

ANIL SINHA

OFFICE

National Institute of Design
Paldi Ahmedabad 380 007
Gujarat, India
☎: 079 26605243 Ext 1115

RESIDENCE

B-23 Pruthvi Tower,
Jodhpur Gam Road, Sattelite,
Ahmedabad 380015, Gujarat, India
☎: 079 26925731

PERSONAL PARTICULARS

Date of Birth: 1.10.1955

Marital Status: Married / Two children

Languages Known: Hindi, English and Gujarati

PROFESSIONAL EXPERIENCE

Organisation: National Institute of Design, Ahmedabad

2007- Onwards Principle Designer, Faculty of Communication Design

2007 - Onwards Activity Chairperson, Integrated Design Services (IDS) and Industry Programmes & Projects (IP & P)

2007 – Onwards Member of The Governing Council, NID

2006 – Activity Chairperson, Outreach and Industry Programmes & Projects (IP & P)

2003 – Activity Vice-Chairperson, Integrated Design Services
Head, Heritage and Tourism Design and Research Cell

1993 – Senior Graphic Designer

1993 – 1999 Associate Senior Graphic Designer

1988 – 1993 Graphic Designer

1985 – 1988 Associate Designer

1985 – Faculty of Communication Design

JOB RESPONSIBILITIES

Administrative

2007 – Onwards Member of The Governing Council, NID

2007 – Onwards Activity Chairperson, Integrated Design Services (IDS) & Industry Programmes & Projects (IP & P).

2007 – Member of Policy and Planning Committee NID

2006 – Activity Chairperson, IP & P

2006 – Activity Chairperson, Outreach and IP & P

2003 – Head, Heritage and Tourism Design and Research Cell.

2003 – Activity Vice- Chairperson, Integrated Design Services (IDS)
2001 – Coordinator, Post Graduate Diploma Programme in Graphic Design
2001 – Co- coordinator, Graduate Diploma Programme in Graphic Design
2001 – Head, Cross Talk
2000 – Head, Unit 2 Responsible for all Graphic related consultancy Projects undertaken by the Institute
2000 – Co -coordinator, Under Graduate Programme in Graphic Design
1998-99 – Acting Coordinator, Graphic Design
1995-97 – Head, Documentation Center

Academic Responsibilities

- ❖ Elements of Design
- ❖ Design Process
- ❖ Color Composition
- ❖ Conceptualization and Visualization
- ❖ Symbol Design
- ❖ Communication & Graphics
- ❖ Basic Graphic Design & Advance Graphic Design
- ❖ Typography
- ❖ Product Graphics
- ❖ Space Form and Structure
- ❖ Corporate Identity and Branding
- ❖ Composition
- ❖ Self Study (Coordinator)
- ❖ Field Research & Documentation
- ❖ Design Projects guide to senior students of
- ❖ Coordinated & Conducted Open Elective for five years
- ❖ Design Overview
- ❖ Retail Design
- ❖ Packaging Design
- ❖ Drawing Overview
- ❖ Communication Design on Design project & Diploma projects

Client Service

Corporate Identity Design for,

- ❖ Ergonomics Society of India, Calcutta
- ❖ Rajasthan Oil Seeds Growers' Federation 'TILAMSANGH', Jaipur
- ❖ Agricultural & Processed Food Products Export Development. Authority, New Delhi
(including Corporate Identity Manual)
- ❖ Mafatlal Micro Machines, Mafatlal Group of Industries, Bombay
- ❖ National Power Training Institute, Faridabad
- ❖ Board of Radiation and Isotop Technology, Bombay
- ❖ Rashtriya Mahila Kosh, New Delhi
- ❖ Gujarat Chemical Port Terminal Company Limited, Vadodara
- ❖ Produce of India Label Design, New Delhi
- ❖ Sales Tax Department, Gujarat
- ❖ National Human Rights Commission, New Delhi
- ❖ High Court of Gujarat, Ahmedabad
- ❖ Indian Institute of Management, Indore
- ❖ Indian Institute of Information Technology Management, Gwalior
- ❖ Shri Mata Vaishnav Devi University Jammu, Jammu
- ❖ BrahMos Private limited, New Delhi
- ❖ Rural Electrification Corporation Ltd., New Delhi
- ❖ Special cover for 25 years of SEWA Movement.
- ❖ CNG Identity for GSPC, Gujarat
- ❖ Development Commissioner, Handicraft, Delhi
- ❖ Handloom and Handicraft Museum, Delhi
- ❖ Defense and Research Development Laboratory, Hyderabad
- ❖ GKG Hospital Corporate Identity Bhuj, Gujarat
- ❖ Corporate Identity for Rail Vikas Nigam Limited, New Delhi.
- ❖ Handloom Mark for Govt. of India, New Delhi.
- ❖ Symbol for Handloom and Handicraft Museum
- ❖ Symbol for National e-Governance Programme

Trophy / Memento Design

- ❖ Trophy Design for Defense and Research Development Laboratory, Hyderabad
- ❖ Trophy and Memento for Gems & Jewellery Export Promotion Council
- ❖ Memento Design for NID on 25th Convocation.
- ❖ Memento Design for pride of NID.

