

## Address by MASA Immediate Past President



Hello friends!

In the first installment, our founder President Mr. Akhtar Chauhan has told the story of the birth of this organization (our very own MASA) and the early days. Now in the second installment I am to continue the story further. At the first instance, I have to tell you that I was present from the very first meeting in which the MASA was formed and Akhtarbhai was requested to lead it. In the same meeting I was nominated the Vice President, and asked to shoulder the responsibility of supporting our president in all that he may decide to take up. Therefore for the next six years I was doing just what the president wanted me to do. Those were turbulent times and many far reaching changes were happening in the field of architecture in general and architectural education in particular. The same judgment of the Supreme Court which had given birth to MASA, had also said that if all the private colleges of a particular field or trade could come together and form an association, it could take up the task of admissions in that state.

Thus MASA decided to take up this onerous task upon itself. I was asked to take up this task and thus I became the first “competent authority” for the entrance test for architecture and the common admission process for architecture in Maharashtra. It was a stupendous task and I had not attempted anything so humongous in the past. But then nobody else amongst us had. So I decided to give it a go and with the unstinting support from the board as well as all the members, I could complete the task well in time and with not a single complaint from any quarter. Those were the heady days of working hard with your colleagues and being appreciated for the good work done.

This was done with great élan by the MASA board with heavy inputs from Akhtar as usual. In the mean time Akhtar had decided that it was time for him and his board to say good by and for a new board to take over the reins of MASA. It was at this juncture that I happened to be entrusted with the Presidentship of MASA after six years of shouldering the responsibilities of Vice Presidentship.

The council of Architecture came out with NATA (An entrance test for architecture for all of India). So the MASA was left with the common admission procedure for private colleges in Maharashtra. This was also done highly competently by MASA. Along with this, other activities like encouraging good teachers as also the research were also taken up by me and my board. After a couple of years, the Maharashtra Govt. decided to take over the responsibility of the common admission process for all the colleges in Maharashtra (both govt. and private) and with 2015-16, the MASA has no say left in any matter dealing with admissions to architecture colleges in Maharashtra.

In the year 2017 it was time for me and my board to hand over the reins of MASA to the newly elected board after four long and tiring years, so also the time had come to go back to the drawing board and redefine the role of MASA.

And so, with the new board taking over from mine, the focus has shifted to academics and research activities. These activities were also being done earlier, but now they are the main activities of MASA. And so you are seeing this news letter and will be seeing the MASA publication of refereed Journal of research papers shortly.

Thus ends the second chapter in the long and historic saga of MASA. My best wishes to the new board and to all of you. May the saga of MASA never end and may MASA go from strength to strength.

**Dr.Milind Telang**

**MASA Immediate Past President**

## Upcoming MASA Convention 2017

**Block your dates for the MASA convention –  
27<sup>th</sup> and 28<sup>th</sup> October, 2017**

The eminent speakers names and other details for the convention will be announced soon.

## Unveiling of The Propositions 2017

We are proud to announce the unveiling of  
**The Propositions** Journal of MASA in October 2017.

For sending your papers to be published in the Journal, please refer the MASA website- [www.maharch.org/](http://www.maharch.org/)



## B.Arch. Admissions 2017-18

With the First year admissions dates closed on 31<sup>st</sup> August, 2017, all architecture colleges in the State have commenced their academic curriculum in full swing. This year with NATA being conducted only once and the cut offs being competitive, the colleges managed to fulfill their seats with students genuinely focused towards the field and seriously looking forward to architecture as a profession in future.

### Urban Ladder gets government nod for single brand retail in India

By AU News Bureau-Aug 29, 2017

The Department of Industrial Policy & Promotion (DIPP) has granted Urban Ladder the single brand retail license (SBRT), a move that will help home-grown furniture brand to fulfill its ambition of becoming a global furniture retailer, the company said in a statement. The company, which signed up on online marketplaces Flipkart and Amazon to retail its products apart from its own online channel, had applied for an SBRT license in September 2016. "The SBRT license is a huge vote of confidence and encouragement from the government to young, Indian companies like ours. Creating a nurturing ecosystem for entrepreneurs is beneficial for business, customers, and the country," said Ashish Goel, CEO of Urban Ladder. According to the company, the license will give Urban Ladder more flexibility with its designs and product sourcing. It will also help in tightening its supply chain and maintaining healthy inventory. Urban Ladder is also targeting an IPO in the next 3 years, the company said.

