxfestival.com





The UnBox Fellowships were conceived to initiate interdisciplinary collaborations for innovation, by bringing together an accomplished and multi-disciplinary group to ideate on opportunities while immersed in real-life contexts across the country. In its second edition, the UnBox Fellowships have partnered with domain experts from varied disciplines to host Fellowship modules at the intersections of design, development, technology and entrepreneurship, to facilitate thoughtful, unique and intense interactions.

The UnBox Fellowships are a starting point for conversations on the potential of interdisciplinary thought and action, within the larger community.

The UnBox Fellowships 2012 were supported by The British Council, India.



FELLOWSHIPS

Livelihoods For Children

BlowUp

Sustainable Fashion

Hacking For Governance

The Great Wash Yatra

The Green Room

Sustainable Lifestyles

Digital Activism

Livelihoods for Children

Community Livelihoods



FELLOWSHIP ANCHORS:

DESIGN IMPACT

Design Impact is a non-profit organization that partners professional designers with community organizations. These designers work on-site with innovative organizations and the communities they serve to design and implement life-improving solutions.

d-impact.org

BRIAN GOUGH

Brian Gough understands the design process as a powerful connector that can help facilitate engagement, learning and sharing. For several years now, Brian has been focused on working with community. In Ireland, he participated in the project Designing Dublin, an independent learning initiative focused on using the city as a unique learning space. Brian is currently a fellow with Design Impact, partnered with Manav Sadhna and exploring opportunities for their Earn n' Learn programme.

Jan 22–Feb 31, 2012 // India

The Livelihoods for Children fellowship took place in the area surrounding the Gandhi Ashram and Manav Sadhna. As part of their week, the fellows met and engaged with a range of inspirational people and organizations that would help them develop a deeper understanding of their project. The needs identified by the fellows are centered around the daily lives of the children and their interaction with three specific spaces: Home, School and Manav Sadhna.

The purpose of this fellowship is to uncover a range of potentials that can be thought about and pursued by the Earn n' Learn programme. More importantly, it is about exploring and developing ways by which the children can be involved more in the shaping of the Earn n Learn programme so that both their lives and the programme can be made more sustainable.

The fellowship programme at Manav Sadhna has involved a variety of different conversations and interactions. Fellows have: visited Gramshree's craft programme, met with spiritually inspired artist Kanti kaka, witnessed the process of paper making at Khadi papers, spent the night with the Earn n' Learn children in their homes, meditated at the Gandhi prayer ground, visited Utthan's training programme, learned about the work undertaken by Ishwarbhai Patel (Mr. Toilet) and the impact of his legacy, worked at the Moved by Love space and served at Seva Café.



SHRADHA JAIN

26 years

Researcher, Documentary

Filmmaker

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ABOUT

Shradha studied Fine Arts from College of Art, Chandigarh and further pursued film studies at National Institute of Design, Ahmedabad. Her interests are wide ranging related to the field of craft, culture and communities; she has been actively exploring her background as an artist and filmmaker to contribute back to society in all her capabilities.

She intends to revolutionize the Indian education system both at the learning and teaching level. To build resources for education she uses visual and interactive mediums such as film, photography, print and most recently traditional board games. She believes that certainly, travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living.

FELLOWSHIP EXPERIENCE

“The journey so far as a part of Livelihoods for Children Fellowship has been incredible. We have definitely come to a self-realization of many things which over a period of time got hidden somewhere within us. Observing, listening, understanding and reflecting; it's not just about coming up with the solutions based on the need of the situation but also bringing on a positive change in our own ideas of living. During the fellowship, interaction at a grass root level has been an important tool in understanding the problem area and as a result, the design process followed has been more enjoyable and engaging, than one could have imagined.



MANASI AGARWAL

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TEESTA DAS

22 years
Student
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ABOUT

Manasi is a Graphic and Interaction designer currently pursuing her Masters in New Media Design from National Institute of Design, India. Her interests lie at the intersections of art, technology and design and her projects range from interactive installations and artefacts for sustainability; to web, mobile applications and print design. Whether it is analog or digital media , she believes every design process needs to be grounded in a thorough contextual understanding of the user.

An avid reader, most of her time is spent in the company of books. She's passionate about protecting and nurturing animals, travelling to distant unexplored places and clicking photos with her trusty camera.

FELLOWSHIP EXPERIENCE

“The Livelihoods for Children fellowship at Manav Sadhna in Gandhi Ashram, Ahmedabad has been a truly incredible experience till now. We've met so many motivated, passionate and generous people; shared and lived with the smart, highly energetic and resourceful children who are a part of the 'Earn n' Learn' programme and had some deeply spiritual moments during the meditation and prayer sessions that are a part of the daily life at the Ashram. It all contributes towards a better understanding of the community, which will hopefully help us provide more appropriate and relevant design interventions.

ABOUT

Teesta is an undergraduate, product design student from the National Institute of Design, who likes reading, documenting, writing and exploring places. She is an earnest seeker, and likes to delve into what interests her; nature, culture, people, food, music, art and crafts. Her projects in the past have given her the ability to adapt to unfamiliar situations and become a more humane and people-centric person.

She has also been an active volunteer and participant for various events that makes one connect to the city that they live in and contributes towards the dynamic change that our country hopes to achieve one day.

FELLOWSHIP EXPERIENCE

“The fact that the fellowship opportunity was only a ten day event, really spurred us all to interact and make much better use of our time than we could possibly have otherwise. We have beyond doubt spent our time living the words: "NOW is the moment!" The fellowship has been a great opportunity to empathize and understand how the catalyst for change works in the communities around us- without us, as designers walking away, taking the ownership of it. Of course, there has been an immense amount of learning at every given time of the day and a lot of excitement about 'what next?'



ANISH DASGUPTA

22 years

Student

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KAREN SMITHSON

Visual Facilitator and Agent of Change

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ABOUT

Anish is currently an undergraduate student of Graphic Design at the National Institute of Design, Ahmedabad. He grew up in Bangalore and his family's eagerness to travel has let him explore several places in India and some abroad. Anish also has a deep interest in music. The violin, which he has been playing since he was six years old, is one of the things he is most passionate about. A big lover of food, he loves to cook as well.

FELLOWSHIP EXPERIENCE

“The last three days at the Manav Sadhna have simply been wonderful. As a fellow, I'm expected to work with the 'Earn n' Learn' programme for the children here. Honestly, I think I've learnt so much more from these little bundles of energy than I've been able to contribute. They're so friendly and welcoming that it just makes me happy to be around them. We had a very unique experience of actually living with their families for a night and I don't think I can quite explain how amazing that was. It was such an eye opener for me because the same people that we interact with on a daily basis as the rickshaw-walla, the gardener or the vegetable vendor whom we take so little time to notice, looked after me with so much warmth and kindness. I began to see so many similarities between the children's families and mine or my friends', which for me really justified what they always say here at the ashram, that everyone is equal, irrespective of his or her background.

ABOUT

An agent of positive change, Karen works with individuals, enterprises and communities to facilitate a shift towards wellbeing through enterprise, education, innovation and communication. A multi-disciplinary change practitioner, Karen's work is creative, enterprising and engaging. Her practice focuses around two key areas: firstly, as a visual facilitator, Karen helps people gain clarity through pictures, be it through a roadmap, vision, process map, visual plan or mind-map. Secondly, as an inspirational space-maker, Karen works with experiential, informational and physical spaces to create opportunities for people to experience a positive shift in their wellbeing.

