

**HIMANSHU SINGH**

Creative Director,  
Demotic Studios



# Portfolio 2016



Name

Himanshu Singh

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www.createandstorebox.com

An Entrepreneur, A Design Thinker, A Lifelong Learner, A Mindful Mediator; who is passionate about solving problems by applying his knowledge, skills and work experience from different kinds of industries and design projects.  
For businesses, I offer services under my company Demotic Studios, where we design products and services, communication strategies and promotions by applying various thinking methods and execution tools. When working with Non-Profits, I passionately collaborate with teams and apply my knowledge and skills to come up with solutions to confront problems from climate change, education, poverty eradication and sustainability.

Work

Founder & Creative Director,  
Demotic Studios  
Partner, Director Marketing,  
Create & Store

Education

B.Tech Fashion Technology  
NIFT, Gandhinagar

Languages

Hindi  
English  
German ( Basic)

HCI Languages

Javascript  
Php+Mysql  
Ssh/Bash Arduino  
C Language  
Html/Html5

Skills

Design Management  
Design Thinking  
Cloud Computing  
Embedded Systems  
Entrepreneurship  
Research & Development  
Ideation & Problem Solving

Tools

Adobe Suite  
MS Office  
Sketch  
3ds Studio Max  
Arduino & Prototyping  
Android Studio (Learning)  
WHM, Putty & Bash

Workshops

NGO/ Non Profits Management  
Block Printing  
Tie and Die & Batique  
Physical Computing "Rapid prototyping"  
Quality by Mr. P.V. Mehta  
Arduino & Computing  
Robotics & Embedded Systems

Certificates

NGO Management, International Youth Center, New Delhi  
Human - Centered Design by IDEO  
Negotiations & Conflict Management  
Diploma in C Programming

Academic Publications

Documenting Lodra Village  
Documenting Pethapur Village, Art of Block Printing  
Khadi, A Natural Fabric, Surrendranagar  
Documentation on Single Ikkat Sarees  
Copyright in Intellectual Property Rights

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CERTIFICATION

This is to certify that 'Portfolio 2016' is based on my work, conducted under my startup 'Demotic Studios' or independently. All projects published in this document are commercial work and is my or stake holder's Intellectual Property. Material, wherever borrowed has been duly acknowledged.

Himanshu Singh

CLIENTS

AGRICULTURE



FOOD & HOSPITALITY



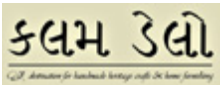
EDUCATION



FASHION & TEXTILES



BRANDS



NGO / NON PROFIT



TECH. & CONSULTING



INDUSTRIALS & SERVICES



# PROBLEM SOLVING

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1. Interactive Presentation Jacket\*
2. Intellectual Property Rights For Creative Individuals & Professionals (2009)\*

\* Please visit the documentation links for these projects





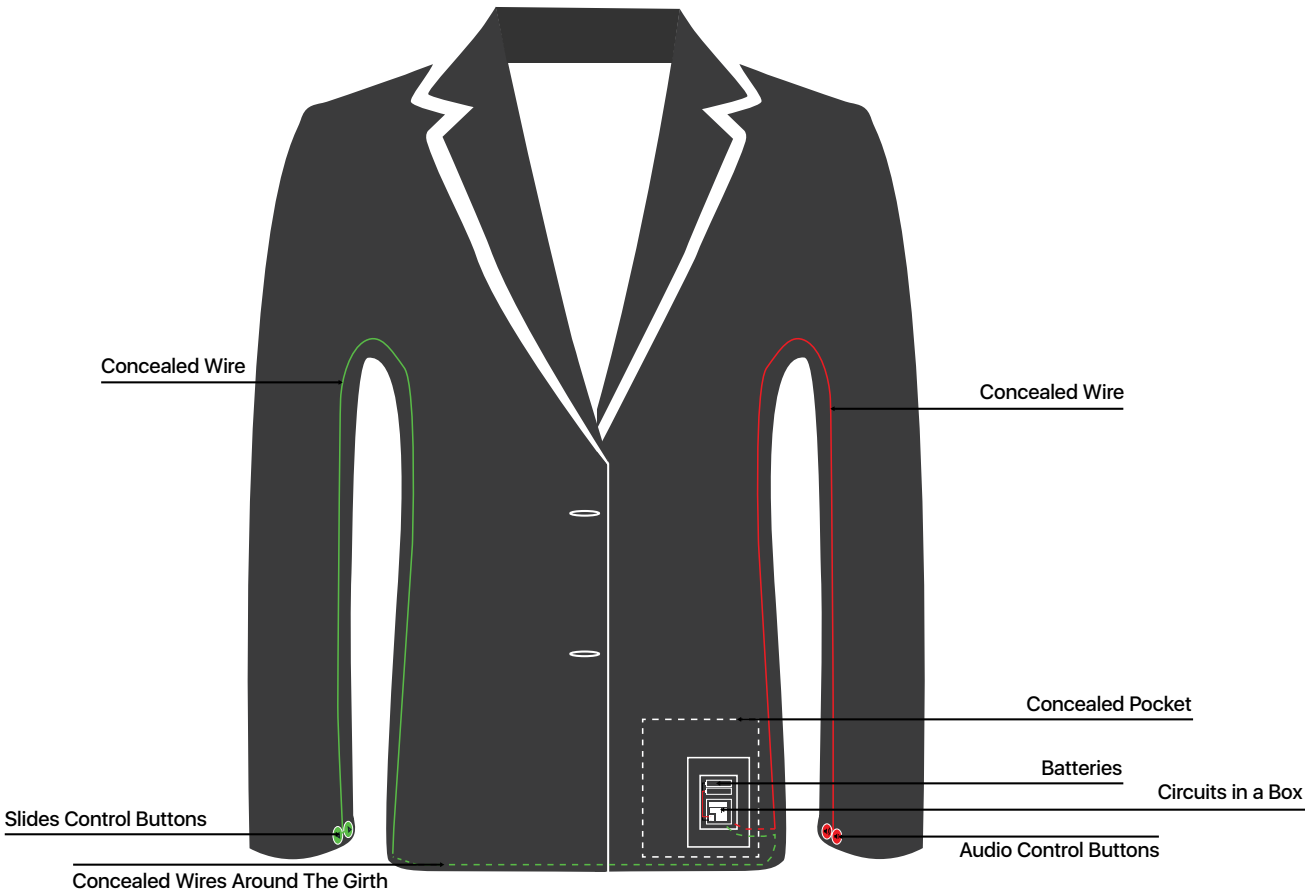
PROBLEM

From my schools days, during my presentations, I had always felt bad about the moments of awkward pause, to change slides or to adjust audio levels because these pauses not only obstruct the continuum of story telling but also distract listener’s attention. I have had witnessed many presenters, faculties and speakers suffering from this problem including me too, but never bothered enough to do something about it, till one day, while attending a Physical Computing workshop, I decided to do something about this problem.

While there can be many ways to look at this situation and suggest solution, but there are a very few which truly address the problem at its core, let’s see-

- ❌ Should carry a device in hand: takes a pause to complete the action of pressing buttons, hands not free
- ❌ Should hire someone to help with slides operation: takes pause to ask
- ❌ Should have a wearable device on wrist: hands not free, takes a pause to operate buttons
- ❌ Should time slides and act/practice as per auto play time-lines: disaster happens if interrupted in middle
- ✅ Should have a wearable device within fingers-reach, must be operable with only one hand, simple to operate and easy to navigate

PRODUCT DESIGN

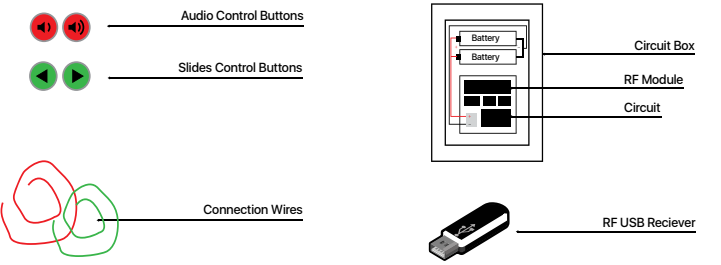


Product drawings showing connection details and placement of circuitry



I took this opportunity to solve this problem by designing a 'Formal Jacket' with smart embedded systems mounted on it, that can help a user to control a presentation from couple of buttons sewn on its cuff, with his fingers. Keeping in mind the trends of presentation tools and softwares, I made this Jacket compatible with MS Power-point Shows and Adobe Macromedia Flash presentations back then in 2008.

This wearable smart Jacket is plug n play, the wearer is required to plug the USB receiver in an USB port of a laptop or a computer, the device is detected and gets ready to use. The Jacket is embedded with a small circuit mounted in an acrylic casing box, kept inside a concealed pocket on the bottom left panel, with easily mountable two AAA battery brackets that power the circuit. The circuit gets triggered once any of the four buttons connected to it are pressed by the user and sends signal to the computer to conduct an event.



The four buttons are assigned with four specific tasks -

- . Increase the volume level of the computer
- . Decrease the volume levels of the computer
- . Change slides to next slide
- . Go back to previous slide

in MS Power-point. However, in case of using this Jacket with any other format of presentation like Flash etc., the presentation has to be scripted with key action functions with upward and downward arrow keys.

DOCUMENTATIONS & PROJECT LINKS

Documentation link, please click to view - <http://himanshusingh.co.in/pdfs/jacket-documentation.pdf>

Video demonstration link, please click to view - [https://www.youtube.com/watch?v=ZavpC1acc7g&ab\\_channel=HimanshuSingh](https://www.youtube.com/watch?v=ZavpC1acc7g&ab_channel=HimanshuSingh)



PROBLEM

Indian design industry is huge, comprising various organised and unorganised sectors which consist of many Design Firms, NGOs, Corporate sectors, Artisans, Students, Researchers, Freelancers, Design groups, Craftsmen, Artists etc. In many cases as observed and surveyed, most of these creative individuals and groups don't get acknowledged for their own work and due to lack of awareness they lose the opportunity to ownships and earn fair pay their own work. This phenomena exists due to IPR illiteracy and lack of proper awareness about various channels and methods through which an individual can own and exercise his/her IPR.

KEY CONCERNS

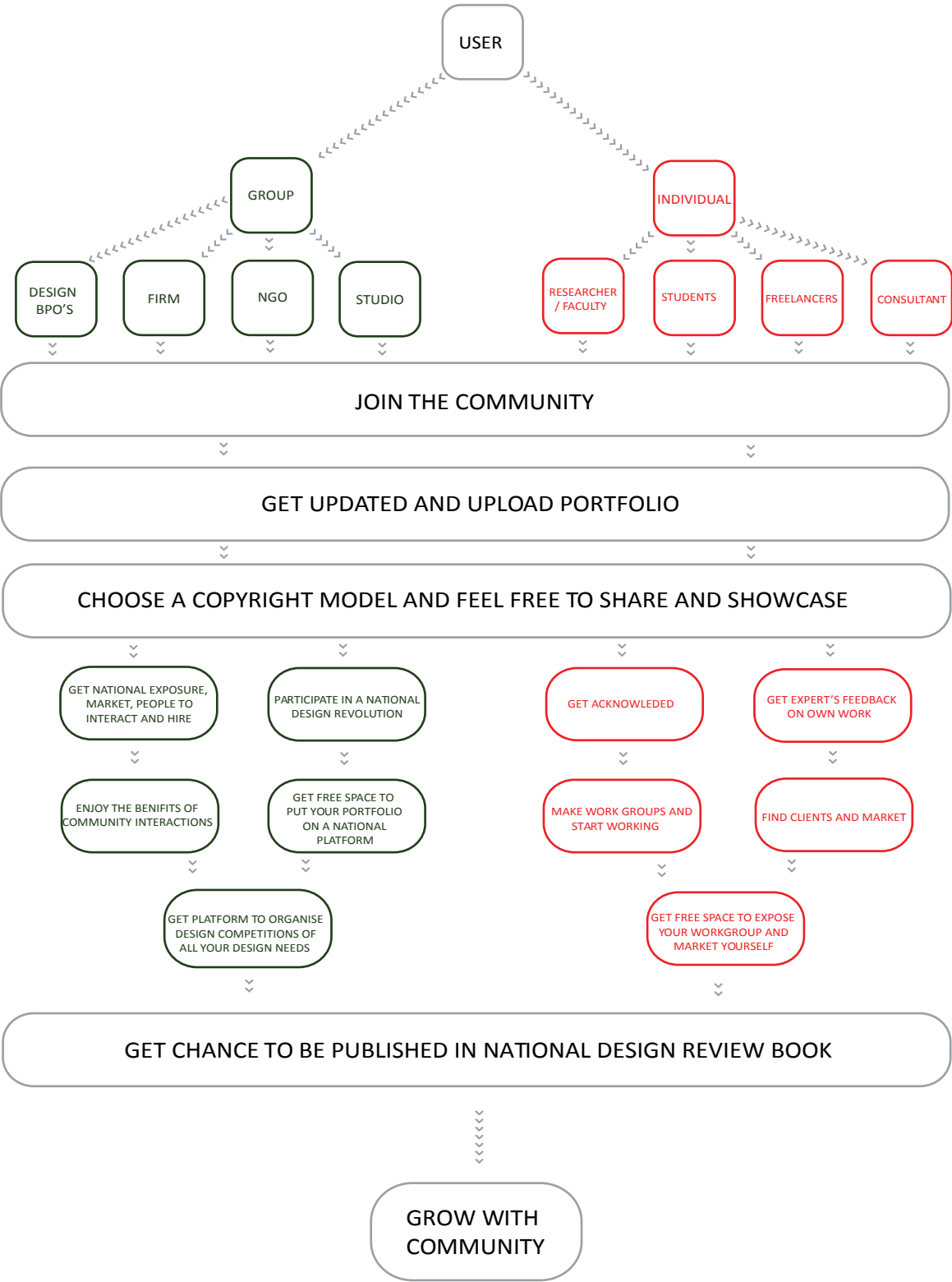
- 1. How to spread awareness for IPR in creative industry ?
- 2. How to facilitate safe sharing with IP protection ?
- 3. How to provide networking opportunities for individuals ?
- 4. How to get individuals acknowledged for their creativity ?
- 5. How to help creative individual grow in their career ?
- 6. How to provide opportunities for collaboration for work ?