### Ikea to make India manufacturing hub for sofas and furniture

By AU News Bureau-Aug 29, 2017

Ikea is using India as a hub for making sofas and furniture for its global stores. This is expected to build volumes for the Swedish furniture retailer and, as a result, help bring down prices of its products in India. One of the ways how Ikea plans to reduce prices of its products in India is by exporting locally-made products to its global stores to achieve economies of scale.

## Paris Riverside Restaurant

The aim of this architecture competition is to design a new 21<sup>st</sup> century restaurant and wine bar on the promenade along the River Seine in Paris. Create an architectural icon along the River Seine, that will become a popular destination for the residents and everyone who visits the city. Create an experience within a restaurant shell that adds to the programmed interior space. Maximize the use of the waterfront context and the promenade into the architectural concept for the restaurant.

Standard Registration starts: **1st September 2017**

Standard Registration ends: **30th September 2017**

Closing day for Submissions **30th September 2017**

Announcement of Winners: **24th October 2017**

For more details, visit <http://archasm.in/current-competition/>

## 7th Advanced Architecture Contest, on the Theme of Responsive City

The theme of the Competition is “Responsive City”.

The aim of the competition is to promote discussion and research through which to generate insights and visions, ideas and proposals that help us envisage what the city and the habitat of the 21st century will be like.

The competition is open to architects, engineers, planners and designers who want to contribute to progress in making the world more habitable by developing a proposal capable of responding to emerging challenges in areas such as ecology, information technology, architecture, and productive cities.

The Registration is FREE.

Registration Deadline 15<sup>th</sup> January, 2018 19:57

Submission Deadline 15<sup>th</sup> January, 2018

For more details, visit <http://www.archdaily.com/878253/open-call-infinity-box-design-a-recreational-space>

## The Editor's Note

MASA is proud to announce the publication of Monthly Newsletter and Bi-annual Journal commencing from the year 2017. As the first two issues of our Newsletter are already out, we would like to encourage all Architecture and Design Institutions to join us in promoting our professional education course.

The MASA Newsletter offers a great platform for reaching out to the Architecture and Design Institutions all over India! We have created a special space in the newsletter for broadcasting any important events happening at your Institution. We request you to send us all the exciting and fun activities happening at your colleges. They may be workshops, seminars, competitions, conferences or award functions. We also encourage sharing with us any information about your college that you wish to make public and create awareness for a good cause, as this Newsletter reaches all corners of our country, every month.

Please find the below rates quoted for the news and announcements for last page of newsletter:

Advertisement size	MASA member	MASA non-member	Industrial
	INR	INR	INR
1/8 <sup>th</sup> Page	2500	4000	7500
1/4 <sup>th</sup> Page	5000	7000	10,000
½ Page	10,000	15,000	20,000
1 page	15,000	20,000	30,000

For more details, please mail us at [masajournal2017@gmail.com](mailto:masajournal2017@gmail.com) or call 020-65000781. Looking forward to receiving interesting news from all !

**Prof. Shubhada Chapekar**

*D Y Patil School of Architecture,  
Lohegaon, Pune*

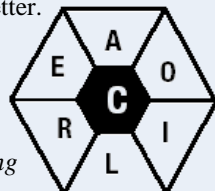
Everything from the chromosomes in our body to the vast Universe follows the Fibonacci sequence! The **Fibonacci sequence** is named after Italian mathematician Leonardo of Pisa, known as Fibonacci. His 1202 book Liber Abaci introduced the sequence to Western European mathematics, although the sequence had been described earlier in Indian mathematics. The Fibonacci sequence appears in Indian mathematics, in connection with Sanskrit prosody. The **Fibonacci numbers** are 0, 1, 1, 2, 3, 5, 8, 13 and so on. (add the last two to get the next).



### SPELLATHON

How many words of four or more letters can you make from the letters shown in today's puzzle?

In making a word, a letter can be used as many times as it appears in the puzzle. Each word must contain the central letter.



12- Average  
14- Good  
16-Outstanding

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