Karen has several years experience working with charities and social enterprises and throughout 2011 has been working with not-for-profits to identify their organisational and service needs to match them to potential corporate partners, gaining valuable insights into innovative community development programmes and models for revenue generation and sustainability.

Karen has a love of crafts and recycled products and a keen interest in artisan and ethical products that contribute to local economies and community livelihoods. Having been involved in a number of children's creative workshops/projects both in communities in the UK and India, Karen is delighted to be working on the Community Livelihoods fellowship project with Manav Sadhna, Design Impact and the UnBox fellowship team.



BlowUp

Photography & Public Access



FELLOWSHIP ANCHOR:

BLINDBOYS

Blindboys is a community driven photographic space. They use free and open platforms to bring photographers and viewers together.

blindboys.org

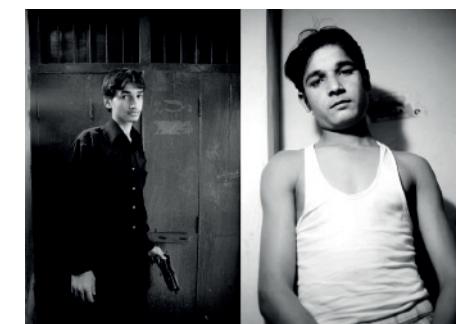
Jan 01–Feb 01, 2012 // India

Blindboys.org has been using free platforms to extend the reach of photographs. In the past years it has created a loose collective with participants from various countries who carry out free street exhibitions known as BlowUp. The BlowUps provide an eclectic mix of photography which spans many interests and styles. The 6° project is a fellowship created to provide a short intensive month long excercise for photographers to work on a collaborative effort resulting in a group show.

The fellowship is an experiment to put chosen photographers to work together over a period of month, constantly feeding off each others work. The resulting work is an experiment to see how is all comes together in a shared space. It's an attempt to see how photographers react to each other when they are put in a collaborative framework and a short deadline.

The process followed was very loose with the fellows given free reign as to how and what they want to pursue. The only rule being to share what they are shooting with each other constantly.

The result in the end is an attempt to bring together photographers who wouldn't normally get the opportunity to work collaboratively.





TANVI MISHRA

25 years

Photographer

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VIVEK M.

30 years

Freelance Photograph

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ABOUT

Tanvi Mishra is a freelance documentary photographer based in New Delhi, India. Trained as an economist, she feels her background in the social sciences impacts her choices as a visual storyteller.

She is published in the Sunday Guardian, Time Out, The Climate Group Publications and has worked with various NGOs including Pravah/VSO UK and Swami Sivananda Memorial Institute (SSMI). She is also working on a video documentary called 'Thousand Curries at Dawn' for SSMI, chronicling 45 women's' experience being involved with the Mid Day Meal Scheme of the Government of India.

In 2011 she was awarded the 3rd Prize in Daily Life Singles in the Media Foundation of India Press Photography Awards for her essay "I'm going to die a Tongawallah", a documentation of the dying profession of horse carriage drivers in Old Delhi, India.

In November 2011 she was an invited attendee to the Angkor Photo Workshops,

ABOUT

Vivek is a doctor turned photographer, based in Bangalore. As an outcome of being a self-taught photographer, he constantly experiments with tools and techniques and as he says- 'Work on stories, depending on my mood.'

FELLOWSHIP EXPERIENCE

I am looking forward to the fellowship as a concrete way of having a go at collaborations. My fellowship work is around a 'Nightwatch'. I have been visiting parts of Bangalore late at night, which during the day are running mad with activity.



KANIKA SHARMA

—
21 years
Student
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—

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LOUISE CLEMENTS

—
36 years
Artistic Director, QUAD and
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—

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ABOUT

Kanika is a photography student at NID. She is currently exploring alternative print processes in her photography. These prints usually end up in hand-bound books.

FELLOWSHIP EXPERIENCE

“During the fellowship I am exploring ways to combine various visual languages, with the **installation** for public display being an exciting manifest. My essay is called 'Wish I wasn't here' and I am exploring spaces and moments when I feel like vanishing.

ABOUT

Louise Clements established FORMAT International Photography Festival in partnership with DCC in 2004, it has quickly become one of the UK's leading contemporary photography and media festivals. Since graduating BA Fine Art (1998) MA Curating (2001) Louise has taken part in many professional development training programmes in culture and curating such as Common Purpose, Midland Band, Contemporary Art Society and other self motivated research projects supported by ACE, Derby City Council, QUAD and other sources.

Louise worked as a freelance curator, artist and writer both nationally and internationally since 1998 when she set up artist run collective ArtX. Recently personal exhibition and performance work has fused experiments with Kathak, sound and moving image within a live performance or installation context in collaborations with artist Hetain Patel and musician Jason Singh. At Q Arts/QUAD Louise curated a broad programme of commissions, publications,

production and participation since 2002. Alongside managing the exhibitions and related events programme at QUAD, the organisation has gone through a considerable amount of development as part of the UK Capital projects scheme QUAD opened in a new building in September 2008.



ISHAN TANKHA

31 years
Photographer
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RUHANI KAUR

31 years
Photographer
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ABOUT

Having worked with various national dailies and magazines, Ishan is currently working at the Open Magazine's Delhi office. His work has covered a range of topics from cricket in far-flung areas of India to the Maoist insurgency over a long period.

FELLOWSHIP EXPERIENCE

“I'd like to break out of the mould of the magazine and newspaper formats and **how my personal** work can be interpreted in the specific environment of the gallery. My fellowship work 'See you in the Evening' explores emotions and the act of photographing those feelings.

ABOUT

Ruhani works for a leading Indian magazine. She has covered stories from across India on offbeat topics like her work on the Burkha Rapper from Chennai.

FELLOWSHIP EXPERIENCE

“My photography has so far been limited to photo documentary. I am hoping to explore **how far I can go** with my experiment for the fellowship. Though I am anxious about how I can present this experimental work within a short time span, I also relish the challenge. I have been up all night, quite literally, dealing with insomnia. I take the camera to record what I see in the quiet of the night.

Sustainable Fashion

Fashion & Tradition



FELLOWSHIP ANCHOR:

CELL DSGN

Cell Dsgn is a leading art and fashion studio, based in New Delhi.

11-11.in



Jan 05–Feb 01, 2012 // Kutch, India

The UnBox fellowship offered a chance for our design studio to collaborate, reflect and work on projects with master craftsmen from the Kutch region as well as enthusiastic, young designers who are shaping the way fashion is perceived and created. Anchoring these two sets of people, whilst being immersed in grass root contexts of traditional Kutch villages gave us a unique opportunity to inform and to be inspired to use design (and fashion in particular) for sustainable development in this sector.

The fellowship was an opportunity to work with CellDSGN, a leading art and fashion studio on their new collection for Autumn/Winter 2012 for the brand 11.11. The work was centered in Kutch, Gujarat reinterpreting the crafts of Bandhani, hand-woven fabrics, Ajrakh block printing, and also the marbling technique of dyeing. Cultural and stylistic design elements were combined for which the crafts of Ajrakhpur and Bhujodi in the Kutch region were researched upon.