METHODOLOGY

After conducting my initial survey and interacting with different people from creative industries, I found that there is an acute need for a service or platform in India on which all Indian design industry personnel can learn about their IPR and share their creative work, learn from each-other, make professional works group, publish their work and get acknowledged. Post initial research I divided the whole project into two phases:

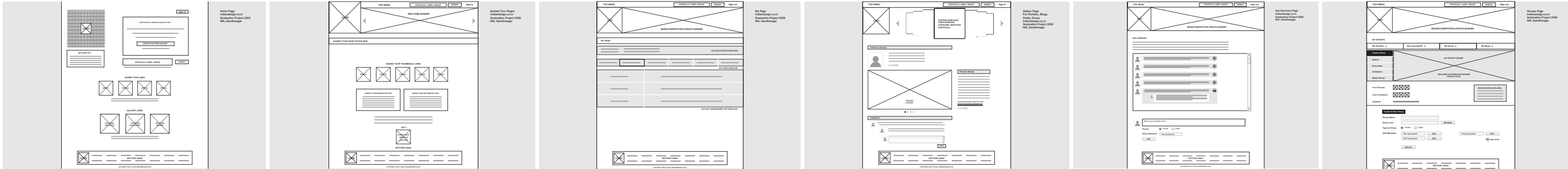
**F**irst phase consist of research and study of copyright models of intellectual property rights reservations available in the country right now and finding out the best possible model for creative individuals.

**S**econd phase consists of building a product (web service) as an outcome of the research which can serve the industry as well as nation in the same area. This can make copyright "one click away" and invite each and every individual in the nation to enjoy his right to get acknowledged for his creative work.

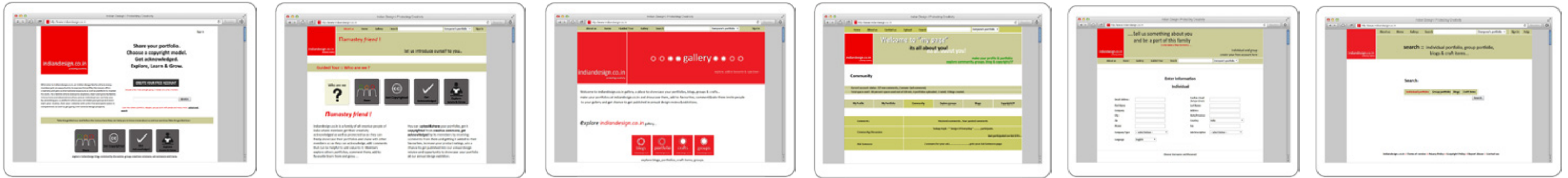


# PROBLEM SOLVING - Intellectual Property Rights For Creative Individuals & Professionals

## DESIGN PROCESS- WIREFRAMES



## DESIGN PROCESS- UID



The project design was divided into two phases, first phase included market survey and competitive analysis, mapping user journey, wireframing, interface design, usability testing etc. Post analysis of usability testing it was proposed to implement changes as suggested by the users with some more features into second phase of design of the website and service. However, the scope of graduation thesis due to limitation of time and resources at hand was limited to the first phase of design, development and testing.

Please visit the links from right to access the detail documentation to learn about the process, research and project in more details.

## CONCLUSION

This project fulfills the need of making creative individuals aware of their IPR, and creating a transparent and user friendly system for IP reservations, which can respond quickly and provide a networking platform to share work, get copyrighted, get acknowledged, explore, learn & grow with the community.

## DOCUMENTATIONS & PROJECT LINKS

Documentation link, please click to view -  
<http://himanshusingh.co.in/pdfs/thesis-indiandesign-mini-doc.pdf>

Demo, please click to view -  
<http://www.indiandesign.co.in>

# DESIGN CONSULTATION

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1. Branding Massive Modular Tanks
2. Redesigning IContrast Ice-creams
3. Branding Sprayers from MITRA
4. Making of Nandan Denim Ltd.
5. Developing Brand Super Plastics





PROBLEM

Once I got a call from my client, Modular Tanks Pvt. Ltd., explaining how they lost an order for an installation as one of their competition showed their tank on a site saying it was done by him and offered cheaper quote to get that order, where my client’s company was in negotiation stage for the same order. By that time my client Modular Tanks Pvt. Ltd., were not branding their tanks, but this case made them to think about it. Presented with the problem by the client “How to differentiate their tanks from local competition”, I suggested them to brand their tanks with their company’s name and logo. This suggestion lead to a series of challenges that were required to be met, while trying to solve this problem-

- 1. Durability of branding in outdoors, where tanks face all kinds of adversities like extreme weather, pollution and industrial applications wear n tear.
- 2. Visibility of branding from a distance >=50 mts. approx
- 3. Branding method should not damage the alloy material of the tank’s body
- 4. Branding time 30 minutes max for productivity
- 5. Cost effectiveness, value addition
- 6. Training installation team for branding exercise
- 7. Must be able to be shipped to various parts of India



SOLUTION

Starting with market research to explore various options available for branding, I came across vinyl stickers from 3M that offered durability for 3 years in normal outdoor conditions. Finding it promising we went with branding using 3M printed stickers, but to our surprise, the stickers didn’t lasted for 3 months in harsh outdoor conditions due to its massive size and weaker gluing properties. After studying the composition of Modular Tanks body material, I started looking for a paint that can stick to its surface, luckily I found a special kind of spray paint that is mostly used for some automobiles paint jobs and decided to paint the branding with it. To make this paint job accurate, we decided to come up with stencil made from vinyl. To add product details and warnings, I designed a sticker printed on a 3M advanced vinyl material which was made highly durable with double cold-lamination. Later adding up all these materials and accessories a Branding Kit was designed which is supplied to all installation sites around India.

TRAINING SESSION

To train the installation team in order to make them familiar with the use of this branding kit, I conducted a training session on a sample Modular Tanks that was erected for this session. The team enjoyed this creative and fun exercise. I also explained how to stick a vinyl to the surface of a tank with the help of a squeeze to avoid any air bubble in between wall and stencil. Later, the team was supplied with a manual which documented all the steps needed to use the Branding Kit in an efficient way. This manual was then included in the Kit, as per the team’s suggestions.

Manual Link : [http://www.himanshusingh.co.in/pdfs/Branding\\_manual.pdf](http://www.himanshusingh.co.in/pdfs/Branding_manual.pdf)

KIT DETAILS

- Stencil Sticker
- Service Details Sticker
- Brown Tape
- Cutter
- Permanent Marker
- Measuring Tape
- Spray Paint
- Squeeze
- Branding Manual
- Packaging Box



Stencil & Service Details Sticker Design

BRANDED TANKS PICTURES FROM SITE



DOCUMENTATIONS & PROJECT LINKS

Documentation link, please click to view - [https://demicstudios.com/modulartanks\\_brandingcase.html](https://demicstudios.com/modulartanks_brandingcase.html)





PROJECT BRIEF

I-Contrast Ice-creams came to Demotic Studios looking for a strategic brand revival, branding and design standardisation for all ice-cream stores, parlours and retail vehicles. Understanding their needs, the project was categorised into series of design and market research jobs, as mentioned under-

- 1. Redefining the brand
- 2. Ice-cream Van Graphics
- 3. Signages, Store design
- 4. Packaging & Promotion design

BRAND REDESIGN

Starting with a market research and scrupulously understanding the demographics of I-Contrast, we found that the brand's chocolate and strawberry flavours are the most liked and sold flavours from its offerings and the major customers come from lower to middle class sections including kids, families, youth and school children. After conducting few meetings, the client was convinced that we should base our design and further works on the theme based on these flavours. Based upon this understanding, we went ahead and designed concepts on choco-strawberry flavours which was later finalised.

IContrast Ice-Cream Van

Post finalising branding guidelines and concepts, we took our first project that was designing a retail vehicle for IContrast Ice-creams. We were supplied with a small van and with our printing and fabrication partner, we were supposed to convert this into an Ice-cream Van. After understanding the new stretch material from 3M that can seamlessly wrap a vehicle giving a paint appeal, we started designing this Van, which made our clients thrilled with excitement and became India's first seamlessly designed and developed commercial vehicle. The various views of the Van thus developed can be seen under-



Custom built Ice-cream Van from the Garage



Icontrast Ice-cream Van post our design works





SIGNAGES & STORE DESIGN

IContrast Ice-creams have two kinds of stores around Gujarat region, one with indoor sitting and other based on take away formats. IContrast wanted us to design and standardise their all stores and small outlets through out Gujarat region. We began, by following the earlier finalised branding concepts, to design the stores. The project included designing for interiors as well as outdoor signages for the stores, followed by designing new packaging for Icontrast ice-creams retail and promotions.



Working with Icontrast means working on strict deadlines and with multiple teams. While Store Design Project, we had to work with a team of printer, fabricator, various vendors and architect working on Store Planning, Store interiors, Advertising and Graphics Design. In a team we designed for a series of Icontrast Stores at Mehsana, Gandhinagar, Ahmedabad and standardised design for other retail format stores.



Icontrast Take Away Store, C.G. Road, Ahmedabad, Gujarat

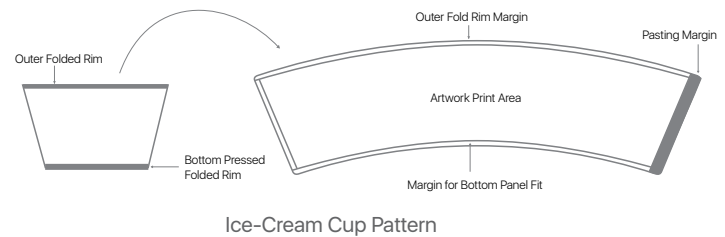


The first Icontrast Store after brand revival, Icontrast Indoor Seating Parlour Store, Gandhinagar, Gujarat



PACKAGING DESIGN

Following the Ice-cream Van project, there was a need to design packaging for retail offerings of I-contrast ice-creams, as per the discussion in a meeting, we decided to make it more sustainable for the environment, by using paper cups to offer scoops of ice-creams. Being a take away from the Van, people might throw these cups anywhere in the environment, as we cannot stop them from doing so, we decided opting for a biodegradable packaging would be a better method to make it eco-friendly.



SUGGESTED OPTIONS

Based on our theme, we designed 5 options for the ice-cream cups following production costs and delivery dates.



PROMOTION DESIGN

In conclusion, we designed promotions and invitation letters for the launch of Icontrast Ice-cream Stores and Vans.



