

Understanding Design
Prof. Nina Sabnani
Prof. Geetanjali Sachdev
Department of Engineering Design
Indian Institute of Technology, Bombay

Module 04
Start of Section 2
Lecture – 19
The cost of looking the other way

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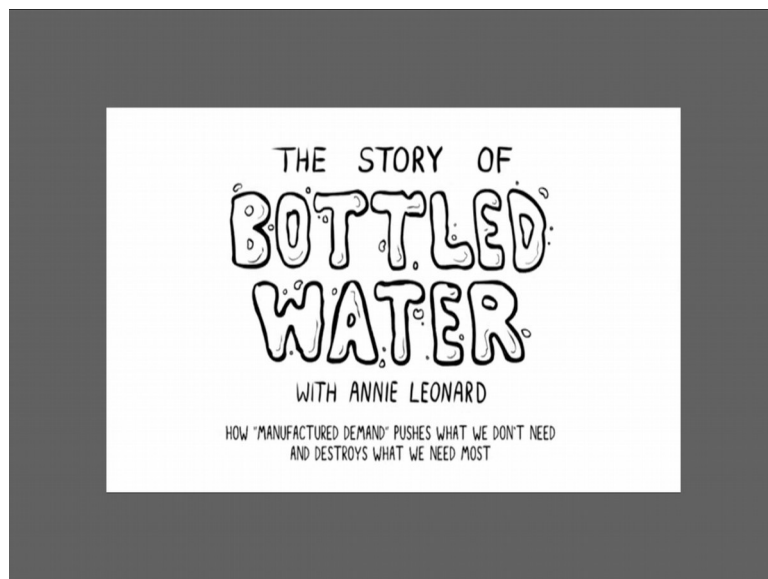
I love the story of stuff, I think all of us need to watch it every 6 months, just to remind ourselves of so, many things that we do not think about. Annie Leonard went on to make more such videos.

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Like ‘The story of solutions’ and others on consumerism.

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‘The true cost of bottled water’ you will see the links in the reference tab on the course platform.

You know these are really things we cannot not afford to think about, especially when we design for sustainability, you know. We have to be conscious about the planets limited resources and focus on materials and processes that aim for zero waste and we have

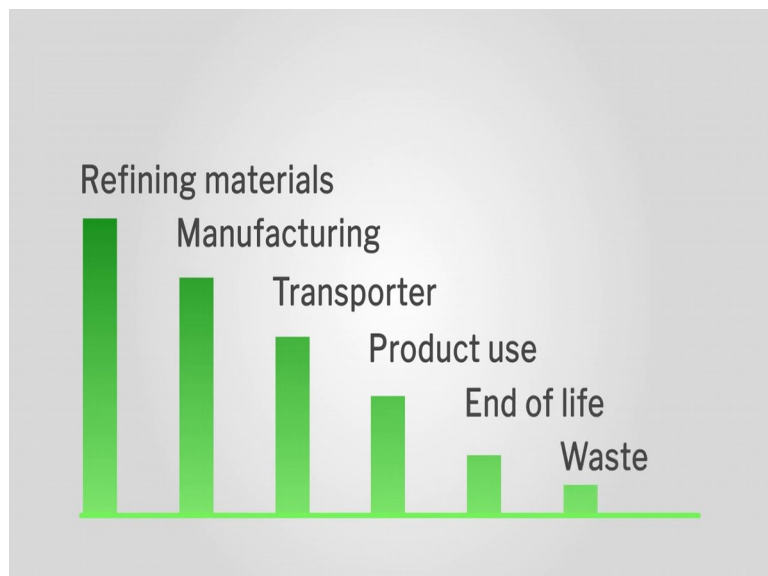
to think about, how we change the way we produce and consume and how we distribute how we recycle and this is really one of the 3 R's come in.

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The 3 R's - Reduce Recycle Reuse. Exactly you know the story of stuff was made in 2009 and things are even worse today for sure because even though the video was made for a US context it applies equally so, for our environment today. We are losing natural resources like forest cover at top speed, industries are polluting air, water and soil. Tribal populations are being displaced by corporations, they have no right to that land.