11.11 by CellDSGN for their new collection is working with the traditional crafts of Kutch, mainly bandhani, block printing and khadi weaving. We spent three weeks in Kutch during which we documented and researched upon these techniques. We also discovered marbling on Fabrics, which was combined with Bandhani to make exquisite textured fabrics. After understanding the direction that 11.11 was working in, we took the research forward in to designing patterns for block printing and bandhani. We made new friends and came across different perspectives on crafts and sustainability.



DURBA NAG

—
23 years

Fashion Designer
Kolkata, India

—
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ABOUT

Durba is a fashion design graduate from NIFT, Kolkata and currently working as a Design Consultant for Bengal Artisan Craft Company. Her sense of aesthetics is formed by the land, customs and culture of her country and especially Bengal. She has always had an inclination towards the folk art and handicraft traditions of India. Durba studied design because it would allow her to help and work with the genius crafts people of India, without whom our aesthetic sensibilities would have been drastically different.

FELLOWSHIP EXPERIENCE

C The Sustainable Fellowship anchored by CellDSGN started in the heart of **Kutch, Gujarat**. Kutch is home to a vast group of crafts, bandhani tie-and-dye, handloom weaving, ajrakh block printing, batik, copper-coated metal bell-making, embroidery, lac-turned wood craft, wood carving, hand-crafted knives, leather work, mud craft, pottery, rogan art and silver craft. We have had the opportunity to work with some of the best artisans of the region. The people I came across in Kutch are strong and are proud of the crafts they produce. They are hospitable and generous. Mr. A. Jabbar Khatri and his family are tremendous hosts and taught us quite a bit about his craft. His studio is called Sidr Craft where he produces tie-and-dye fabric. Kutch, the crafts and craftspeople here, have impacted me to an extent that I will keep returning to be a part of the textile traditions.



MEHR SETH

— —
22 years
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ELIZABETH LASKAR

— —
40 years
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ABOUT

A textile design student from Srishti in Bangalore, Mehr Seth is attempting to explore this field even further. She loves hand-crafted fabrics & likes to create products with it. Her work is mostly a reflection of her mind. She loves food and people.

FELLOWSHIP EXPERIENCE

“CellDSGN, our fellowship anchors, are going to use mostly bandhani, block printing and khadi weaving for their autumn / winter collection. Experiencing all the processes that go into handcrafting with these techniques was a very valuable experience. These crafts have been practiced historically in fixed patterns, meticulously with a lot of patience. To watch the fabrics evolve from scratch while spending a lot of time talking to the craftsmen, has been enriching. I've learnt some secrets about their crafts, dealt with shortcomings, convinced the craftsmen to evolve their craft and also heard a lot of stories! I loved being in Kutch!

ABOUT

Elizabeth Laskar has been working in the sustainable fashion sector for the last 10 years, she finds seeing the sector grow and achieve excellence in design and innovation rewarding. She has worked alongside some of the British pioneers in the industry and can understand the challenges that the designers, industry and media face. She currently consults in helping stakeholders understand, plan, resource and manage their projects. Past clients have included the BBC, V&A Museum London, Clarence House, Charini and NGOs working in development and enterprise. Through networks and operational knowledge Elizabeth guides projects to become more efficient, effective and market led.

Hacking for Governance

Open Governance through Technology



FELLOWSHIP ANCHORS:

AZRI SOLUTIONS

Azri Solutions was founded in 2003 with a mandate to develop flexible and efficient software applications with a renewed focus on optimizing Total Cost of Ownership.

azrisolutions.com

QUICKSAND DESIGN STUDIO

Quicksand is a multi-disciplinary innovation consultancy, bringing user-centered design principles to the core of any innovation effort.

quicksand.co.in

Jan 22-Jan 31, 2012 // Gurgaon, India

It is very essential for the effective functioning of a democracy that the laws that govern a nation are well informed, well reasoned, fair, comprehensive, responsive, & adaptable. In an increasingly complex world, framing laws that meet these criteria becomes increasingly difficult. The problem is compounded because of the often fractious political processes in India. Globally, many examples exist of how collaborative lawmaking, that utilizes inputs from a network of distributed experts, the everyday experience of citizens, along with feedback loops on the quality of governance, have yielded significantly better laws. A platform like this would add significant value to lawmaking in India.

In the “Hacking For Governance” Fellowship, the Fellows, who are a diverse group comprising of UX designers, technologists, & anthropologists, will work to create a web or mobile based platform to promote open / transparent governance. This will get

PARLIAMENTARY RESEARCH SERVICES

The Parliamentary Research Services is an organization that partners with Members of Parliament, to improve the quality of legislative decision making and outcomes.

prsindia.org

piloted at UnBox 2012. Post UnBox, a large, sustainable program will be created that enables participatory lawmaking.

The Parliamentary Research Services (PRS), an organization that partners with MPs to improve the quality of legislative decision making and outcomes & the technology partner Azri Solutions, are supporting the Fellows with inputs on the legislative process and technology respectively. At Quicksand’s end, this Fellowship is anchored by Nirat Bhatnagar.

The Fellows have immersed themselves in understanding the lawmaking process through sessions with experts: Chakshu at PRS, Harsh at the Planning Commission and so on. Based on this and internal brainstorms, the first draft of processes through which participatory lawmaking can be made most effective, have been identified. Wireframing, visual design, & technology development on Drupal (a content management system), are all going on in parallel.



RYAN BOWMAN

31 years

Web Developer

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ARNAB CHAKRAVARTY

25 years

Interaction Designer

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ABOUT

Ryan Bowman is co-founder of Circle Digital, a digital agency with offices in London and Nairobi. Before Circle Digital, Ryan worked for the Financial Times designing information graphics, and co-founded Shakeup Media, an award-winning media strategy firm that redesigned newspapers and magazines online and in print across the world including in Uganda, Kenya, Qatar and Saudi Arabia. He has written for the Financial Times about Republican politics and Good Magazine among others about the intersection of new media, design and politics. He holds an MA in Literature from UCL and is a fellow at the Royal Society for the encouragement of the Arts.

FELLOWSHIP EXPERIENCE

“My time here has mostly been whiteboards, wireframes and wi-fi. Not much different than London or Nairobi really. It turns out there is a universal language of web folk learned over many, long, brain-twisting sessions trying to turn complex problems into elegantly useable web applications. My fellow fellows are impossibly easy to work with considering our short time together, daunting task and minuscule timeline. Challenges tend to flatten problems before they have a chance to rise up. It has only been two days so for now these are just squishy, temporary thoughts. I can't wait for them to harden.

ABOUT

Arnab, having spent most part of his post-adolescent life studying engineering, is used to finding clichéd things cool. He adores U2, Jerry Bruckheimer, cheap Hindi potboilers but also admits faking coolness by debating the nuances of Kurosawa's movies and the music of Sigur Ros. He thinks Quentin Tarantino & Mithun kick ass. Most of his knowledge comes from watching National Geographic and Discovery channels and gawking at encyclopedias as a nerdy kid but he is on my way to change that. He has spent the last two years traveling through rural India and embracing the surrealism that emerges out of technology, culture and the lives of people it tries to affect. Arnab is always ready for a conversation, always ready for an adventure.