Finalised design for promotional flyer



Finalised design for invitation

DOCUMENTATIONS & PROJECT LINKS

Documentation link, please click to view - [https://demicstudios.com/contrast\\_icecream.html](https://demicstudios.com/contrast_icecream.html)





PROJECT BRIEF

MITRA is India’s leading innovation company in agriculture and farming sector, a group of passionate people who are trying to invent new age agriculture instrumentations and machines. The senior design team from MITRA came down to our Ahmedabad Studio, Gujarat from Nasik, Maharashtra to have numerous discussions on branding Grapemaster, their latest invention in spraying technologies for wine-yards and fruits plantations. Following a series of meeting and discussions, my role in this branding project was-

- 1. Consultation
- 2. Branding Design
- 3. Material Selection, Production & Supply
- 4. Consultation & Design for Molden Graphics Branding for rotational moulding of components

BRANDING OPTIONS



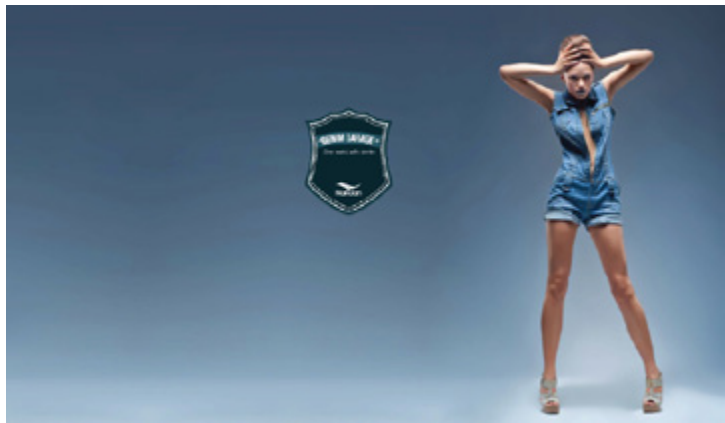
FURTHER DEVELOPMENT

Once finding positive response for the branding, MITRA invited us to do branding for its other sprayers- Pomemaster, Bullet, Grapemaster Reverse and Pomemaster Reverse.



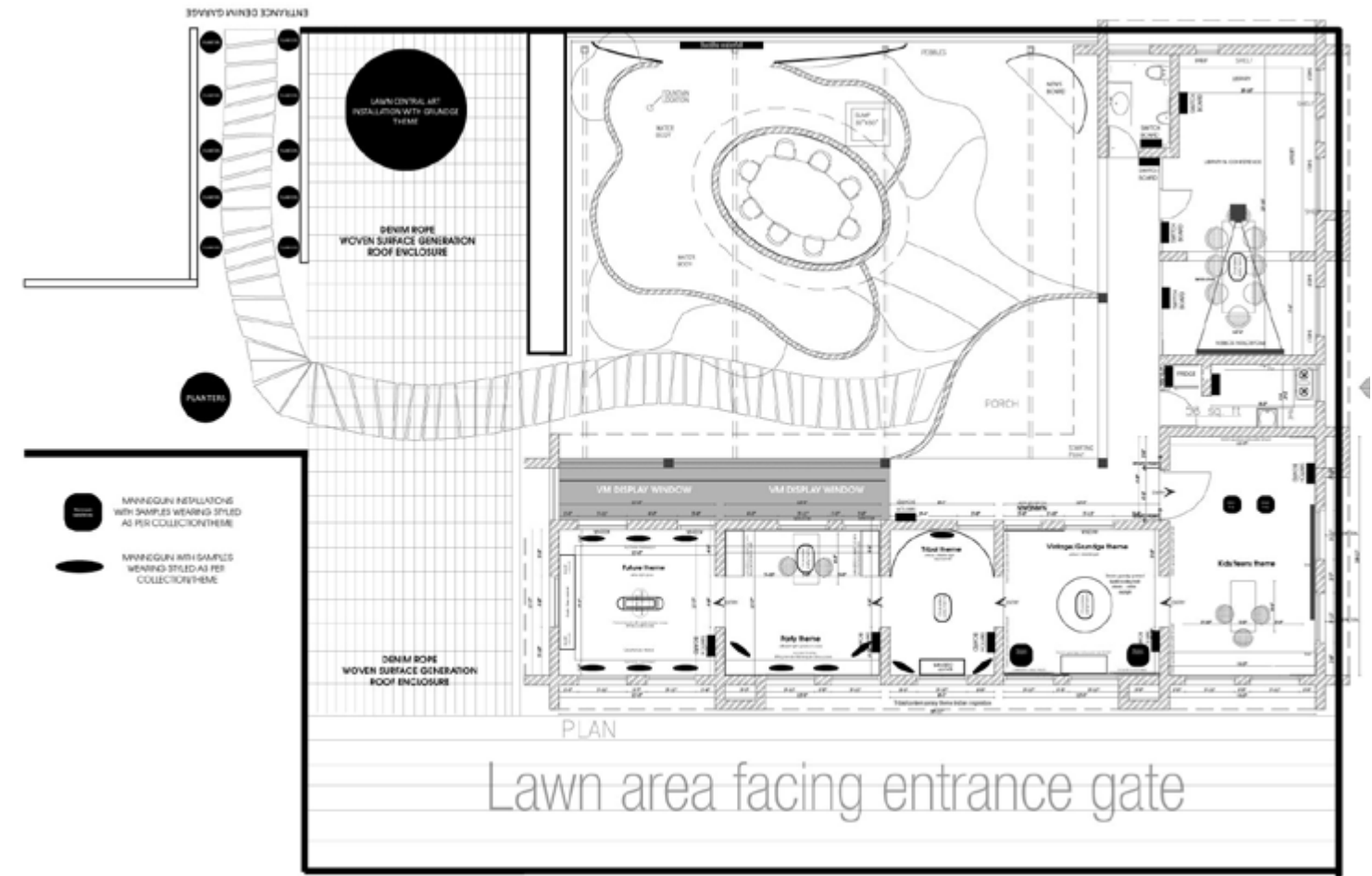
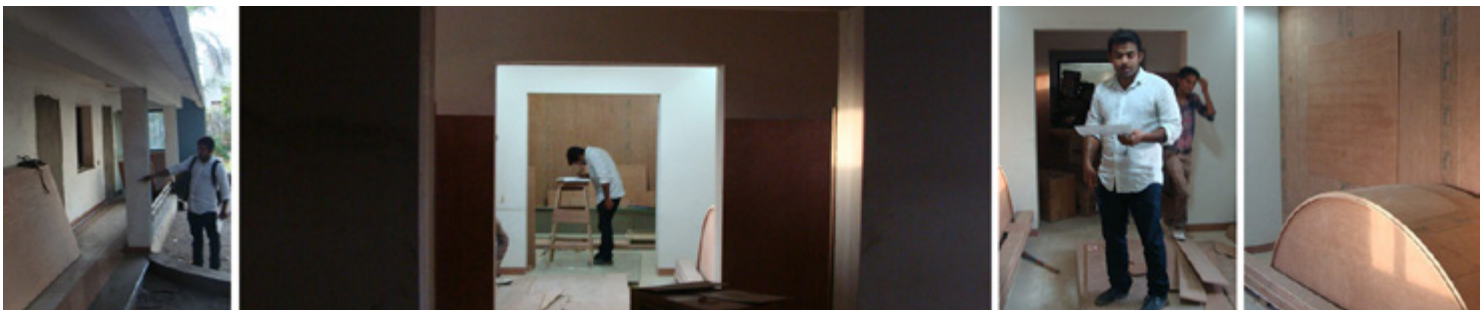
DOCUMENTATIONS & PROJECT LINKS

Documentation link, please click to view - [https://demoticstudios.com/grapemaster\\_mitra\\_case.html](https://demoticstudios.com/grapemaster_mitra_case.html)



PROJECT BRIEF

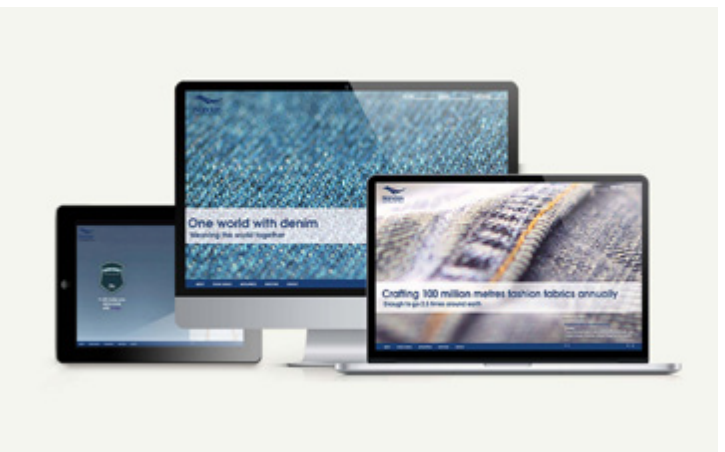
Nandan Exim Ltd. came to Demotic Studios seeking for a brand revival to woo its investors and customers. During various consultation meeting upon my proposal the company decided to change its name from Nandan Exim to Nandan Denim Ltd. for a better communication for identity as a Denim Manufacturing company. Following this we designed the new logo, mission statement for the company and corporate stationeries. Later in this project we designed packaging for denim fabric samples, hangers and branding for other materials.



BUILDING DENIM GARAGE

Consulted and proposed by Demotic Studios, Denim Garage is an initiative from Nandan Denim Ltd.. An Indigo research laboratory where Indigo art and technology break-even. Artists, Designer and Denim Engineers come together at Denim Garage to make handcrafted masterpieces made from Denim fabric and natural Indigo. Believing Denim application and the art of Indigo

dyeing has a vast unexplored world in it, the project proposed to find newer applications to touch human lifestyles and everyday living. The physical space served the purpose of showcasing 5 new collection designed by us in a set of 5 showcase rooms thematically designed to follow collection guidelines, in addition to this the space also served as a work and meeting place.



NANDAN DENIM WEBSITE

With the inception of new face of Nandan Denim Ltd., we were contracted to design the first website for the company. The website was supposed to serves its investors and customers of various kinds of fabrics from Denim, Khakis and Shirts. The website also offered a digital version of Denim Garage were the latest creations from the team was published under a small dedicated website for the same. To visit the website, please click on the link- <https://demoticstudios.com/web/nandandenimold/>

- At the beginning the website showcased our designed 5 textile collections namely-
1. Europa
  2. Blue Labyrinth
  3. Femme Fatale
  4. People of Yellow
  5. Kidicious
- based on themes like futuristic, retro, party-wear, earthen and vintage.

DOCUMENTATIONS & PROJECT LINKS

Documentation link, please click to view - <https://demoticstudios.com/denimgarage.html>



EUROPA

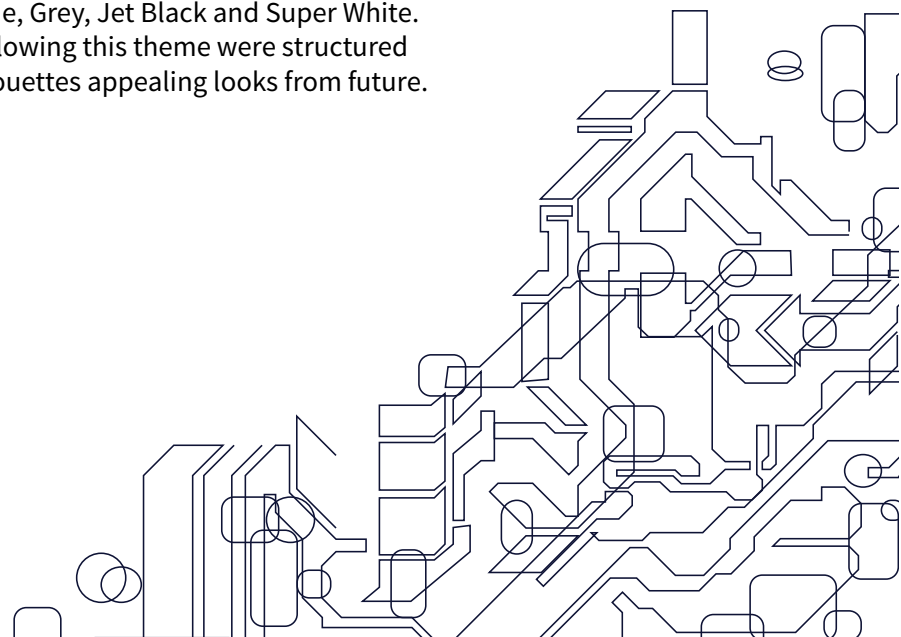
BUZZWORDS -

Coated | Futuristic | Metallic | Sliver Grey | Shine | Space | Technology  
Space Time travel | Structured | Astronauts | Gallactic