Publication Design

- ❖ Entrepreneurship Development Institute (EDI), Ahmedabad
- ❖ NID News Letters
- ❖ Brochure for Think Plastic, NID Ahmedabad

Exhibition Design

- ❖ Visualiser, Harappan Civilization Gallery and The Beginning Gallery
- ❖ 'Discovery of India' A permanent Exposition, Nehru Centre, Bombay
- ❖ Member, creative team, 'Tryst with Destiny' Exhibition,
- ❖ Festival of India in USA
- ❖ Member of Concept team for Exhibition
- ❖ On Fifty years of Indian Independence, New Delhi

Map Design

- ❖ Member, creative team, 'Industrial Glimpses of
- ❖ India', an illustrated Map, Prime Minister's
- ❖ Secretariat & Ministry of Industry, Government of India

Multi-Disciplinary Projects

- ❖ Design Intervention for MRPL Outlets ONGC Ltd. Branding by Design.
- ❖ Toll plaza and Brand Design for NHAI New Delhi.
- ❖ Design Intervention for OVAL Outlets ONGC Ltd. Branding by Design.
- ❖ A system to reduce congestion and improve the Public convenience for New Delhi Railway station.
- ❖ An Integrated Area Development Proposal for QUTB complex New Delhi.
- ❖ Design of Colour Schemes for Delhi Transport Corporation, New Delhi.
- ❖ Packaging for Raymond's India Ltd.
- ❖ Coin Design for India Govt. Mint, RBI and Ministry of Finance.
- ❖ Trophy for Agriculture Processed Food Export Development.
- ❖ Authority, Delhi.
- ❖ Trophy for Defense Research and Development Laboratory, Hyderabad.
- ❖ Trophy for Department of Science and Technology STEP, New Delhi.
- ❖ Trophy for Gems and Jewelry Export Commission, Mumbai 2004-2005.
- ❖ Energy Is Life, An exhibition project for Pragati Maidan, New Delhi.
- ❖ Memento for Gems and Jewelry Export Promotion Council 2004-2005.

Training and Outreach Association

- ❖ Coordinator, Training Programme for Design Assistants, NID
- ❖ Resource Faculty, 'Creative Hands' Workshops, NID
- ❖ Resource Faculty, 'Kriti' Drawing & Painting Workshop for school children, NID
- ❖ Resource Faculty, Communication Workshop for Rajasthan Health Workers, Udaipur
- ❖ Resource Faculty, 'Quality by Design' Workshop, NID
- ❖ Workshop of Drawing and Painting for school children at Shreyas Foundation, Ahmedabad
- ❖ Resource Faculty, 'Workshop on Corporate Identity', NID
- ❖ Resource Faculty, "Workshop on Packaging", Industry Programmes & Projects (IP & P), NID

Documentation/ Research

- ❖ Project Head & Principal Investigator,
'Mapping the Diverse Culture of India through Cultural Symbols with specific reference to Bihar' (on-going). This research project attempts to identify the typical cultural symbols as well as the values and norms attached to them, as practiced by various ethnic groups in Bihar. More specifically the area under study is the symbolic representation associated with events in life, like, birth, death, marriage, house decoration, etc. and the related socio-religious beliefs prevalent in tribal and non-tribal groups.
- ❖ A study on Form-to-Form & Form Format Relations.
- ❖ A study on Font Size and Columns width Relation.

EDUCATIONAL QUALIFICATIONS

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| 2007– | Pursuing PhD on the topic, " Color and Form in enhancing Retail Experience " from the University of CEPT, Ahmedabad. |
| 2003 – 2004 | Executive Diploma Programme in Marketing Management from Nirma Institute of Management, Ahmedabad. |
| 1998 – 1999 | Diploma in Human Resource Management.
Ahmedabad Management Association, (AMA) |
| 1982 – 84 | Faculty Development Programme in Graphic Design
National Institute of Design, Ahmedabad, Gujarat |

- 1980 – 82 Post-diploma in Applied Arts (Outdoor Publicity),
Faculty of Fine Arts, M S University, Baroda, Gujarat
- 1976 – 80 Diploma (Applied Arts), Patna University, Patna, Bihar

OTHER ACHIEVEMENTS

- ❖ External Examiner - Graduate & Post-graduate Programme (Applied Arts) Fine Arts College, Nagpur University
- ❖ External Examiner - Department of Applied Arts Faculty of Visual Arts Banaras Hindu University.
- ❖ Awarded - First & Second Prize, Cast Study & Landscape Respectively, College of Fine Arts, Patna, 1976
- ❖ Awarded- Cash prize for Drawing, Shilp Kala Parishad, Patna, Bihar
- ❖ Awarded several times by All India Art Exhibition of Mahakoshal Kala Parishad, Raipur, M P

Professional Membership

- Life Member, Alumni Association, NID Ahmedabad
- Regular Member, Affa Faculty of Fine Arts Association, Ahmedabad.
- Member of Central Advisory Board of Archaeology INDIA
- Chief Adviser to NCERT Syllabus committee of Heritage Crafts
- Committee Member to develop Graphic Design syllabus for NCERT
- Special invitee for National Monitoring Committee, NCERT

Paper Presentation and Participation

- Paper presented at the seminar organized by the Bhasha Academy, Gujarat on Tribal Imagination, 1999
- Paper presented in the seminar Sambhava III Indo French Conference on the Conservation and Rehabilitation of the Historic City of Ahmedabad 2001.
- ICOGRADA Millennium Congress Oullim 2000 Seoul
- Regular contributor to NID in-house magazine Design Plus Popular Culture, Technology & Design Form, Colour and Symbol; Transition in Popular Culture, Japan Design Foundation, Osaka.

Paper presented a paper in Design Education meet at IDC Mumbai Paper presented in ICSID Board meeting and seminar at NID 2003

Paper presented in International meet (Canadian Heritage Information Network) at AICHI JAPAN titled NID Initiatives in Cultural Heritage Information Network.2005

Paper presented in International seminar named Design Education Tradition and Modernity.

Presented a paper in the Seminar on Linking Rural India to Global Market: Role of Institutions, Corporate and Students Community” at AMA

Resource faculty for the course Creating and Managing Creativity for IIM, PGPX – 2006-07 Programme

Resource faculty for the course Competitive Advantage Through Design for IIM PGPX- 2006-07 Programme