FELLOWSHIP EXPERIENCES

“The last week has been an adventure in seeing the world in a grain of sand and eternity in an hour- we have been really busy! The shared experiences and viewpoints that I have been exposed have been humbling and it has been an honor to be able to get a chance to work with such a diverse and accomplished bunch of individuals.



LILLY IRANI

31 years

**PhD Candidate,
Interaction Designer
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NISHANT KYAL

29 years

**Software Developer
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ABOUT

Lilly is a PhD candidate in Informatics at University of California, Irvine. Her dissertation examines the circulation of design methods and knowledge, particularly between the U.S., Europe, and India. This research has been supported by a Fulbright Scholarship and the US National Science Foundation Graduate Fellowship. When writing and reading don't seem enough, she designs interventions into technological culture such as Turkopticon, a pro-worker crowdsourcing tool. She works at the intersection between feminist and postcolonial studies, anthropology of design, and human-computer interaction design. She has a B.S. and M.S. in Computer Science from Stanford University.

FELLOWSHIP EXPERIENCE

“The hacking for governance fellowship has let me exercise interaction design skills with the rare privilege of working closely with both passionate, creative developers, quick thinking designers, and an anthropologist with an appetite for intervention. It's rare to get to build technology while explicitly debating the fabric of politics. Through the work of the fellowship, I am learning a lot about the various ways design practice can orient towards politics, power, and authority.

ABOUT

I'm a software developer who views technology as a means to make things better. I like writing code for a purpose and hence I'm here, contributing code to betterment of governance. I love technology and like to toy with technology to put out products that make people go "Wow!"

FELLOWSHIP EXPERIENCE

“My experience at the fellowship has been extremely positive since I'm getting to work with an extremely talented set of people working towards a very noble cause of raising awareness and debate around legislations passed in India. This will go a long way in making sure bills passed in parliament are much more effective by reducing loopholes and connecting them to ground realities more, which they are meant to address. The group chosen for the task is an optimal combination of people having diverse skill sets and I certainly hope the initiative goes a long way even after the fellowship.

The Great WASH Yatra

Hygiene & Sanitation



FELLOWSHIP ANCHORS:

WASH UNITED

WASH United is a non-profit based in Germany that seeks to promote good hand hygiene & sanitation behaviour through the power of sports, celebrity, & fun activities.
wash-united.org

QUICKSAND DESIGN STUDIO

Quicksand is a multi-disciplinary innovation consultancy, bringing user-centered design principles to the core of any innovation effort.
quicksand.co.in

Jan 01–Feb 01, 2012 // Delhi, India

2.6 billion people - over 40 per cent of the world's population lack access to basic sanitation, and more than 1 billion are drinking unsafe water. 4,000 children under the age of five are killed by preventable disease caused by dirty water and poor sanitation every day. Water and sanitation are among the most important determinants of public health. Wherever people achieve reliable access to safe drinking-water and adequate sanitation they have won a major battle against a wide range of diseases such as diarrhoea.

The Fellowship aims to support www.wash-united.org goals of safe drinking water, sanitation and hygiene for all. It harnesses the power of sports and creative educational activities to take its message further. The 2012 Indian programme will comprise of a traveling caravan touring over 60 days from Delhi to Mumbai; stopping at multiple rural locations.

The task was to explore, document and

showcase ideas for the production of a touring puppet show, including the script, costumes, music, stage and set production aimed to education children aged 5 -13 years. The fellowship consists of a team of motivated professionals in design, theatre, fashion, community development, event management and production. It is anchored by WASH United and Nirat Bhatnagar from Quicksand Studios.

The story so far of The Great WASH Yatra Fellowship is that fellows have been assigned to specific program areas, drawing upon and developing further their expertise with the direction of a Program Manager from Quicksand. Fellows have been given opportunities to interact from day one with award winning AKAAR Puppet Theatre Company and its Director Mr Puran Bhat in the devising of the puppet show script, puppets, set and customs. And if all that was not enough to do in 3 weeks, the fellows decided to add a local children's inclusion project within the fellowship. We just like to work.



RUCHITA MADHOK

27 years

Scenographer

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ABOUT

Ruchita is a scenographer and exhibition designer. Trained at Central Saint Martins in Performance Design (2009) and at the National Institute of Design in Exhibition Design (2006) she has extensive experience working in India, the UAE and UK. Her professional practice centres on experience design for the sectors of retail, expositions and museums. Most recently she has worked with the Victoria and Albert Museum to create design, interpretation and communication strategies for a number of exhibitions related to performance, popular culture and Indian design. Ruchita is an active blogger and design journalist committed to raising the bar for conversation and debate about design in India.

FELLOWSHIP EXPERIENCE

The Great WASH Yatra has provided me with the chance to work with some talented and deeply committed professional individuals. The master puppeteers have been an inspiration to us all, and we hope that together, we have all created a unique performance that will take home the message of the need for hygiene and sanitation.

It has been a challenge to put together a full production in the short span of 3 weeks and it has been a great learning experience for me in many ways. I appreciate both the opportunities and obstacles that have made this whole experience a truly memorable one.



NIDHI JALWAL

23 years

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TREVOR BLACKMAN

39 years

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ABOUT

Nidhi loves drawing inspiration from nature. The inspiration for her designs get their motivation from all the things around her, be it magazines, movies, dhabas, rural settings, indigenous crafts etc. Her tastes are eclectic, ranging from the ultra modern to the extremely traditional. Indian handicrafts hold a particular significance for Nidhi, and she enjoys working with artisans that have a very different background from her; her biggest strength is her versatility that allows her to work with such a wide range. Her styles are not exaggerated, nor are they minimalist but the right blend of these two extremes which forms the basis of whatever she designs.

FELLOWSHIP EXPERIENCE

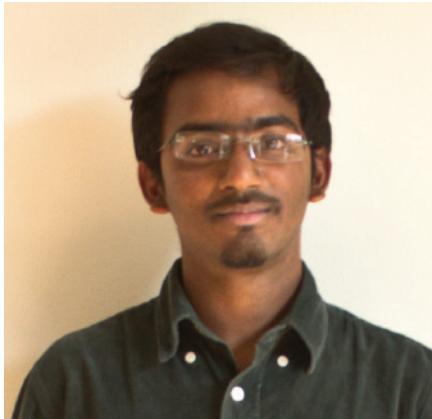
My initial responsibility was to design costumes for the puppets as part of the Great Wash Yatra puppet performance that we are going to present at the UnBox festival 2012. However as part of the team, I had a whole new set of experiences and responsibilities with regards to the story line, the script and character development. Building the characters, allowed me to give life to my ideas. Discussing all the details about the puppets such as how it would think or speak, what kind of personality it would have, was extremely exciting! I am proud to be a part of such a zestful group like ours. Sourcing materials, stitching costumes and working very closely with the craftsmen (puppeteers) has been another great aspect to my learning. Meanwhile the whole team works very closely giving me ample opportunities to explore fields of direction, performance, set design, installations and what not. It's Great!