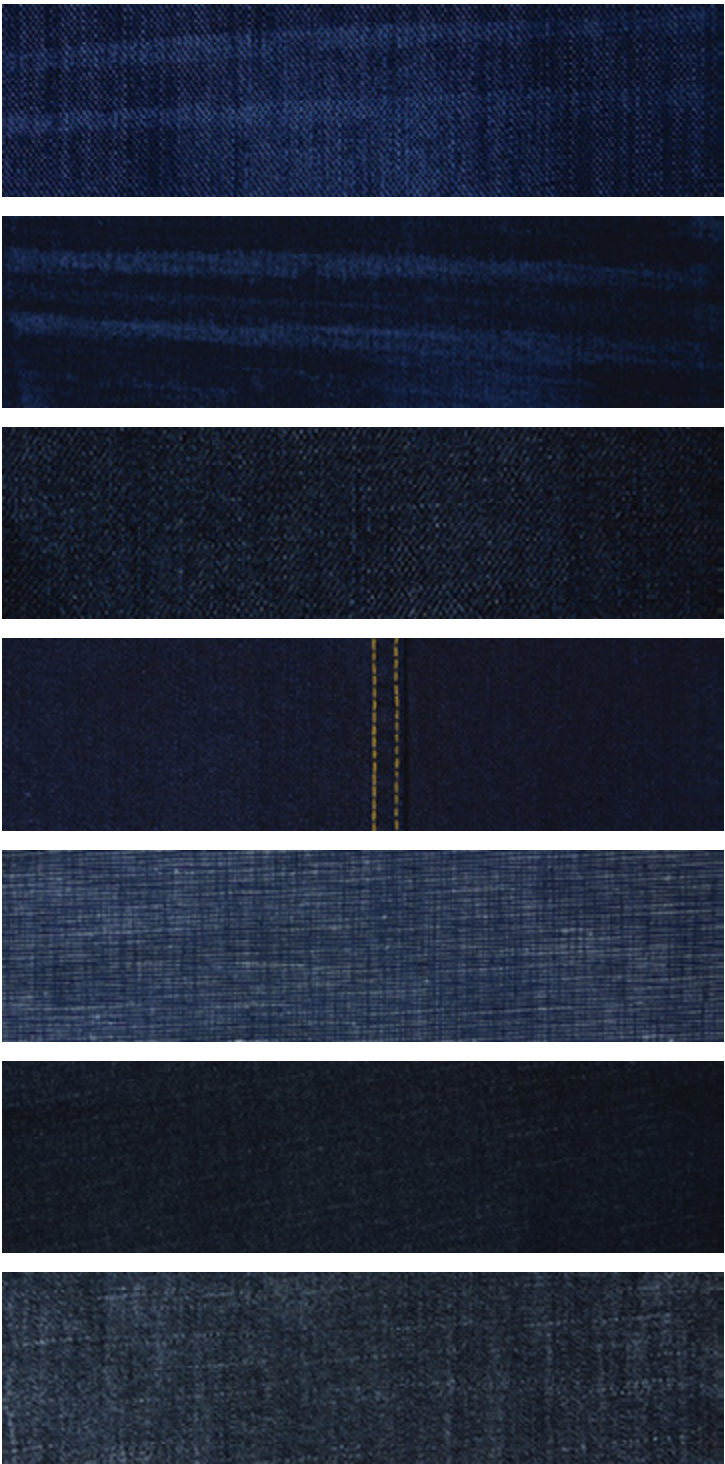


The collection was inspired from a documentary film Europa Report. The design team imagines dressing his crew members in drapes, fabrics, forms and prints to portray imaginations and concepts from this inspiration. This textile and fashion collection was based on futurist theme and concepts.

The fabrics that formed this collection were mostly deep indigo dyed, coated, blended to give a shine and metallic appeal. The color story included pallets of Deep Indigo Blue, Grey, Jet Black and Super White. Samples made from the fabrics following this theme were structured garments, with contemporary silhouettes appealing looks from future.



COLLECTION FABRICS



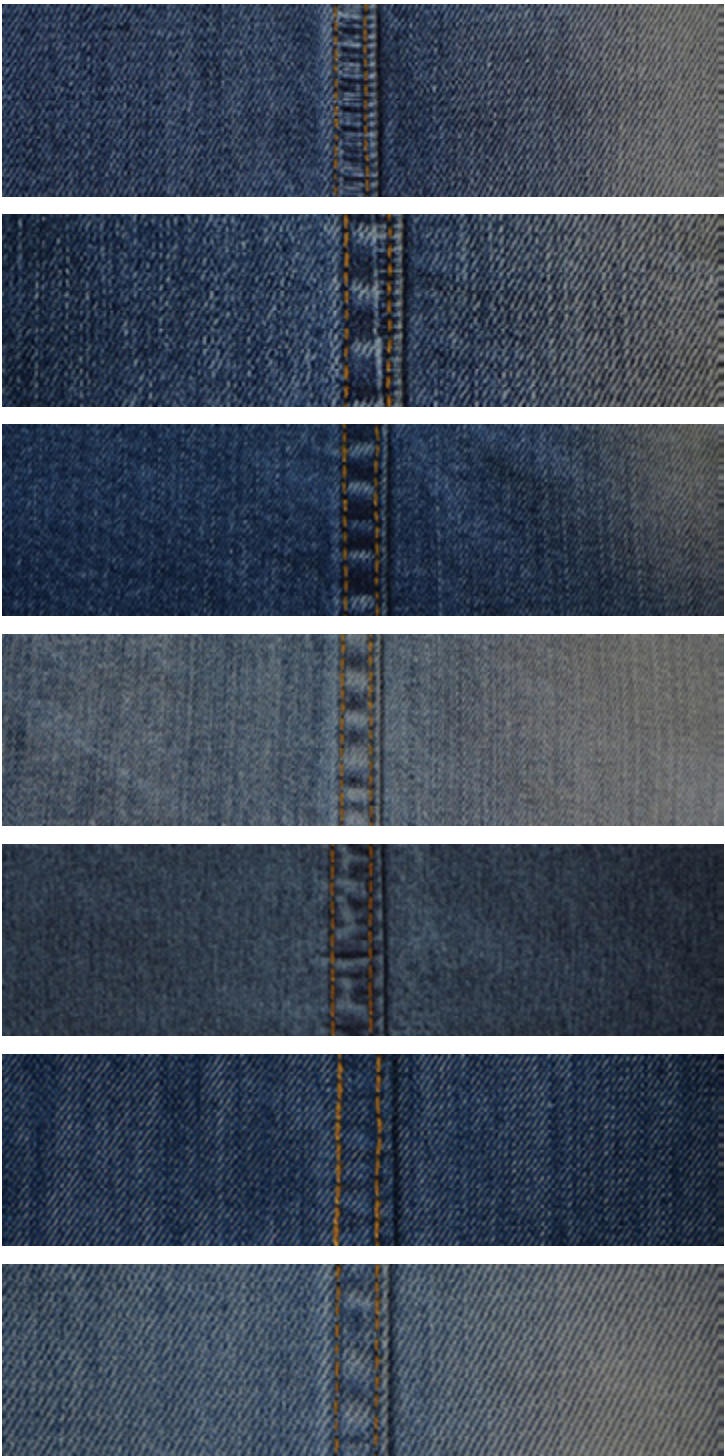




A tale of classics, the real blue indigo theme backed with the era of Rock n Roll and Blues music coming together to a labyrinth which will get you lost in a nostalgia.

The fabrics that formed this collection were mostly vintage blue, indigo dyed with wash applications and bleached to give the rusty, rugged vintage appeal to garments. The color story included pallets of Deep Indigo Blue, Grey, Icy blue, Vintage Blue and Brown, Pastel Pallet Colors.

COLLECTION FABRICS





# Femme Fatale



these images are just for look inspiration

Celebrating the femininity, with its style lines, fabrics and surface embellishments. A collection of new age coated, shimmer and nightlife wears for party and celebration clothing.

The contrasting textures of fabric like laces, shimmery fabrics dismantling delicate fragile lines of ultra-feminine pieces. The theme encompasses the sultry look, stretchable fabrics which show the perfect figures, lace detailing, cuts, and fringes in all the elements which add a feminine and romantic feel to a garment with a very clean and confident look to it. This trend is wonderful for complimenting womanly figures and creating curves, and is very flattering on pretty much all shapes and forms. This theme is about the party wear with a corporate feel to it. It's about being confident with a seductive feel to it.

The colour palette compliments fabrics like light-reflecting satins, rich jerseys and open weave knits, shimmer fabrics, chambrays. Seductive, Desire, Racy, Intense, Voluptuous words like these that describe this theme of a steamy, hot summer; where tactility of textiles is slinky and sophisticated. Other featured styles include pink, “cotton candy” denim, and sequined or beaded trims. Hints of lace, curve-hugging dresses and even skirt suits define this season’s mature seductive mood.



## COLLECTION FABRICS



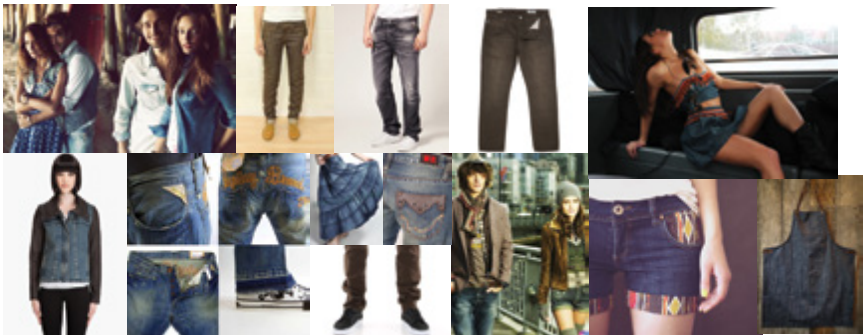


# PEOPLE OF YELLOW

BUZZWORDS -

tribal | raw | psychedelic | craft | earthen | tatoos | piercing

nature | elements | eco | leather | handprints | rugged



these images are just for look inspiration

A collection that visualises the tribal route to finding a pair of classic and nature friendly pair of jeans and denim fabrics. Earthen tones, pastels all come together to tell you a story in the most raw and nostalgic styles.

Free spirit mix and match pieces with rebellious attitude. The theme includes chic proportional contrasts, a myriad of tri dimensional floral appliqués and intricate embroideries and plenty floral prints.It has a roughness and sensitive feel to it. It's about showing off a broad range of motifs that pile on an audacious mix and match with no hang ups, an energetic wardrobe in an ultra-colorful range with bold contrasts and colored insets.

The colour palette includes vibrant colours, woody browns, and earthy tones. Plush, textured materials, embroidery, patchwork, appliqué create a creative yet cohesive mix.Block prints, autumnal colors and feather-and-bead bling chic up denims.