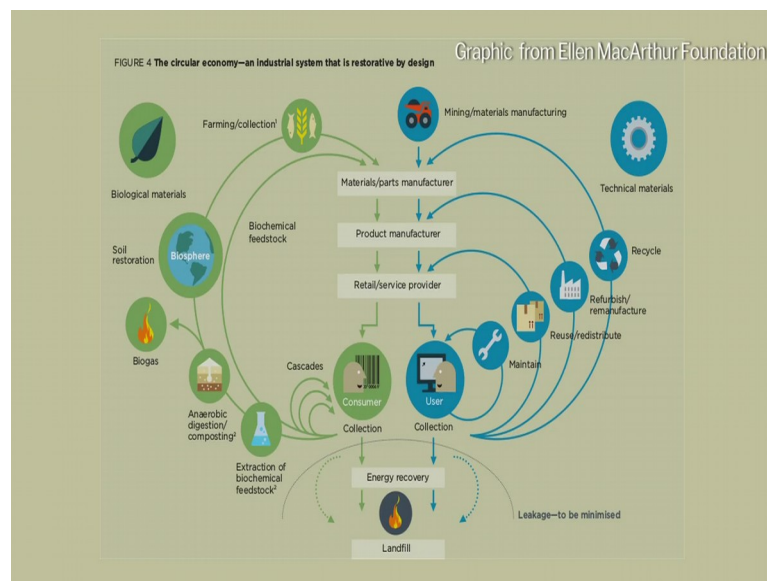
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In India also the economic model has been largely wasteful in terms of being linear model. You take resources from nature and you design these products, make them and ship them to the customers and it has a certain planned duration of use. After that it needs to be replaced by other products. So, the consumption is largely wasteful and lot of the end of life products just end up in the environment not in a form the nature can process it and therefore, it becomes disruptive in some ways and also destructive to the environment.

So, that is why I think the conscious designer needs to think more in terms of sustainability and be more sensitive to the damage caused to the environment. So, here we are not only talking about responsible consumption of resources, can those products be designed in such a way that some parts of it can go directly into nature and be processed by nature and some other parts of it can be reused or repurposed or recycled so, that the waste stream is reduced and it does not disrupt the natural cycle. And therefore, the outputs are recycled, reused in such a way that it closes in.

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Yes the purely economic approach did not look at closing the loop between the inputs they were using and the waste being generated.

Right and it is not as if suddenly the old way of doing things has vanished you know design for sustainability in the contemporary industrial context is yet to become widespread, it is not a way of thinking that exists at the moment and it exists only in some

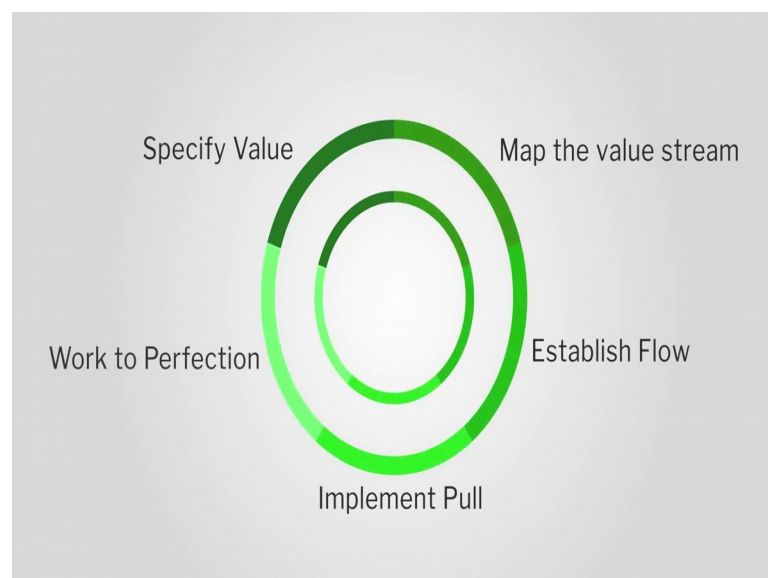
pockets where people are becoming environmentally conscious or socially conscious, but largely people are not concerned about the future of the planet that were leaving behind.

Where people do not care or do not care to know, that is an attempt to bring in laws that regulate these matters.

Now, you know, but there are always people opposing these laws and are looking for loopholes that may allow evasion to some extent and in fact, legal measures may not always have the measured or the required effect that we're looking for. I think it requires a change in thinking, you know and in the way we think about the planet and resources and in fact, a recent move in sustainability has been towards lean thinking.

Lean thinking became a very important aspect to consider especially on the economic factors of cost quality and lead time. This was largely successful for many of the Japanese car manufactures grabbing a huge market share, because of the way they designed their products using lean thinking. These key principles guide us when applying lean techniques and tools and it became new way of thinking for both product design and for manufacture.

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So, Tesco is one of the largest supermarket chains in the UK and Terry Leahy who is the former CEO of Tesco explains how lean thinking is applied for sustainability in the con-

text of the chains' operations and it is a huge supply distribution network that links the farmer with the home consumer.

Its time for a pause as you go to the next tab and follow the link.