ABOUT

Trevor is the Managing Director of www.ape-media.com, a creative training & production enterprise, as well as a Radio Producer and former Director of Youth Engagement for the UK Government's national anti-knife crime campaign called 'It Doesn't Have to Happen', has enabled Trevor to drive social change through enterprise and innovation in challenging communities across the UK. His no-nonsense approach and management skills have enabled him to identify and develop new business opportunities for Ape Media in the UK and international territories. In 2011 he launched Break London a media enterprise that will invest in young people, providing training and economic well-being opportunities that will bring a new dimension to the face of the media industry in east London.

FELLOWSHIP EXPERIENCE

Having worked in UK cities that are as rich in cultural diversity as they are challenged by poverty, crime and high unemployment rates, this fellowship has opened my eyes even more to the world of contradictions. A world where in 1972 the USA passes a Clean Water Act placing a limit on the flow of raw sewage into rivers, lakes, and stream but in 2012, countries with the economic power to stop an epic crisis; that results in the deaths of 4000 children every day, do not see the importance of ensuring the fundamental human right of clean water and basic sanitation for it's citizens. The TGWY Fellowship Team – are professionals who I have shared and learnt so much from. Together we have overcome the barriers of 'self interest' from certain quarters - to ensure we remain selfless, in our work. For me, the work is as much about educating and developing ourselves, as it is sharing skills, conveying our Fellowship Project to others and the legacy, I hope we leave behind. Harsha, Ruchita, Nidhi, Darren, Nirat—thank you.



DURUGADDA HARSHA VARDHAN

—
23 years
Visual Artist
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DARREN BOLTON

—
32 years
Writer and Director
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—
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ABOUT

Harsha Vardhan is a visual artist based in Delhi. He hails from a sculptor's family where he learnt the nuances of tangibility. Encountering a camera at an early age has given him immense freedom of story telling, ever since he has been narrating the story of the world around him with a zeal. Growing up reading books of G.I.Gurdjieff, Sigmund Freud has made him lean towards the question of human existence and quantum physics. Recently completing his Masters in Visual Communication he is now working on eccentric themes which challenge the way people see the world around them.

FELLOWSHIP EXPERIENCE

“My fellowship has been like an adventurous voyage sailing through tough oceans and calm islands. It has been a great learning experience being a part of the team and taking responsibilities to bring the desired outcome. Constraints have been our directions towards clarity and focus. I have absorbed rich experiences through working with my fellows who have been nurturing and pouring in their energy to bring our puppet performance to life. Exchanging ideas, cultural thoughts has been the key to meeting fellows from different parts of the world and juxtaposing them to create something seamless and beautiful.

ABOUT

2011 was a busy year for Darren. After completing a 3 week run of *Laminated* in London in the spring which he wrote and directed, and the end of the festival run of his short film *Scent*, Darren was commissioned by The Film Council to develop his feature film script, *Vigilante*; and also by The Wellcome Trust to develop his latest playscript, *The Robot*. The end of the year saw Darren write and direct *Friends The Opera* for Comedy Central which was performed at The Box, Soho. In 2012 Darren will be turning his feature script into a film and his play *The Robot* will be going on a UK tour in the Autumn. In the middle of that, *Friends The Opera* may spring back to life but nothing is confirmed yet.

FELLOWSHIP EXPERIENCE

“The fellowship has been an amazing experience so far. Amazing and manic. Creating a 30-minute puppetry performance in under 2 weeks from scratch is a huge undertaking, but we have an excellent team helping to pull it all together and I can't wait to present the finished product. It's been a mix of experiences in Delhi- working with a performing arts colony, as well as professionals from around India and the UK, and we're negotiating language and cultural differences to create a wonderful product with a wonderful message.

The Green Room

Empowering Artisans through Design



FELLOWSHIP ANCHOR:

HAPPY HANDS FOUNDATION

Happy Hands Foundation strives to revive cultural traditions, art and craft forms through contemporary ways and initiatives.
www.happyhands.in/hhf/

Jan 22–Feb 01, 2012 // Samode, India

The destination for The Green Room is Samode, a small village 40 kilometers north of Jaipur, Rajasthan. The village is known for its rich heritage, art and craft-culture. Some of the popular art forms include pottery, lacquerware, bandhani (tie and dye), miniature painting, leather craft, applique work and gemstone cutting. Over the years, however, these crafts and products have failed to grow innovatively, thereby leaving the villagers in no position to keep up with their current market and discover new opportunities.

The Fellowship provides a space for an interdisciplinary team of professionals and artisans of Samode to come together and work on exploring the art, developing designs and giving the traditional craft contemporary relevancy. As part of the program, Fellows were expected to not just co-create products, but to offer ideas and possible solutions for a sustained living and livelihoods. From the start, The Green

Room has been about the process within the process. The Fellowship team had only five days to immerse, acclimate and collaborate within the community, beginning with exploring the logistics of craft making in Samode: understanding the materials used by the artists and the demand that existed in the market. From there, the team conducted identity and intention exercises with each artist: What inspired them? Why did they do what they did?

Grounded in these insights, the Fellows could now responsibly brainstorm on contemporary designs that could utilize current skills and materials. After finalizing the possible designs with the artists, samples were produced, which were then adapted by the artists to produce products that are contemporary and valuable.

The Fellowship provided an avenue to the artists to explore new ideas, understand their strengths and realize new markets that exist for traditional crafts.



TANVI KANT

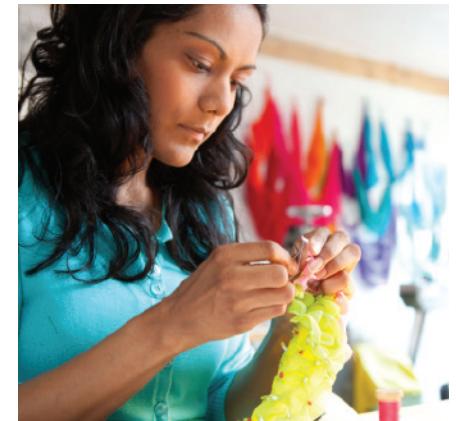
—
29 years

**Textiles and jewellery,
design and research
London, United Kingdom**

—
tanvikant.co.uk
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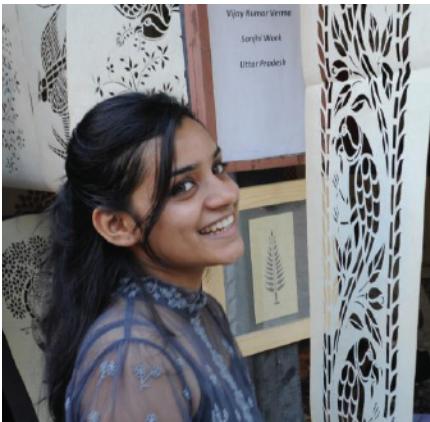
ABOUT

British born 29 year old Tanvi Kant works with distinctive hand crafted techniques with reclaimed textiles in combination with porcelain and precious metals. Following her graduation in 2005, she has developed award-winning jewellery collections, practice-based research projects and collaborative mixed media installations. Her distinctive hand-production techniques references textile crafts, and her materials are sourced from her family and friends such as unwanted saris and dressmaking remnants. Her practice explores the synergy of jewellery and textile practice, the body and space, garment and object. Currently, Tanvi is in the final year of a full-time MA at the Royal College of Art in London, on the Goldsmithing, Silversmithing, Metalwork and Jewellery programme.