## COLLECTION FABRICS





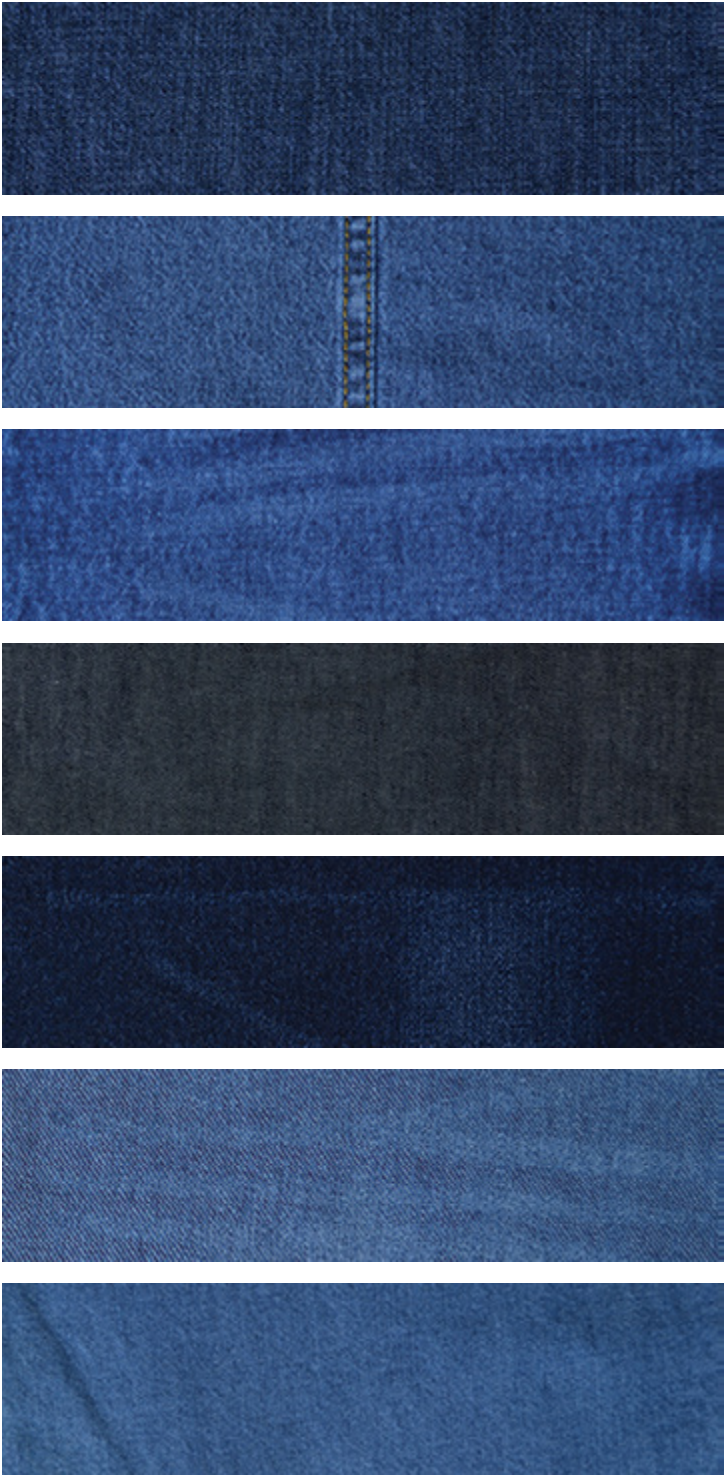


The fun updating a colourful pop optimism theme. A chic, pop, so cute line! SKI colour offers a breath of fresh air. An energetic wardrobe in an ultra-colourful range with so cute details completes the theme.

This theme includes a lot of prints. So color me bright and happy the trend continues for fall with not only fabulous and rich bright colors, but you can also find colored denim with prints and jewels to just about make any girl happy. Capes, comic-book style imagery and typography are important design directions for this trend. Pointillist patterns and pixelated graphics are key print motifs.

Traditional tweeds, plaids and knits are given an update in bright colours. Leafy green colours are mixed with softer nude pinks and peach tones. It is this mix of old and new treasures, like flower presses, handmade lace, polka dots, velvets or corduroys mini motifs, embroidery, badges, peter pan collars, patchworks, tie and dye effects, mix and matched fabrics, frilly dresses and skirts, discharge prints, classy and cute look that gives a sense of childish freedom to this trend.

COLLECTION FABRICS





ABOUT SUPER PLASTICS

Super plastics is a consumer and industrial plastic products brand operated by Baroda Polyform Pvt. Ltd., a leading rotomoulding product manufacturing company in India.

PROJECT BRIEF

Demotic Studios has been engaged with Baroda Polyform, since past 5 years for developing brand Super Plastics. We have been designing for the brand and carrying out almost all its promotional activities like prints, exhibitions, movies, presentations, advertising, social media, print advertising, product documentations, packaging, websites etc.

HDPE C6 NEW GENERATION RAW MATERIAL

C6 is new generation of plastics resins that facilitate making of long lasting, robust plastics products. When we were informed by the client Baroda Polyform that they would be using a new generation of plastics to make Super Plastics products, which is going to add new features to their products, we were asked to design communication for this new upgrade, after a lot of research and hits and trials with this chemistry upgrade finally we came up with a communication design, which can be understood by a moderately educated person from a village to a PHD. fellow all at same time, considering the target demographic set was so complex.  
To know more about HDPE C6, please visit - [https://demoticstudios.com/mrc6\\_casestudy\\_demotic.html](https://demoticstudios.com/mrc6_casestudy_demotic.html)



SUPER PLASTICS INDIA WEBSITE

Super Plastics website was difficult to plan, as the demographics of the brand extends from Industrial to lifestyle and utility consumer sectors. Our brief was to do something different and make it appealing to its visitors. To visit Super Plastics website, please click on link- <http://www.superplastics.in>



PLANTS LOVE IT, SUPER PLASTICS

To take Super Plastics lifestyle section to social media for creating a following and promoting its products and services, we designed and operate Facebook page of the brand under the name "Plants Love it" offering its Back-lit Planters portfolio. The page serves as a connection between customers and the brand, spreading the message that plants love Super Planters.

DOCUMENTATIONS & PROJECT LINKS

Documentation link, please click to view - [https://demoticstudios.com/mrc6\\_casestudy\\_demotic.html](https://demoticstudios.com/mrc6_casestudy_demotic.html)



# INTERACTION DESIGN

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1. Reinhardt AR Coasters
2. Websites




PROJECT BRIEF

On the eve of new years, Reinhardt Roto Machines were looking for a way to engage their customers by doing a fun and engaging new years gift that can be informative as well as interactive at the same time. I took this project and designed an experience to create augmented reality based gift item that can inform users about working of Reinhardt Machine.


AUGMENTED REALITY COASTERS

We made an Augmented Reality Coffee Coaster for work desk, where a user can just place the coaster in front of a web-cam of any Internet surfing device to witness a magic.


HOW IT WORKS



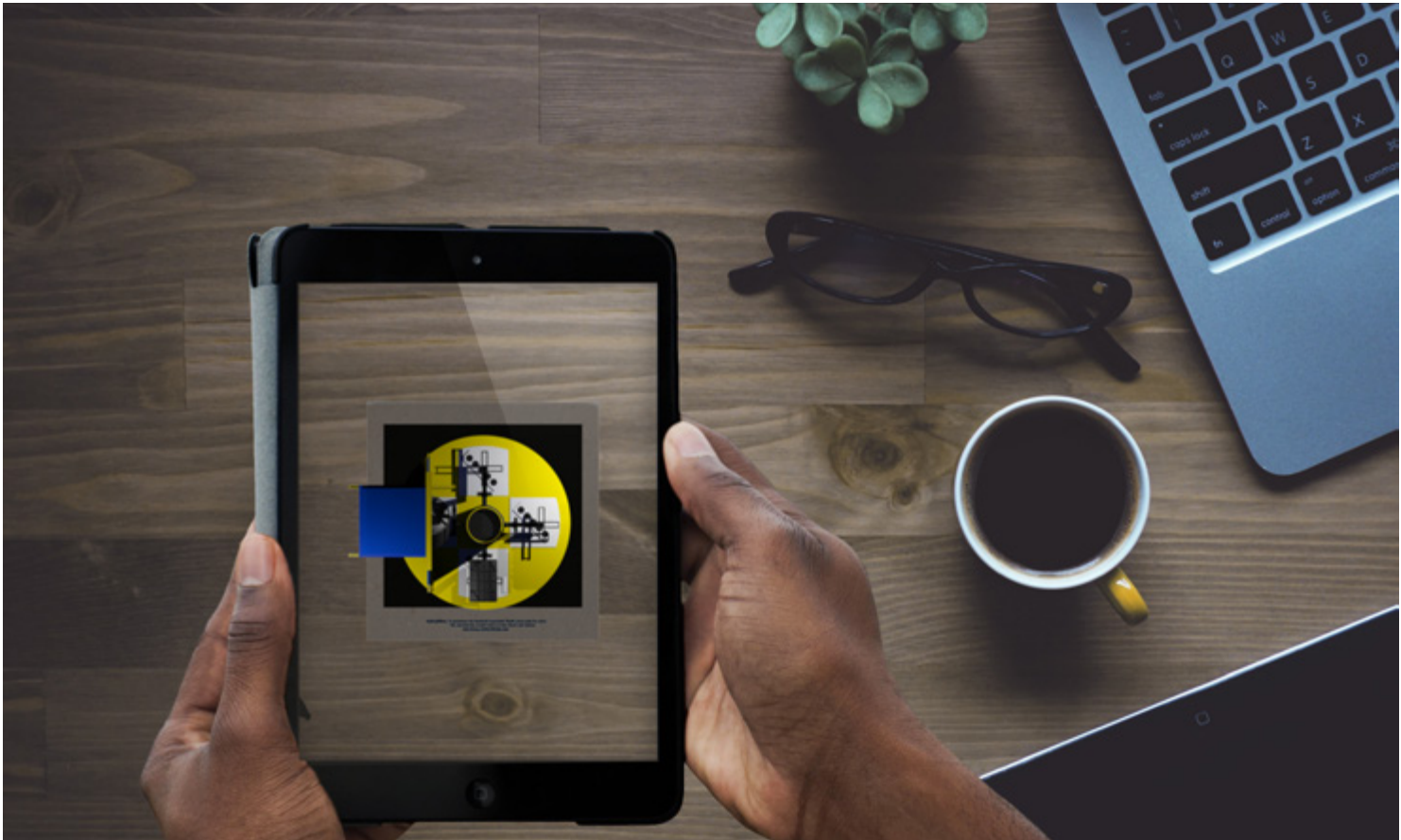
Take the coaster refer to the link url mentioned at the bottom. Go to the url.



Click on Scan coaster link, using the back camera of device, scan the coaster



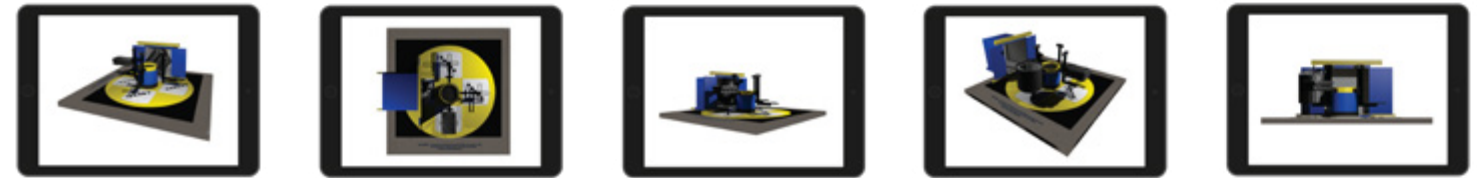
Experience the AR with machine 3d animation from different angles



PROCESS

Designing an interaction like this for Reinhardt was a difficult challenge, Reinhardt's customer base extends worldwide to more than 30 countries. It was not possible to make an assumption for all users to have a common device type or version, now I had to design for multiple devices.

Based on research, I decided to design for web to make it available across platforms and devices. Because of this decision users can now view this interaction on any device with a web browser and a camera (front or back).



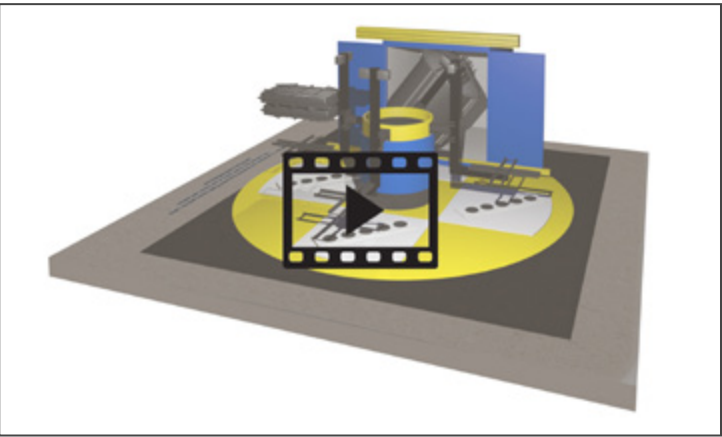
To make this interaction, 3d animation of one cycle of the machine was made, showing production of a sample product such as water tank. Later this animation was integrated with camera tracking and bundles of code in Flash and Papervision 3d, making this augmentation possible.



These coasters can be used to view the interactive feature on a laptops as well. By going to a link website, users can click Scan coaster link to scan the coaster from the webcam of the laptop. Once the coaster comes under camera exposure, the animation starts to play on the AR marker. By rotating the coaster in the hand, 3d animation can be viewed from different angles.

