



# Shken: Packaging Design and branding for Shken moulds



## About Shken and Syntein production centre:

Shken is a social enterprise which brings together craftsmen to create a community and organise the handicraft sector keeping in mind the benefit for the craftsmen. In this context shken is planning a production centre at syntein (SPC) Syntein Production Centre, in the village: Mawkaphan, block – Mawsynram, Meghalaya. Amongst the cluster of five villages, only Mawkaphan village has access to motorable road. Of the 200 families comprising the village nearly 70 families are involved in bamboo crafts. The center is envisaged to be a craft collective where craftsmen from the village will create products to be transported in bulk to Metro cities by identifying young local entrepreneurs from Meghalaya. Satisfying a bulk order for handicrafts products is time consuming, strenuous, labour intensive and a skilled job as each product is created by hand. Therefore, these products lack standardization and inconsistency in shape, size and form, creating hurdles in effective transportation and at times rejection due to lack of precision and finishing. Identifying this problem product designers have designed new products which are created using moulds. These moulds help craftsmen build products faster and with precision in lesser time.

## Packaging challenge:

These moulds need a packaging design solution which is low cost and easy in transport as it has to be transported at various production centers in villages across Meghalaya. You are expected to design the structure of the package, so that the mould can be transported safely without any damage.

## Communication challenge:

Some of the moulds used for the products are transported in a collapsed state (flat) and need to be reassembled at the venue. The craftsmen have to be trained for this assembly of the mould or it would affect the final shape of the product shape or size leading to inconsistency in production. The craftsmen speak their local language and are not familiar with English or Hindi. Can you design a language independent instruction to assemble the mould which can be accompanied with the pack.

## Course Instructors:

**Prof. Mandar Rane**  
Communication Design  
Expertise - Graphics

**Prof. Purba Joshi**  
Product Design  
Expertise - Structure

**SHKEN.IN**  
CRAFT • COMMUNITY • COLLECTIVES

## Shken logo and Tagline:

Vector artwork will be provided



**Shken Product:**  
Multi-Purpose Basket

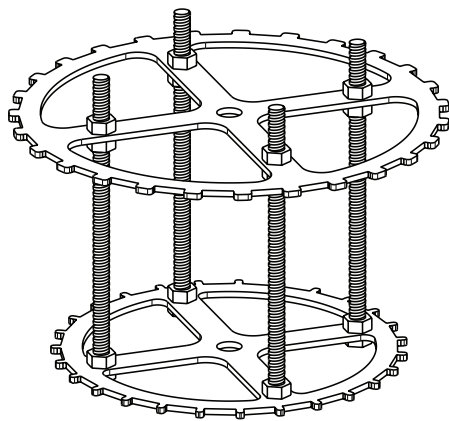
**Packaging Concerns:**

- Meghalaya is known for its heavy rainfall
- Package should be lighter and compact
- Mould packaging should be stackable
- Logo for shken will be provided as vector artwork
- Aim for low cost packaging
- 80% of population is rural and 20% is urban
- Spoken language is Khasi, (they don't speak Hindi or English)

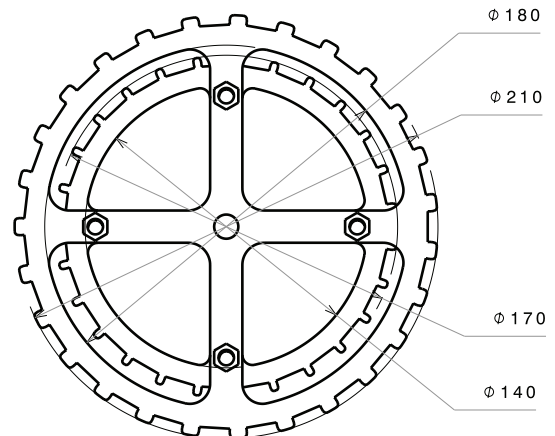


# Details

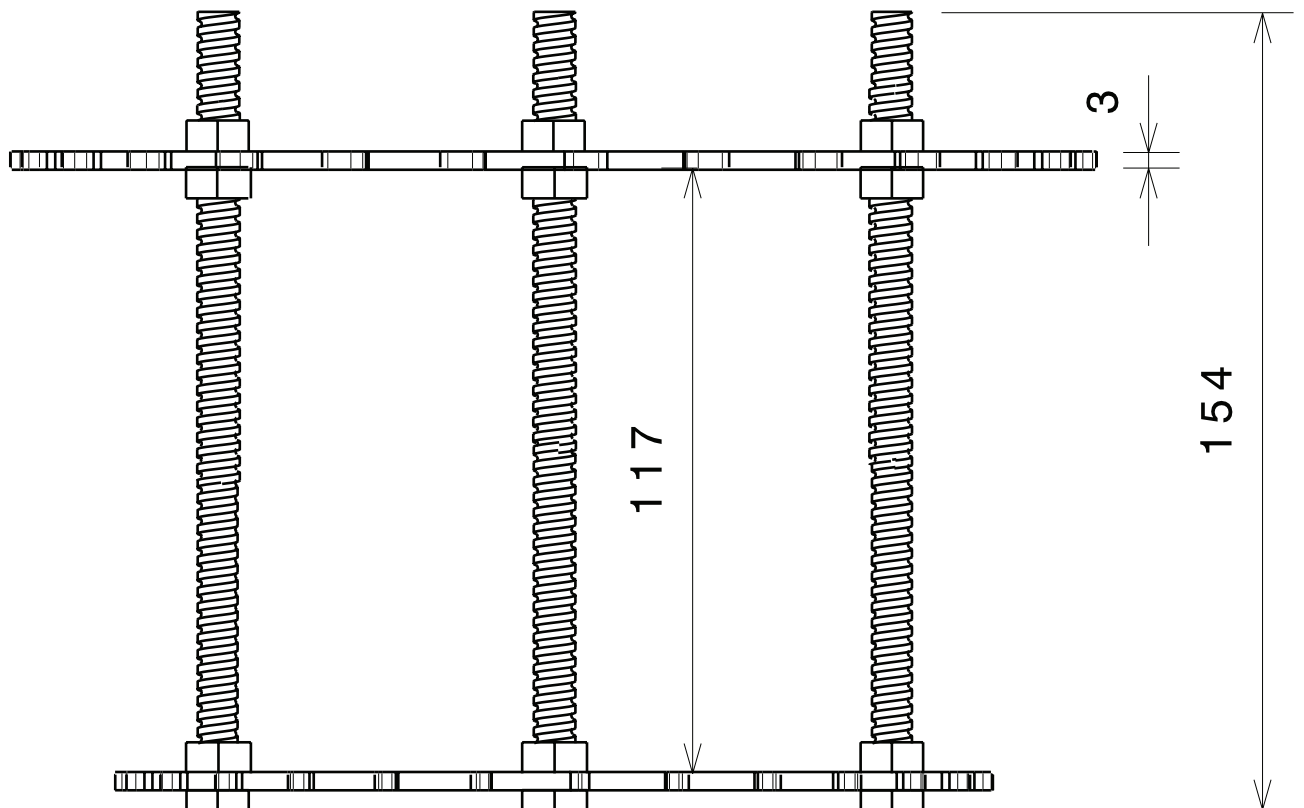
## Multi-purpose basket mould



ISOMETRIC VIEW



FRONT VIEW SCALE: 1:3



SIDE VIEW SCALE: 1:3