FELLOWSHIP EXPERIENCE

“The positive response of Samode's various craftspeople in engaging with our team of **fellows** and **partners** has been encouraging. The community's willingness to collaborate has eased my own uncertainty of whether our ideas can be executed and helped to clarify our collective vision to make and create. I am very grateful for the opportunity to work with such a diversely talented and knowledgeable team. The focus of my personal contribution is to explore the potential of using bandhani (tie and dye), with the only family who practice this craft in Samode, within alternative forms of accessories such as jewelry, purses and skinny wrap around scarves. The current situation is to initiate a process whereby various fabrics are tied, dyed and then cut in sections and then recombined by stitch work.



AKANSHA AGGARWAL

21 years
Student
New Delhi, India

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ABOUT

Akansha Aggarwal is an accessory design student at National Institute of Fashion Technology, New Delhi. Since childhood, she has been fascinated by objects around her and nature has always inspired her. Experimenting with forms and shapes are her strength. She enjoys working with different materials. Recently through college projects, she had unique experiences with the local crafts of India that ingrained the material sensibilities of the different regions and its culture.

FELLOWSHIP EXPERIENCE

“In the Green Room, I realised that crafts in Samode, Rajasthan is a source of **livelihoods** for many people. I am proud to be contributing towards the provision of the necessary support and encouragement that is needed to develop the craft sector of Samode, which is enriched with amazing materials from lacquer to clay. At the same time this experience has helped me exchange and acquire design and craft sensibilities from the local artisans. After observing processes of making various products, brainstorming sessions and working with craftsmen we contributed in the reinvention of crafts so it can be cherished, products that are in harmony with aspirations of people. Yet there is a lot more to be explored.

ARPIT AGARWAL

29 years
Lifestyle Product and Accessory Designer
Guwahati / Dibrugarh, India

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agarwalarpit.blogspot.com



ABOUT

Arpit Agarwal is a Lifestyle Product and Accessory Designer, an alumnus of National Institute of Design, Ahmedabad. He has been working with various crafts across India, especially in the north-eastern states. He has previously worked for various national and international organizations in the fields of product, accessory, jewellery, graphic design and research. He has recently started his own brand of lifestyle products and stationery. It includes notebooks with graphic language primarily inspired by various popular symbols of the north-eastern states of India.

FELLOWSHIP EXPERIENCE

“I would like to thank UnBox and Happy Hands for giving me this opportunity to be a **part of this** enriching fellowship. I would like to mention that I am really fortunate to get a chance to work with exceptionally talented fellows from across various disciplines and cultural backgrounds and exchange ideas and thoughts. Working with diverse crafts like lacquerware, pottery, leather, bandhani etc., simultaneously in the village of Samode has given me an excellent chance to apply my knowledge and experience that I have gained so far in my profession and life.



DANIEL EDMUNDSON

27 years

Strategist at Mother
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DEBBIE MUNDY

42 years

Founder, Roots Retold
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ABOUT

Daniel Edmundson is a writer, creative thinker and doer, specializing in design, business and communications strategy at Mother in New York. Getting his start in everything from speechwriting and community organizing to cultural pattern recognition and innovation he moved onto trend and brand planning for Apple, BMW and Google Chrome at shops like PSFK, Hyper Island and Bartle, Bogle and Hegarty. He has also served as a guest editor for experimental storytelling projects like the3six5 and Six Items or Less. At Mother, he works on projects in design, advertising and experience for companies like Google, Chevrolet and jcpenney. Daniel currently resides in Greenpoint, Brooklyn.

FELLOWSHIP EXPERIENCE

Samode, Rajasthan, is often described as 'folksy' and 'crafty'—a place where 'legends of rural tradition and culture come alive.' It's true; although these past few days I've preferred terms like 'badass' and 'awesome'. Coming here from the US, where 'crafts' have taken on a whole new aesthetic, attitude and mass audience, I've spent my few days here trying to identify the real aspects of Samode and how they connect to other creative cultures and movements. I've been asking lots of questions: Can Samode become a global destination for collaboration and creativity? How do traditional Indian design notions evolve to form inventive new art forms? Not sure yet, but stay tuned.

ABOUT

Debbie Mundy came to India for the first time six years ago and since then she has been returning every year making Goa her base and traveling around the country. With a background in fields as diverse as music and fitness, she felt the need for a change of direction and inspired by last year's UnBox Festival and a visit to the Barefoot College she decided to found Roots Retold in 2011. A social enterprise that works in partnership with women's co-operatives and artisans from rural India, Roots Retold deals in fair trade products and documents the life of the communities and projects she encounters during her travels through photography.

FELLOWSHIP EXPERIENCE

My experience with the Green Room has been very inspiring as well as a lot of fun. Having recently started a new project dealing with fair trade crafts products in India I felt very privileged to join a team of talented Indian and international professionals and work with local artisans on the diverse crafts on offer in Samode. I have been enjoying exploring the design process with the other fellows and learning about the skills and techniques involved with the different crafts. I believe what I have learned in the last few days will help me enhance my own venture and fulfill my hopes to sustain the rich crafts traditions of India.



MARTIN PRICE

24 years

Designer

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RACHIT SAI BARAK

20 years

Media Professional

New Delhi

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ABOUT

Martin Price was born in London in 1987 and went to study Product Design at Central Saint Martins'. Since graduating in 2009 he has worked for Roger Arquer Industrial Design where he has developed designs for Royal VKB, Muji and Ligne Roset. He recently worked on Roger's first solo exhibition at the Hoxton Gallery in London for LDF 2011. Called 1 Year - 7 Prototypes it featured seven furniture prototypes all designed and made at the studio. Martin has also worked with Jan and Oscar from Hendzel + Hunt studio where he has been developing designs through 3D modeling. Martin enjoys working with materials and has a hands on approach to design- understanding and working with material is important to his work.

FELLOWSHIP EXPERIENCE

“Coming to Samode has been a fascinating opportunity for me to see a wonderful part of Indian culture. This is my first visit to India and what struck me instantly from my taxi journey to Samode from Delhi is people's resourcefulness or 'Jugaad' in Hindi. The artisans of Samode are varied; it is fascinating to see the diversity of crafts in one small town. These people have been perfecting their craft for years and although they are willing to try new things with us, at times this can be difficult. The speed at which they can pick up a new process when asked to create something different is encouraging and their resourcefulness with things around them is what I think will keep these crafts alive.

ABOUT

Rachit is a New Delhi based media professional, a peer educator and an activist. He has implemented digital storytelling programs with children-at-risk and made several short documentaries. Currently, he is working with The YP Foundation on a series of short documentaries on the need for sexuality education in India. The films are being developed along with a consultative process that involves 3500 young people from across 18 states in India. He has also been a part of documentation projects with Underscore Records and UNDP, RGMVP and UNICEF. Rachit also works with Music Basti on communications and has been closely involved with the launch of their upcoming album "Dhanak Dhin: Monsoon with Music Basti".