VIDEO

To see a video simulation presentation of coaster animation, please click on the video link below-





HOTEL GANGA KINARE

Hotel Ganga Kinare is a boutique hotel located on the bank of river Ganges in Rishikesh, India. Offering scenic sights of the river, the hotel offers various yoga retreats, ayurvedic messages and jungle safari packages. When invited by friends from D4Dsgn for this web design and development project, we decided to do something unconventional with the interaction and design of the website. With a flowing Ganges and Jungle sights on the web page, we designed the entire responsive website to be full-screen for a memorable web experience that can drive sales and make a user experience the hotel on the website. Later, we developed and integrated a booking system for the users to book rooms and buy packages from the Hotel Ganga Kinare website.



MOFA:: ARCHITECTS

When team from Manifestation of Fluid Architecture (MOFA) contracted Studio Ananas to do their website, I was invited to take on this project with a team of designers. We designed this website by developing MOFA city, which was formed with a collection of the architecture studio's projects. With this new approach we made this website a full-screen for a seamless experience on all media devices. Making this website was a real challenge, that was delivered while benchmarking client's expectation and proved to be among one of the great website design examples in India, back in 2012.



REINHARDT ROTO MACHINES

Reinhardt Roto Machines is an Indo-German company, located in Germany and Vadodara, India. Being a global leader in Rotational Moulding Machineries, Reinhardt needed a brand redesign to communicate his legacy and experience that extended beyond 75 years. When invited by Reinhardt, I took this opportunity to redesign the brand's communication, that included websites, exhibitions, presentations and machine branding. I with my startup, Demotic Studios consulted in various events, promotions and movies for the brand, that resulted in tremendous sales and following for the brand in Plastics sector.



SUPER PLASTICS

Super plastics is a leading consumer lifestyle, utilitarian and industrial plastic products brand from India. Baroda Polyform, contracted my agency Demotic Studios for handling his brands promotion and corporate communication designs. Super Plastics was revived with a fresh look and strategic approach to different sectors of demographics for his offerings. Super Plastics website was an unconventional representation of its product portfolio, that extends from lifestyle to industrial, all at one place.

PROJECT DETAILS

CLIENT: HIMALAYAN HOTELS PVT. LTD.  
YEAR: 2011  
TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Javascript  
LINK: <https://demoticstudios.com/web/gangakinarehotel/>

PROJECT DETAILS

CLIENT: MOFA  
YEAR: 2012  
TAGS: HTML, Photoshop, Illustrator, Flash, Javascript  
LINK: <http://mofa.studio-ananas.net/>

PROJECT DETAILS

CLIENT: REINHARDT ROTO MACHINES  
YEAR: 2012  
TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Javascript  
LINK: <http://www.reinhardtindia.com>

PROJECT DETAILS

CLIENT: BARODA POLYFORM PVT. LTD.  
YEAR: 2013  
TAGS: HTML, PHP, Photoshop, Illustrator, Xmind, Javascript, Flash, JQuery  
LINK: <http://www.superplastics.in>





NIS ACADEMY

In 2010, NIS Academy Vadodara, invited me to do discuss about their website redesign project a month ahead of starting of admissions season for its MBA and related courses. After few consultation meetings with the Business Owner, I found that the website plays an important role in attracting students from other states and is a key source of admission inquiries. With an internal team that i formed within their organisation, I took on this opportunity and came up with the MBA Institution’s website, that benchmarked clients expectations and proved to be a major business gainer for the Institution. Many features like student clubs, online library system, online application system were proposed, designed and were later integrated in the main website.



KALAM DESIGNS

Kalam Design is a major home furnishing brand from Ahmedabad, they specialise in handcrafted clothings and home furnishing products. Invited to do an ecommerce store for bulk order booking, I took this opportunity to design an ecommerce store website for them. The website featured fresh seasons collections, categorised products, guided tour to their store, buyers secret collections post login etc. My first client project post graduating from NIFT in 2009, proved to be a success for the company and even today they operate with the same website and continue to be my (Demotic Studios) client.



CHIRIPAL POLYFILMS

Chiripal Polyfilms is a leading BOPP packaging films manufacturer from Ahmedabad, India. Making this corporate website involved B to B advertising consultation, multiple meetings and managing teams assigned with different kind of works from language translation to corporate video making. The website was an exhaustive presentation of company’s offering supported by technical sheets that illustrated BOPP structures and compositions. Within a limited budget and time, Demotic Studios delivered Chiripal Polyfilms corporate website meeting client expectations that lead us to get further recommendation in the group for other companies strategic advertising needs.



NANDAN DENIM

Seeking a complete brand revival Nandan Denim Ltd, an IPO company listed in National Stock Exchange, invited Demotic Studios for this contract. Inspired by our ideas and consultations, they decided to change the name from Nandan Exim Ltd. to Nandan Denim Ltd. further opting for a new identity, website and packaging designs. We also designed 5 collections for textile offerings from Nandan Denim, Later, complemented with a concept showroom “Denim Garage” design in the factory, visioned to be a place for thematic product presentation and works for creative individuals collaborating on designing new collections and products from Denim & Indigo applications.

PROJECT DETAILS

CLIENT: NIS ACADEMY, VADODARA

YEAR: 2010

TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Xmind

LINK: <http://demoticstudios.com/web/nisvadodara>

PROJECT DETAILS

CLIENT: KALAM DESIGN

YEAR: 2010

TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Xmind

LINK: <http://www.kalamdesigns.com>

PROJECT DETAILS

CLIENT: CHIRIPAL POLYFILMS LTD.

YEAR: 2013

TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Xmind

LINK: [https://demoticstudios.com/web/chiripal\\_polyfilms/](https://demoticstudios.com/web/chiripal_polyfilms/)

PROJECT DETAILS

CLIENT: NANDAN DENIM LTD.

YEAR: 2014

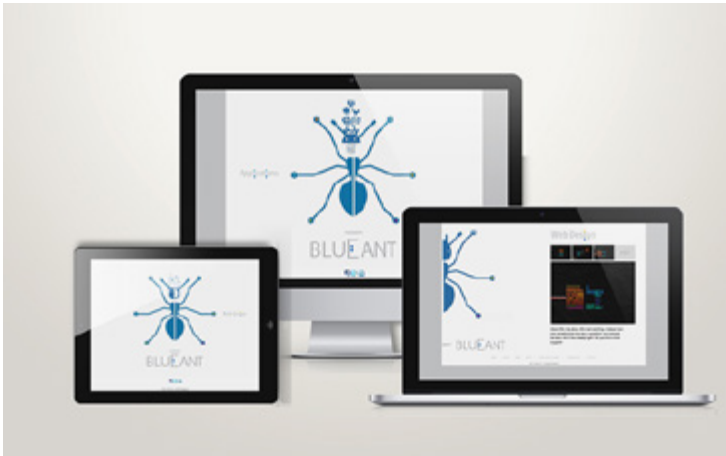
TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Xmind

LINK: <https://demoticstudios.com/web/nandandenimnew/>



CUSTOM MOULDING

Custom Moulding website was designed in 2013, to offer Consultation, Product Design and Production services from Baroda Polyform in rotational moulding. The website was an exhaustive documentation of company’s processes and turkey projects. This project demanded scrupulous understanding of rotational moulding process and company’s operations.



BLUEANT DIGITAL AGENCY

This was a very small website with some interactive features for a startup from Delhi in 2012. Designed with D4dsgn team who were venturing in web design with this project, the website with its minimal design sported some subtle interactivity and documented the developing portfolio of Blue Ant.



BARODA POLYFORM

Designed back in 2010, this website was designed using classic web design methods and technologies. With this project the company came online with its new identity and portfolio which grew later with inception of various brands and in-house sister concern startups. The project involved consultation, Identity design, product documentations, categorisation, brand development, web design and promotion etc. Later this project and contracts from Baroda Polyform led to inception of Demotic Studios in late 2010.



PHOENIX EDUCATION

Phoenix Education website was my second freelance project from late 2009 to early 2010. This education abroad consulting firm came online with this project. The website served the purpose of informing students about the merits of education abroad and developing a global career. In addition to this the website also presented other education services and courses offered by Phoenix Education. Designed and developed using classic web design technologies the website benchmarked clients expectations with the project.

PROJECT DETAILS

CLIENT: BARODA POLYFORM  
YEAR: 2013  
TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Xmind  
LINK: <http://custommoulding.in>

PROJECT DETAILS

CLIENT: D4DSGN  
YEAR: 2012  
TAGS: HTML, Photoshop, Illustrator, Javascript  
LINK: <http://demoticstudios.com/web/blueant>

PROJECT DETAILS

CLIENT: BARODA POLYFORM  
YEAR: 2010  
TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Xmind  
LINK: <http://www.barodapolyform.com>

PROJECT DETAILS

CLIENT: PHOENIX EDUCATION  
YEAR: 2010  
TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Xmind  
LINK: [http://demoticstudios.com/web/phoenix\\_education](http://demoticstudios.com/web/phoenix_education)



WEST COAST RENTALS

West Coast Rentals is an industrial equipments rental company from Gujarat, that offers its services and products to many leading Indian manufacturing industries and architectural firms. The company invited us to design their identity and website to make a remarkable statement in the renting business and stand out from the market as a leader in the domain. Understanding their needs, Demotic Studios took this opportunity and with an exhaustive research of the industry sector, we delivered the project benchmarking our clients aspirations and maximising their profitability .



SIDDHARTH BAGS

When Siddharth Global, an Indian exporter of bags and lifestyle accessories came to Demotic Studios with a need for developing a brand for its offerings, we came up with new identity for Siddharth Bags, marketing materials and an ecommerce website. We also designed branding materials for its products and helped planning for Sourcing Magic exhibition which was held in Las Vegas, 2014.



SPIRIT PADDLE INDIA

Spirit Paddle India is a partner of Australian active water sports brand Spirit Paddle. Operated by Baroda Polyform, Spirit Paddle India contracted Demotic Studios for Brand development and promotion activities for Indian subcontinent region. We designed this website offering various features and interactivity. Featuring a fullscreen layout the website offers an appealing presentation of Spirit Kayaks and related products.

OTHER WEB DESIGN PROJECT

- Superior Jetties India
- RPMIS School
- Nandan Denim (Old)
- Prozeal Consulting
- Intellectg
- Sima Industries
- Swayam Micro Services
- JCARC
- OSCA
- SSH Foundation
- Project Savera

PROJECT DETAILS

CLIENT: WEST COAST RENTALS

YEAR: 2010

TAGS: HTML, PHP, Photoshop, Illustrator, Flash, Xmind

LINK: <http://www.westcoastrentals.in>

PROJECT DETAILS

CLIENT: SIDDHARTH BAGS

YEAR: 2010

TAGS: HTML, Photoshop, Illustrator, Wordpress, Javascript

LINK: <http://www.siddharthbags.com>

PROJECT DETAILS

CLIENT: BARODA POLYFORM

YEAR: 2012

TAGS: HTML, PHP, Photoshop, Illustrator, Javascript

LINK: <http://www.spiritpaddle.in>

# PRODUCT DESIGN

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1. Reebok Lifestyle Internship, Apparel Design\*
2. Healthcare, Knee Friend With Smart Band (Currently working, please ask for details)

