

Dr. Ajanta Sen,

Founder and Director 'Jellow Lab', Founder 'Design in India', Director 'Solar Project'

Dr. Ajanta Sen, a Ph.D. in Development Planning from the Indian Institute of Technology Bombay (IITB), Mumbai, India, has been engaged in interpreting technologies vis-à-vis cultural paradigms for the emerging markets, socio-cultural-ethnographic analysis of industrial design-related issues, and critiquing new media technologies and design issues for the media, Dr.Sen specializes in the disciplines of **Interaction Design, Social Computing and the Evolution of Industrial Design as a Co-evolution of Technology.**

She is involved with Play n Learn activities in at least three major international projects for over 25 years. With her key interests

- (1) First as Director, Solar Project, a pioneering networking technology project since 1997 that created cross-cultural collaborative learning environments for children as a joint UK-India initiative between children's schools and design institutes in India and UK. The project set many technology and design milestones and has won over a hundred awards to date.
- (2) Secondly, as co-founder of a startup called Jellow Communicator where she has been involved in conceptualizing and development of an AAC application that helps those with speech difficulty, especially those with cerebral palsy and autism, to speak and do so in an expressive way with help of a tool conceptualised by her called the ELP (Emotional Language Protocol). Jellow has won several prestigious awards such as the Unicef Innovation Funds Award, National Award, the mBillionth South Asia Award, the Microsoft-Nipman Award and others.
- (3) The third major play and learn initiative for Dr Sen has been the COSMIC Labs set up at Singapore's NTU and NUS on invitation from the Singapore Government as a joint initiative with IITB, and empowering communities through social media innovations. As Senior Scientific Researcher, she was instrumental in driving a major play n learn project at COSMIC called Pubby - a hand glove device helping to build puppets as a

learning medium, and being able to co-create these remotely with family members such as with grandparents and with peers at school.

Dr Ajanta Sen is also Founder, Design in India ([www.designinindia.net](http://www.designinindia.net)), India's comprehensive resource site for design.

Some of her noteworthy (and ongoing) projects are with the MicroSoft Corporation and MicroSoft Research, Redmond, USA and in Hyderabad, India, Motorola India Research, Bangalore, Yahoo Research, Sunnyvale, USA, Google India, Bharat Petroleum Corporation Ltd (BPCL), India, Indian Oil Corporation (IOC), India, the Khadim's Group, India , the Ahmedabad Municipal Corporation, among others.