FELLOWSHIP EXPERIENCE

“We all have strenuous schedules and at times it becomes difficult to look at the big picture from a different perspective. The UnBox Fellowship provided me with an opportunity to work with a bunch of exceptionally talented artists and media professionals. The fellowship has not only made me more confident about the work I have been doing but also made me realize the possibilities I haven't yet explored. Interestingly, artists in Samode had a similar experience working with us. They are looking at their art differently; together we have produced work that's contemporary and sustainable. Personally, even though my big picture is the same, my perspective of looking at it has definitely changed.

Sustainable Lifestyles

Sustainable Technology & Practices



FELLOWSHIP ANCHORS:

QUICKSAND DESIGN STUDIO

Quicksand is a multi-disciplinary innovation consultancy, bringing user-centered design principles to the core of any innovation effort.

www.quicksand.co.in

CHINTAN JANI

Chintan Jani is a scientist working in the area of material science and nanotechnology. After completing his PhD in 2008 he took up a post doctoral fellowship in the field of dye-sensitized solar cells. Coming back

Jan 01–Feb 01, 2012 // Auroville, India

Fellows from backgrounds as diverse as design, facilitation, writing, Nano science and management with a common interest in sustainability gathered at Auroville, an international commune highly experimental with alternative living. We seek the following: Understand what sustainability means for an individual; Experience a diversity of thoughts, disciplines and purposes which may be inflection points in our own lives; “Touch and feel” sustainable technologies; Explore the dichotomy between what is marketed as sustainable, and what is practiced as a community that seeks to exist beyond capitalism; Understand how striving for sustainability might impact poverty & inequality.

Ours is a fellowship in the realm of ideas, exploring the experiment of a sustainable community, seeking knowledge and examples of sustainability in practice. The atmosphere is rich, triggering deep discussions among fellows and with the people we continue to meet; including an architect, a green

practitioner, a teacher, an organic farmer, & a stove-maker in addition to countless short-term residents, enthusiastic about the promise of contributing their own expertise here. While ‘sustainability’ is the topic, the concept goes beyond just the environment and depends most importantly upon humanity & cooperation, which are at the heart of the Aurovillian experiment.

Future: How to create a better future.
Dialogue: Triggering conversations between fellows. Food for thought. ‘Sustainability’: Breaking down the idea of ‘sustainability’ so its accessible and operational. Low battery: Plug in or find another power source. More than just computers. Honesty: Being honest about the full impacts of our endeavors. Diversity: Different problems different solutions. A call for diverse creativity. Humanity: Humans have a unique capacity impact environment. Sustainability depends on our ability to cooperate? One Planet: What brings us together, and makes us feel like one?



DAVE FOSTER

31 years

Social Innovation Designer

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DHRUV CHANDRA SUD

33 years

Architect and Builder

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ABOUT

Dave is a social innovation designer - a creative problem solver with a focus on social innovation, social enterprise, sustainability and development. Beginning in advertising, he understands the necessity and power of strategic communication, but it's working with the core of a product, service, organization, mission or other such challenges to deliver the best possible solution that he enjoys most. He's a design-and systems-thinker and an empathetic global citizen happiest when he's helping people in need. Dave is an American, a graduate from the University of Colorado at Boulder, the Art Center College of Design and has worked for a range of for-profit, non-profit and social ventures including Ashoka.

FELLOWSHIP EXPERIENCE

“We're only beginning to scratch the surface of Auroville, but we've already had great connections and conversations with people here and among ourselves - fellows and new friends. "Sustainability" is not a simple or small subject, we all know, but we're diving in further, discussing our experiences and knowledge, opinions and questions. We're considering things like ideal vs realistic, context appropriateness like urban vs rural, environmental sustainability vs other applications, and human nature. I think we're not expecting to find answers or orderly prescriptions for others to follow, but we do expect more insights and we'll all be happy to share and carry them forward with our work beyond UnBox.

ABOUT

Dhruv Chandra Sud completed his undergraduate studies with some (very) reluctant assistance from the School of Planning & Architecture, New Delhi. Since then he has lived as a nomad, wandering between the lower Himalayan regions of Himachal & Uttarakhand. His work with local village groups and Tibetan refugees explores craftsmanship through the lenses of anthropology, conservation & (ecologically sensible) development. Aside from training masons & carpenters in the vernacular, he has worked with stone & wood carvers, metal smiths, folk painters, weavers & several other artisan groups. His studio in 'Maatisaar', a community of earth-built homes in Dharamsala, has no cable, no broadband, the occasional leopard and several dozen cousins in the vicinity. He is surprisingly, still single.

FELLOWSHIP EXPERIENCE

“The UnBox Sustainable Lifestyles Fellowship has been an extraordinary opportunity to connect with a pool of inter-disciplinary professionals who share in the idea of evolving more responsible patterns for human settlement. Living within a community such as Auroville has allowed us to broaden our enquiry into crucial areas of theory, dialog & everyday practice. I am particularly intrigued by the several small undercurrents that seem to nudge, guide and inform our individual paths through these counter-culture experiments. This program has been valuable in helping me to locate my own efforts within a wider context & setting me up with a navigational chart with which to prospect for future journeys with new collaborators.



JEFF SCHMIDT

38 years

Social Venture Consultant
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JONAKI VASHI

27 years

Sustainability Analyst and
Content Developer
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ABOUT

Jeff's past lives have included being an environmental consultant, magazine layout designer, writer, sailing instructor, pizza maker, theater carpenter and a dozen other equally connected incarnations. He is a one man interdisciplinary wrecking machine, but has promised to use his powers only for good, mostly. Recently Jeff has dove deeply into the world of social businesses focused on serving the needs of those at the base of the economic pyramid, and found that is where he belongs. He plans on spending the rest of his time on this amazing planet helping to bring the principles of design thinking and innovative, collaborative problem solving to those most in need of kick-ass solutions..

FELLOWSHIP EXPERIENCE

Our fellowship was underway before we had even reached Auroville. Chintan, Dave and I had agreed to share a cab from Chennai airport and by the time we had picked up Dhruv on the way we were deep in the weeds, discussing "sustainability", urban, rural, agriculture, evolution, reforestation, afforestation, the relative efficiencies of authoritarian versus democratic rule, and whether or not we could buy beer in Auroville. But what was clear from the very beginning was that the fellowship would be the fellows that had gathered.

ABOUT

After a brief stint in interior designing, Jonaki found her calling for advertising and decided to go back to the classroom to pursue Masters in Communication Studies. Later she joined Cognito, a sustainability advisory, where she was introduced to the sphere of sustainability. Since then she works as a copywriter and sustainability catalyst helping corporates cascade sustainability across their employees and internalize sustainable practices by conceptualizing awareness campaigns and writing corporate sustainability reports. Based in Vadodara, Gujarat her wish list includes learning Kathak, writing a book & owning a secluded, self-sufficient space. Her retirement plans include starting a coffee shop & white furniture designs.

FELLOWSHIP EXPERIENCE

Auroville, once a synonym for spirituality for me now has become a blueprint for lateral thinking. Two days down the fellowship I have realized that the diversity in people at Auroville has also manifested in diversity of ideas, actions and intentions. Right from transforming a harsh terrain into forest, making 8' tall pots out of reused paper or farming organically – there are so many sustainable solutions that I wish to take along. That apart, I have met people so knowledgeable and committed towards sustainability that have inspired me to delve deeper into the premise of sustainability.