\* Please visit the documentation link for this projects





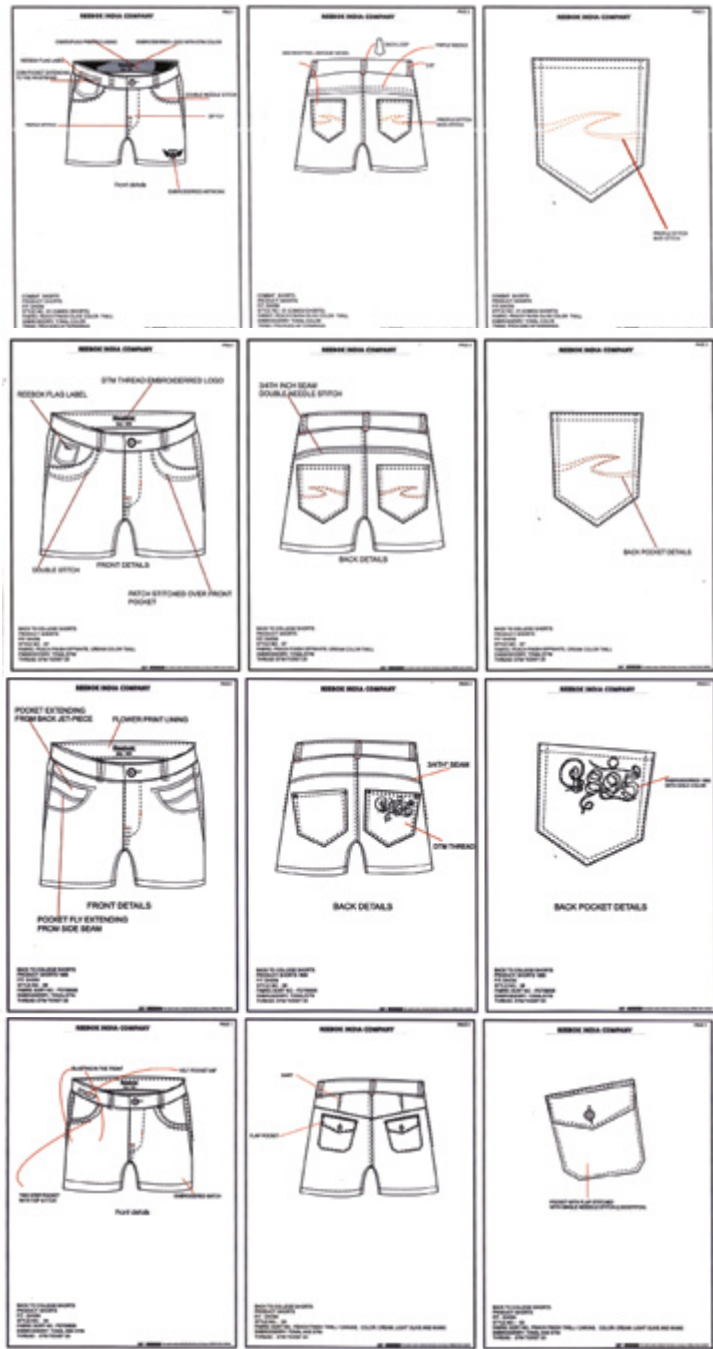
REEBOK LIFESTYLE INTERNSHIP

During an internship, I assisted, designed and developed 5 Apparel collections and assisted with Visual Merchandising works for Reebok Trade Show. In addition to this, I earned a handful experience in product development and direction as an assistant buyer at Adigear International for SS-09. Later documented and studied product development and production technologies at Matrix Clothing, a Reebok vendor for SS-09 then.

The 5 Collections that I designed and developed during this internship are-

- 1. Dhoni Collection
- 2. Beach Collection
- 3. Back to College Collection
- 4. Rock Chick Collection

BACK TO COLLEGE



ROCK CHICK



DHONI COLLECTION



DOCUMENTATIONS & PROJECT LINKS

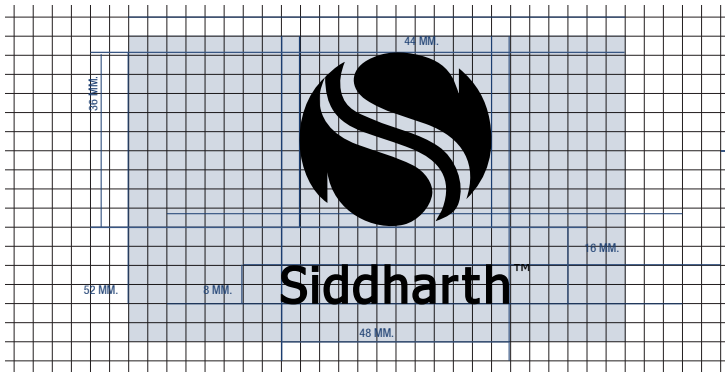
Documentation link, please click to view - <http://himanshusingh.co.in/pdfs/reebokweb.pdf>



# VISUAL COMMUNICATION

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1. Siddharth Global Identity
2. Nandan Denim Identity
3. Exhibition Design
4. Magazine Advertisements & Article



ABOUT SIDDHARTH GLOBAL

Siddharth Global is a leading supplier of bags made of canvas, denim, jute, silk and genuine leather and other items of fashion accessories to many luxury brands from European, UK and US markets like Karen Millen, Reiss, All Saints, Treesje Handbags, Bershka, Ronald Accessories etc.

COLOR CODES

Specified colours may be used at times and applied correctly for visual continuity and branding. Process colours (CMYK) refer to full colour printing applications.



FONTS AND TYPEFACES

Following colors for corporate identity is essential, similarly fonts are also an integral part of a company's visual identity. The fonts that must be used in Siddharth Global official documents and communication materials should be :

Tahoma (12pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Tahoma Bold - (12pt)**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**FOR HEADERS**  
**Tahoma - Bold (15pt)**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

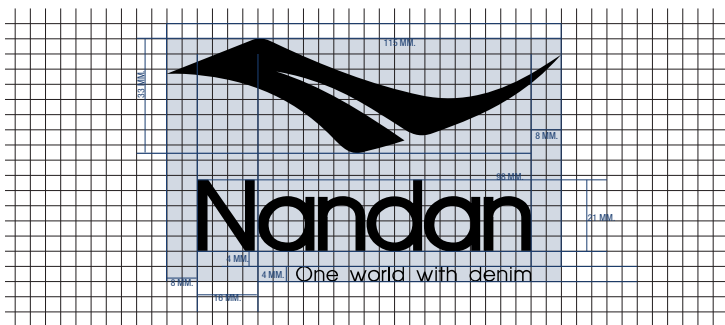
FOR BODY TEXTS  
Tahoma (11 pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FOR SUBTITLES  
Tahoma - Faux Italic (10 pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FOR TAGS  
Tahoma (8 pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



VISUAL COMMUNICATION - Nandan Denim Identity



ABOUT NANDAN DENIM LTD.

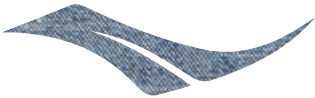
Based out of Ahmedabad and armed with one of the most sophisticated weaving plants and other facilities, Nandan Denim Ltd. is India's largest denim manufacturer. It is one of the most sought after suppliers of superior cotton fabrics, khakis, shirtings and denim fabrics.

COLOR CODES

Specified colours may be used at times and applied correctly for visual continuity and branding. Process colours (CMYK) refer to full colour printing applications.



C:100 R:27  
M:83 G:62  
Y: 29 B: 113  
K: 15



Deep Indigo



Washed gradient



Classic Vintage Denim



Earthen Shades



Torn Denim



Coloured Denim

FONTS AND TYPEFACES

Following colors for corporate identity is essential, similarly fonts are also an integral part of a company's visual identity. The fonts which must be used in Nandan Denim Ltd.'s official documents and communication materials should be :

Avant Garde-Thin (12pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avant Garde Book BT (12 pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avant Garde - Demi (12pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FOR HEADERS  
Avant Garde - Demi (15pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FOR BODY TEXTS  
Avant Garde Book BT (11 pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FOR SUBTITLES  
Avant Garde - Book Oblique (10 pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FOR TAGS  
Avant Garde Book BT (8 pt)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



## VISUAL COMMUNICATION - Exhibition Design



ROTOPLAS, Chicago

**CLIENT:** Reinhardt Roto Machines  
**LOCATION:** Vadodara, Gujarat, India

**PROJECT LINKS:** [Click here](#)



ACETECH, Bangalore, Mumbai, Ahmedabad

**CLIENT:** Baroda Polyform Pvt. Ltd.  
**LOCATION:** Vadodara, Gujarat, India

**PROJECT LINKS:** [Click here](#)



VCC, Vadodara, Gujarat

**CLIENT:** Baroda Polyform Pvt.  
**LOCATION:** Vadodara, Gujarat, India

**PROJECT LINKS:** [Click here](#)



VCC, Vadodara, Gujarat

**CLIENT:** Modular Tanks Pvt. Ltd.  
**LOCATION:** Vadodara, Gujarat, India

**PROJECT LINKS:** [Click here](#)





MAGAZINE ADVERTISEMENT, AUSTRALIA

MAGAZINE: Roto World

CLIENT: Reinhardt Roto Machines



MAGAZINE ARTICLE, FRANCE

TITLE: World's First Green Moulding Installation

CLIENT: Reinhardt Roto Machines

# VOLUNTEERING WORKS

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1. Swayam Micro Services
2. Project SAVERA
3. OSCA
4. JCARC
5. SSH Foundation
6. GAuto



VOLUNTEERING -



SWAYAM MICROSERVICES

Swayam is a step towards women empowerment by facilitating financial freedom among women from economically challenged sections of Indian society. This NGO aims to form small groups of women from economically challenged backgrounds and fund ideas of micro-businesses and employment.



My volunteering at Swayam Microservices included works from designing web presence for the mission and spreading the words and raising awareness for the programs through social media like Facebook. Swayam has touched hundreds of lives

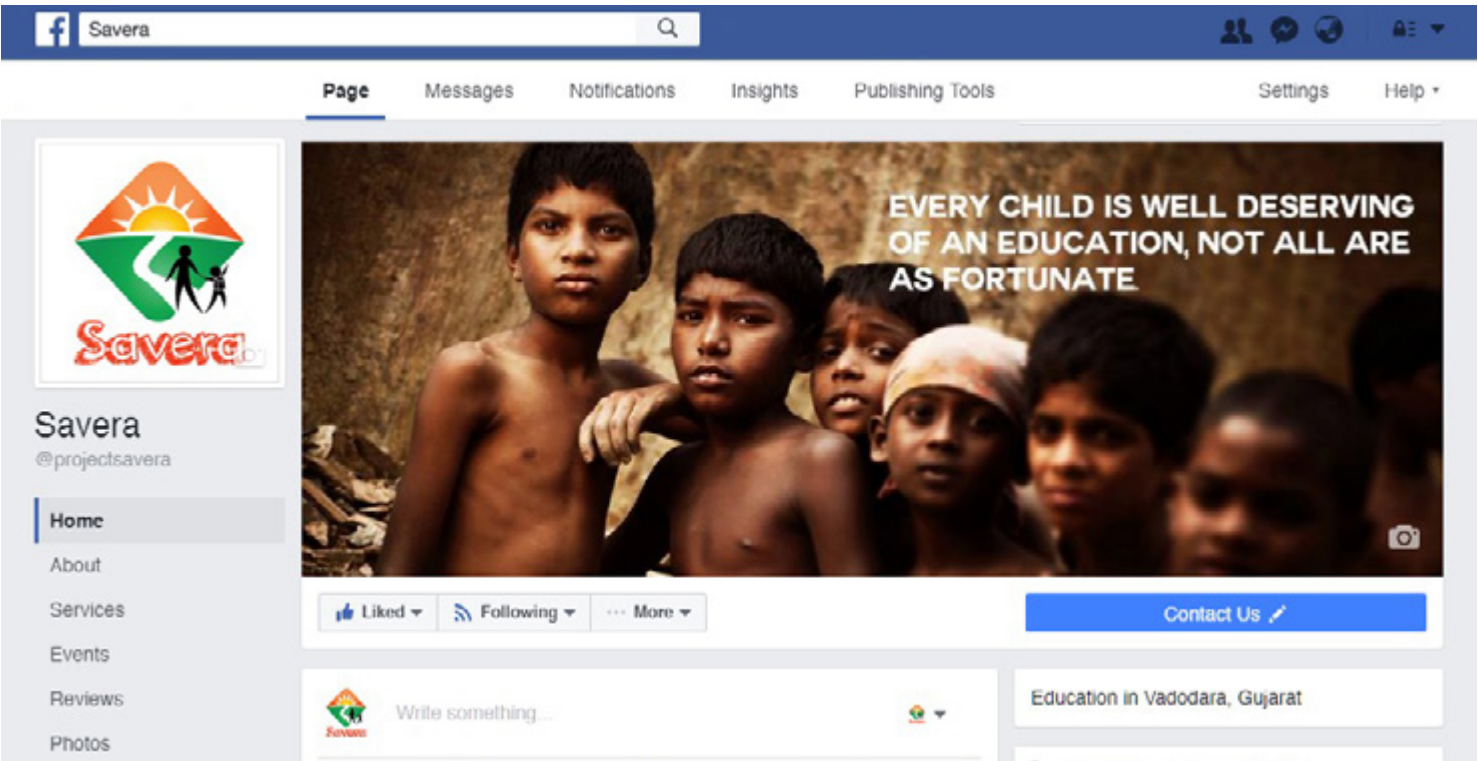
today and rehabilitated many women and groups to come out of poverty and lead a meaningful life which enjoys the freedom of being self dependent and leading their families.

