



# Sukanta Majumdar

## Associate Professor

Sukanta Majumdar is a Product Designer and Architect. He has worked across sustainable mobility services, traditional crafts and tribal settlements and livelihood pattern with Systemic and Service design concepts. Simultaneously he has worked for the design and development of laboratory and healthcare products.

Sukanta puts emphasis on synthesis of product function, usability and architectural aspects for human-product interaction leading to user experience. He has an interest to work on Systemic and Service design concepts as a part of techno-social systems keeping an eye on complexity of consumption and Sustainable scenario. Many of his works refer social science, psychology and behavioural economics based theories.

## Academic Background:

Sukanta holds a Master of Design in Product Design and Engineering, completed from Indian Institute of Science, Bangalore in the year 2001. He received a PhD on Sustainable urban mobility service consumption from Indian Institute of Technology, Roorkee in the year 2008; and studied Bachelor of Architecture in Indian Institute of Technology, Roorkee, completed in the year 1999.

## Area of interest:

Product Design, Systemic Design, Product-Service Systems Design (Service Design), Sustainability and Consumption behavior.

## Contact

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0000-0002-7807-9164

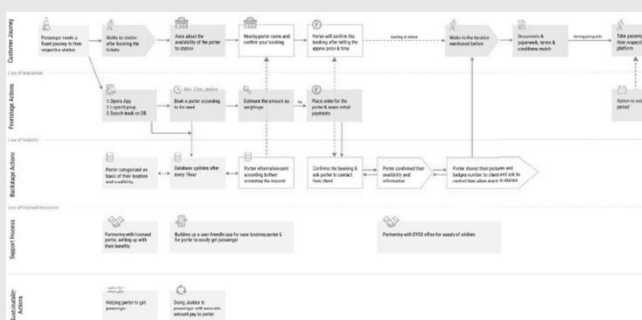
## Postal Address:

Department of Design,  
School of Planning and Architecture, Bhopal  
Neelbad Road, Bhauri,  
Bhopal, Madhya Pradesh,  
India, Pin 462030.

## Administrative Responsibility:

Coordinator of Master of Design Programme.  
SPA Bhopal Standing Purchase Committee member.  
National Innovation and Start-up Policy Coordinator.  
Liaison Officer of SPA Bhopal.

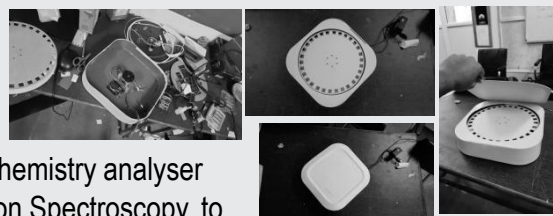
## Guidance of Master of Design students' projects (few earlier projects)



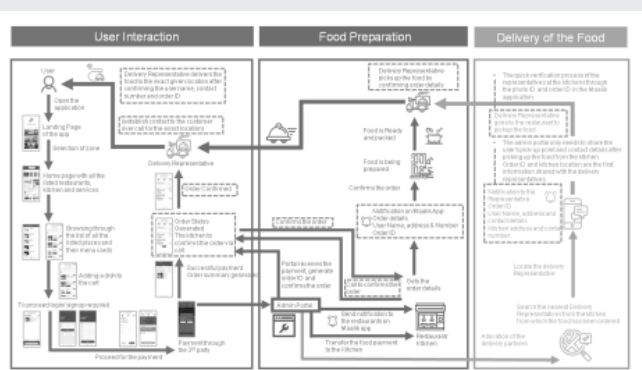
Design of porter's service to enhance senior citizens' journey experience at Indian railway stations by Jyoti Gupta (2021MDES011), CEDCOSS Technologies Pvt. Ltd., Lucknow



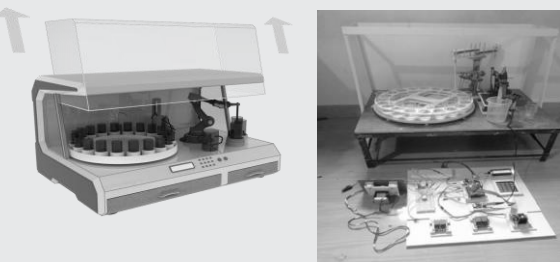
Design of a manual assistive device for eating purposes for people with hand impairment. by Dipankar Gogoi (2021MDES003), Woxsen University, Sadasivpet, Hyderabad



A Bio-chemistry analyser based on Spectroscopy, to accommodate a maximum capacity of 40 samples for pathology laboratory. by Vivek Jha (2020MDES011), Repos, Pune



Service Design for a food menu selection and delivery platform at Kanpur. by Vanshika Trivedi (2020MDES023), Infosys, Pune



Design of an automated Soil pH testing device. by Sainath Dhaktode (2019MDES018) Nilkamal Ltd. Mumbai



Interior design of Long Haul Truck Cabin for improved ergonomics and comfort. by Kishor Powar (Year 2009 batch), SKF Group. Bangalore

## Completed Ph.D Guidance:

**Topic:** Developing Strategies for Traditional Handicrafts: A case study of Betul region

It focuses on the undesirable features or drawbacks associated with the crafts persons and their social and economic environment in remote rural and peri-urban areas of district of Betul in Madhya Pradesh, as case study. There is a close interrelationship between the environment that they reside in and their culture. They continue their daily profession and lifestyle in a restricted social environment and economic opportunities with inherited skills and knowledge. The purpose of this research was to develop a suitable strategy for the upliftment of the crafts persons and thereby the craft clusters with a sustainable growth path for socio-economic development.