SHEFALI RAJ

31 years
Analytics
Bangalore, India

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MENKA SANGHVI

29 years
Serial Collaborator
London, United Kingdom

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menkasanghvi.com
reospartners.com



ABOUT

Shefali is an economics graduate who went on to do her MBA from IIM Ahmedabad. She has spent the last 10 years working largely in the analytics industry with GE and then with HP.

Shefali has also worked in Sales and Marketing and briefly in Advertising in the past.

Although her background lies in quantitative sciences, her real passion lies in cooking and in studying about traditional modes of cooking, preserving and storing food products in India.

Shefali is currently in-between careers and is interested in exploring opportunities to get more involved with social initiatives.

FELLOWSHIP EXPERIENCE

“I think this UnBox fellowship is a great opportunity for me to connect with people from diverse communities, on a very challenging topic that is close to my heart. It has made me challenge previously held beliefs, allowed me to experience a new process of creative collaboration, and given me insights into the Auroville community and the remarkably innovative solutions they have evolved around sustainability. As a platform that lets you explore a topic through interactions & experientially, UnBox allows each individual to build their own unique perspective on the topic while opening up opportunities for further collaborations with experts you meet.

ABOUT

Menka Sanghvi is a process designer and facilitator, with expertise in collaborations that lead to innovation. After graduating as a physicist and philosopher from Cambridge University in 2003, she took on a Masters in Sustainable Development with Forum for the Future. It soon hit her that from a systems perspective no one component alone can shift society towards a more sustainable future. Her work has since been focused on bringing diverse groups of people together in response to shared challenges. Her projects include supporting the global growth of the Hub network, a crowd-sourcing strategy for Levis, and a knowledge-sharing platform led by UNICEF. Menka is a partner at Reos Partners, the non-profit consultancy. When not on the road, she lives in London and enjoys long, muddy walks in the rain.

FELLOWSHIP EXPERIENCE

“We have only been here a day and already Auroville is simple, complex, inspiring, challenging, elegant, and also a frustrating place for me. These are all characteristics of a transformative idea taking form. I hope to immerse myself here and draw rich learnings through an open mind and honest conversations with community members and the fellowship.

Digital Activism

Social Marketing & Media Activism



FELLOWSHIP ANCHOR:

BREAKTHROUGH

Breakthrough is a global human rights organization that uses the power of media, pop culture, and community mobilization to inspire people to take bold action for dignity, equality, and justice.

breakthrough.tv

Jan 01–Feb 01, 2012 // Delhi, India

The fellowship started from the Breakthrough office in New Delhi and then it happened virtually over Skype – telephone and emails for next two weeks, justifying the digital activism. But later on at Goa, Jaipur, Mumbai, London, with the hub being Delhi. We have been ringing bells everywhere both online and offline.

The Fellowship is about creating a Micro Online campaign on Social Media. It's designed to sustain the Bell Bajao campaign while leveraging the power of internet, and other related bouquet of applications and platforms to take an idea to a larger network with instant ease and Virability. The aim is to widen the circle of influence, increase engagement rather than static flow of information and create user generated content.

The Bell Bajao is a symbolic message to raise your voice against domestic violence. It relies heavily on its fan base on Facebook, Twitter and the Blog. With fellows background in short film /social media space and their potential in carrying social messages, a campaign called – “Kya apney bell bajai”? (Did you ring the bell?) being made into a viral short film has been conceptualized. The film would feature a large number of Bell Bajao Champions who have literally rung the bell and promised to be part of the cause. The film will be premiered at the Unbox Festival offline, as well as online for a large audience on the Youtube Channel called “Letsbreakthrough”. Fellows have also shot the videos themselves after office hours, on weekends national holidays, covering some art festivals and literary meets across India requesting all users and creators to ring the various types of bell.



GAURAV RATURI

—
27 years

Co Founder, Filmbooth
New Delhi, India

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ABOUT

Gaurav was born in the Himalayas and studied at Delhi University, with an MBA in International Business. He started Filmbooth with friends in 2008, to promote filmmakers and short-format visual storytellers, whose stylistic diversity challenges preconceptions of Indian cinema. Gaurav was also given the Young Manager Award by St Stephens College, Delhi & IIM, Ahmedabad.

FELLOWSHIP EXPERIENCE

“I'm learning. There have not been many digital activists in India, hence I feel it's a space where a person like me - an early adopter for the online space, with some experience in merging Social media / MDG's should be able to fit in. Working with a credible organization like Breakthrough is extremely helpful in understanding a campaign and its lifecycle. I feel it would be a challenge to motivate the “pleasure seeking audience” in the online world to get involved and be part of a meaningful viral message. And not only liking but doing as well. Bell Bajao!



PAUL DRURY

30 years

Account Director

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MANSI PAL

25 years

Social Media Consultant

New Delhi, India

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ABOUT

Paul works in digital storytelling, old-school publicity and cross-platform production. Working with the best companies and most talented people in digital, film and experiential, he devises and implements strategies, productions and campaigns to create maximum impact. He has been increasingly using transmedia and cross-platform collaborations - although he will always remain a huge believer in the power of the live experience.

FELLOWSHIP EXPERIENCE

“The fellowship has been great - happening a little last minute, but then the best projects are often up against a really tight deadline. I'm working with a really great team, only arrived in Delhi late on January 25th but we've built the foundations for a really strong project.

ABOUT

Mansi is an advertising industry dropout who realized soon that no one listens when you speak about yourself, what matters is what others say about you. The realization became more apparent when she found herself trusting friends/family and reviews over advertisements, before every purchase. This belief in third party endorsements made her shift to Public Relations and then Social Media Marketing. Mansi is an inquisitive person with an enthusiasm for little pleasures of life. A backpacker of the mind and places, she feels most connected with her inner self when on the move. 10 years down the line, she wishes to backpack around the world.

FELLOWSHIP EXPERIENCE

“I have been ringing bells, on the streets of Delhi and at the Jaipur Literature festival. This is part of a Social Media Campaign designed to sustain the Bell Bajao campaign. Bell Bajao is a symbolic message to raise your voice against domestic violence. It relies heavily on its fan base on social media but the need now is to sustain the campaign using social media. The aim is to widen the circle of influence, increase engagement rather than static flows of information and create user generated content. Hence the idea - “Kya apney bell bajai”? (Did you ring the bell?) based on a viral video of people from diverse backgrounds ringing the bell. A lot depends on the final video, but I feel satisfied every time I tell the “Bell Bajao” story to people before shooting them. Every bell that rings, is a bell heard.



The UnBox Festival celebrates interdisciplinary processes and experiences that shape contemporary thought and action. The UnBox Festival is a response to the emergence of a new subculture: one that straddles the spirit of innovation, is fostered by an enterprising spirit, and invites the engagement of all senses. UnBox manifests itself as a blend of different events—including fellowships, conference, workshops, exhibitions and performances—designed in sync with one another, to stimulate thought, debate and action.

Founders & Organizers

- › Quicksand
- › Codesign
- › BLOT
- › Blindboys

Festival Partners



Livelihoods For Children · BlowUp
Sustainable Fashion · Hacking For Governance
The Great Wash Yatra · The Green Room
Sustainable Lifestyles · Digital Activism



Unboxfellowships.com