PROJECT LINKS: [Click here](#)



PROJECT SAVERA

Every child is well deserving of an education, not all are as fortunate. For these less fortunate children, receiving sponsorship enables them to get off the streets and get a good education to give themselves a fair shot at life and save themselves from inhuman practices of child labour. Making this as a mission Project Saveria was initiated by Baroda Citizens Council.



My volunteering at Project Saveria included works from coming up with a Concept Identity, website that facilitates independent donations and documents the project, following with payment processing methods and linking donation with them, graphics

designing & content development.

PROJECT LINKS: [Click here](#)

VOLUNTEERING -



OSCA

The Orissa Socio-Cultural Association, Ahmedabad is a non-political, non-profit, and voluntary association, a 31 years old association engaged in the promotion of Art, Culture, Philosophy and various development activities in the society. The effort was an impetus to start the humble beginning of OSCA and attract members from all walk of life to facilitate the growth of the society in multiple dimension.



JCARC

Shree Jagannath Cultural Academy and Research Centre (JCARC), when made functional, will be an integrated campus to promote art, culture, education, spiritual wisdom and social development. JCARC was conceptualized in early 2006, thanks to some progressive-thinking members of Orissa Socio-Cultural Association, Ahmedabad, Gujarat.



My volunteering at OSCA included work from designing website and taking the effort to social media like Facebook, to seek community building and member participation in the process of making this initiative a success.

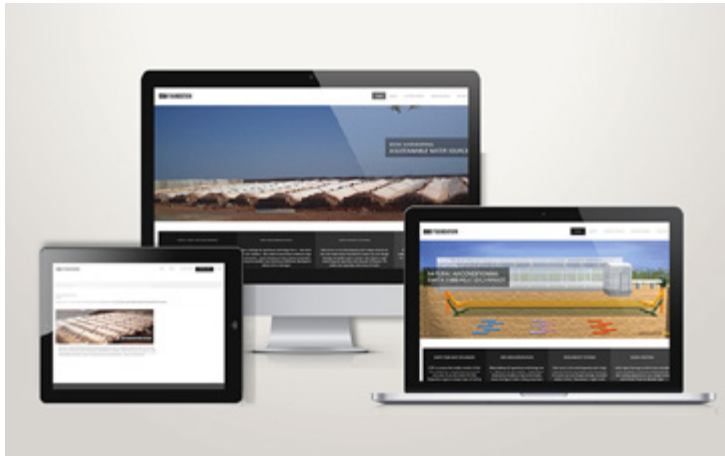


My volunteering at JCARC included work from consulting, designing website and taking the effort to social media like Facebook to seek community building and member participation in the process of making this initiative a success.

PROJECT LINKS: [Click here](#)

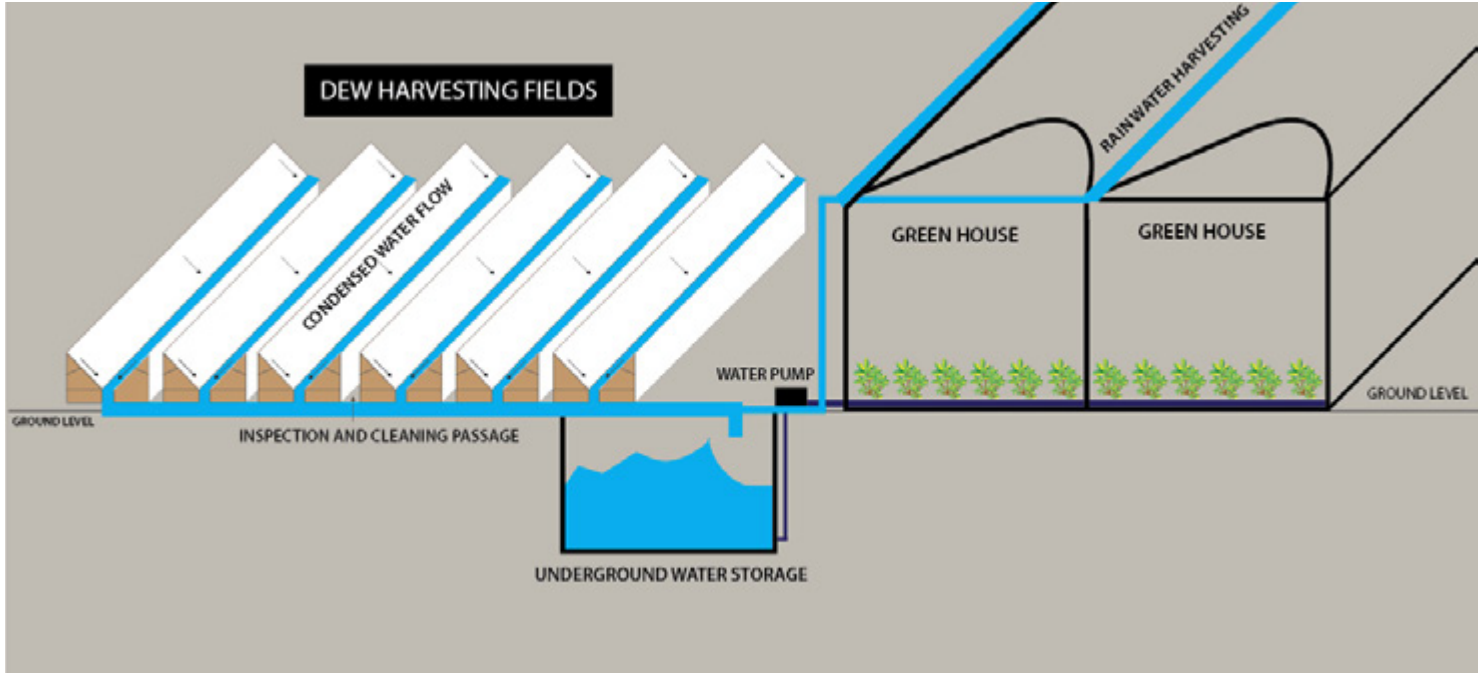
PROJECT LINKS: [Click here](#)





SSH FOUNDATION

Joined hands with Mr. Girja Sharan in coming up with sustainable engineering solutions to provide drinking water, solar cafeteria, earth tube heat exchanger and green house plantations. Having inspired by the inventiveness of Dew Harvesting to meet drinking water needs of arid regions of Kutch area of Gujarat.



I designed and developed web-presentation for his selfless visions and programs that he has been working on. I also helped in some designs for the layouts for Dew Harvesting systems for publications. Working with Mr. Girja Sharan helped me to learn about different sustainable technologies that can facilitate living conditions in harsh climatic conditions.

PROJECT LINKS: [Click here](#)



G-AUTO

G-auto is an initiative to bring value added services to auto rickshaw commuters, by enhancing the experience of using auto rickshaw as a preferred means of transportation. The project is envisioned to train auto rickshaw drivers in hospitality etiquettes, moreover providing them bank accounts, health-insurance cover and helping them with installation of phones, newspaper, maps, magazine, bottled water in the rickshaws.



In a team of two we designed the first presentation movie for the launch of this project by Mr. Narendra Modi, then Chief Minister of Gujarat, now Prime Minister of India, complimented with a documentation of this project supported by modeling and photo-shoots of key events and

transactions of the project.

GAUTO WEBSITE: [Click here](#)





To Whom It May Concern

I am writing this letter to recommend Himanshu Singh, as a part of admission requirements to Design & Business Schools for his Master's degree education.

I have known Himanshu since he was working as a freelance design consultant in 2009. He has been working for our company as an Advertising & Design Consultant, which he later formalized as Demotic Studios. Under his Creative Direction, his agency served our company's design needs related to product branding, packaging, promotions and advertising.

It should go without saying that he is a remarkable design and advertising talent, with an eye for not only design details but also advertising. Himanshu has always taken his role seriously and is passionate about his deliverables. Beyond his passion for good design and solution to projects, Himanshu is a natural leader, and has always proved this to us through his work.

I have highest personal and professional regards for Himanshu, and sincerely believe that he will bring his unique energy, optimism, passion, and creativity to your class. If you have any questions about this recommendation or my endorsement of Himanshu, please do not hesitate to contact me and I will gladly try to help.

Kind regards,

Rustum Patell  
Executive Director,  
Mobile : +91-9974086255  
rustum@reinhardtindia.com  
Reinhardt Roto Machines  
www.reinhardtindia.com

**Reinhardt Roto-Machines**  
107, Panorems, R.C. Dutt Road,  
Vadodra - 390007, INDIA  
Tel. : +91 265 3058114  
Fax : +91 265 2340172  
Email : info@reinhardtindia.com  
Web : reinhardtindia.com



To Whom It May Concern

I would like to recommend Mr. Himanshu Singh for admission into the Masters School for Design & Business Degree Education. I have known Himanshu professionally once he started working with Baroda Polyform Pvt. Ltd..

Himanshu with his agency Demotic Studios, has been working for Baroda Polyform Pvt. Ltd. since 2010 and during this time he consulted us with designing of identities, corporate movie, websites and took on some major design projects for our company.

He has creativity, desire and passion to create solution to any design problem and meet client's expectations, these qualities made him the ideal design consultant for our organization. And it is my belief these qualities would make him an outstanding student for your program.

I would be more than happy to provide more details if you need them.  
Kind regards,

Shivinder Singh Chawla  
Mobile : +91-9898056767  
admin@barodapolyform.com  
Baroda Polyform Pvt. Ltd.  
www.barodapolyform.com



**Factory :**  
Survey No. 713  
Manjusr, Tal. Savali  
Vadodra, India.

**Corporate Office :**  
**BARODA POLYFORM PVT. LTD.**  
No. 7, First Floor, Panorama Complex,  
R.C. Dutt road, Alkapuri,  
Vadodra, Gujarat, India.  
Tel : 0091 265 3058114  
Fax : 0091 265 2340172  
Email : admin@barodapolyform.com  
Web : www.barodapolyform.com

**Reebok**

CERTIFICATE

This is to certify that this project is a bonafide work of Mr. Himanshu Singh, a student of Fashion Technology (2005-2009) at National Institute of Fashion Technology, Gandhinagar, towards fulfillment of the requirements of the summer internship of 10 weeks in the above mentioned course. Further, he completed his Design project- inclusive of Designing and Product development and met all the requirements of the project in the months of May, June and July 2008.

He also took initiative towards working on the Visual merchandising and was actively involved in setting up the Visual Display at the seasonal tradeshow conducted by Reebok.

*Feedback -  
Sincere work and a hardworking candidate.  
Inclined towards design & product development. Extremely good with graphics!  
Good job!*

Upasana Verma  
(industry mentor)  
Product Manager- Lifestyle Apparel  
REEBOK INDIA COMPANY

REEBOK INDIA COMPANY  
Signature Tower-B  
South City - 1, Gurgaon - 122 001  
Haryana, India  
Tel: 91-124-412 4100  
Fax: 91-124-280 5036, 280 5037

Regd. Office & Warehouse : 530/1, 3 & 4, Village Bijnawas, New Delhi - 110 061, India. Tel: 91-11-2806 2593, 2806 2594 Telefax: 91-11-2806 1908



**AARVEE  
DENIMS AND  
EXPORTS LTD.**

(GOVT. REGCD. EXPORT HOUSE)

188/2, Ranipur Village, Opp. C.N.I. Church, Narol, Ahmedabad-382 405, Guj. INDIA • Fax : 91-79-25714660, 25714504  
Phone : 25714501, 25714502, 25712852 Website : www.aarvee-denims.com • E-Mail : aarveead1@sanchamel.in • amtex@satyam.net.in

*Certificate*

*This is to certify that Mr. Himanshu Singh, student of NIFT, Gandhinagar, (DAT-4) has undergone his 4 weeks industrial internship (16<sup>th</sup> May 2006 to 12<sup>th</sup> June 2006) at our company Aarvee Denims And Exports Ltd., Ahmedabad at its units - Garmenting Unit (Narol) and Spinning Unit (Bavla).*

*During the tenure of internship, the candidate visited the various departments of the company observing the manufacturing process right from cotton procurement to the readymade garmenting.*

*During the course of training, he was found to be of pleasant personality and good character.*

*We wish him best of luck for his future endeavors in life.*

*Date: 12<sup>th</sup> June 2006*

*For Aarvee Denims And Exports Ltd.,*

*Keyur J. Shah*  
Keyur Shah  
Company Secretary  
& Sr. Manager (Legal, HR and Admin.)



[www.himanshusingh.co.in](http://www.himanshusingh.co.in)