## Publication:

### International Journal

**Theme:** Sustainable Product-Service Systems (PSS) (also called as Service) has potentiality to reduce the environmental stress through dematerialisation of economy based on function based well-being. PSS is a type of human-activity system with a combination of relieving and enabling model of PSS, which can be produced only after a demand from consumers. Every consumer has a capability and freedom to visualise and choose a combination of network of service solutions in the form of series of events and they act rationally upon those according to the feature of events. Consumers have reasons to value their selection of those services. The capability and freedom aspects are supported by the socio-cultural and economic contexts and situations. A case study from Kolkata about a complete journey of a passenger with urban mobility services is considered to visualize and realize the rational behaviour, which shows a systemic pattern and also autopoietic in nature.

**Theme:** The intention is to contribute by planning and proposing a combined system model in the rural and peri-urban areas wherein the folk craft is practiced in Madhya Pradesh. The model aims to enhance the social and economic condition of the Dhokra craft cluster in a fashion which is replicable as well to other traditional crafts practiced in rural guilds.

**Theme:** A Systemic approach was adopted to map and integrate traditional culture of the bamboo craft persons of Betul district of the state of Madhya Pradesh, the problems in entrepreneurship, production and marketing processes, the lack of training systems, the problems in their daily lives, children education etc., and to develop a strategy to make craft management more effective, professional, organized for long term sustenance.

### Indian Journal

Umekar, S., Majumdar, S. & Halder, S. (2017), **An overview of handicrafts of Madhya Pradesh in different Agro-climatic zones of the state**, *Research Journal of Arts, Management & Social Sciences*, ISSN 0975-4083, Vol. XVII-I, Year – IX

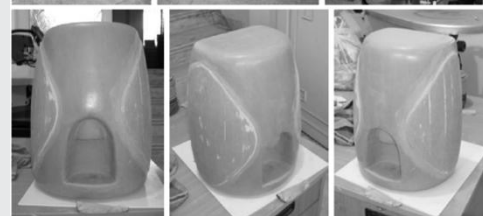
Umekar, S., Majumdar, S. & Halder, S. (2017), **An overview of history of Madhya Pradesh, India till early 19<sup>th</sup> century A.D. and its impact on the culture**, *Research Journal of Arts, Management & Social Sciences*, ISSN 0975-4083, Vol. XVII-II, Year – IX

Umekar, S., Majumdar, S. & Halder, S. (2018), **An overview of craft evolution in and around Central India from the Mauryan era**, *Research Journal of Social & Life Sciences*, ISSN 0973-3914, Vol. XXIV

## Research Project (Completed):

**Topic:** Strategic Plan for Sustainable Tribal Settlements and Livelihoods in India. In collaboration with Department of Urban and Regional Planning, SPA Bhopal Under Ministry of Tribal Affairs (TRI Division), Government of India

**Topic:** Enhancement of Mobility in Rural and Semi-Urban areas through Electric Bicycle Services. In collaboration with Department of Urban and Regional Planning, SPA Bhopal Under Science & Engineering Research Board (SERB), Department of Science & Technology, Government of India



Design of a Tea vending machine for Indian taste. by Manoj Kumar Sahu (Year 2010 batch) Maruti Suzuki India Ltd.,Gurgaon

Majumdar, Sukanta (2021), **'A systemic view on sustainable consumption'**, *Technoetic Arts: A Journal of Speculative Research*, 19:1&2, pp. 153-61, ISSN 1477965X, Online ISSN 17589533, Published by Intellectbooks.com Web link: [https://doi.org/10.1386/tear\\_00059\\_1](https://doi.org/10.1386/tear_00059_1)

Biswas, Sukanta. (2007), **Sustainable mobility services in Kolkata**, *Design Philosophy Papers*, ISSN 1448-7136, Vol. 5, Issue 03, p. 149 –164. Published by Routledge, Taylor & Francis Group. Web link: <https://doi.org/10.2752/144871307X13966292017630>

Halder, Soumik. & Majumdar, Sukanta. (Winter 2021). **Proposing a Sustainable Socio-Economic System for the Languishing Dhokra Craft Clusters in Betul, Madhya Pradesh, India**. *International Journal of Intangible Cultural Heritage (Global InCh)*. ISSN 2581-9410. Issue 7. Web link: <https://globalinch.org/article/proposing-a-sustainable-socio-economic-system-for-the-languishing-dhokra-craft-clusters-in-betul-madhya-pradesh-india/>

Halder Soumik. & Majumdar, Sukanta. (2020), **Strategy for Bamboo Craft in Rural and Semi-Urban Central India (A Case Study from Betul, Central India)**, *Performance Improvement*, ISSN 1930-8272, Vol 59, Issue 9, p. 24 – 32. Published by International Society for Performance Improvement. Wiley Online Library. Web link: <https://onlinelibrary.wiley.com/doi/10.1002/pfi.21937>