

**Summer Internship Report**  
**Happy Hands Foundation, New Delhi**  
**PROJECT 1**  
**IDC, IIT BOMBAY**

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126250004 | Visual Communication | M.Des  
Batch 2012-2014

Why?

did I do the internship

IDC

aim

Personal

Why?  
did I do the internship

understand how design  
can intervene to bring in  
constructive  
changes

IDC

exposure to design firms  
in rural & urban

aim

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Why?  
did I do the internship

Personal

NGO  
working for  
the society

Indian  
Traditional/ Folk  
Art & Crafts

# Where?

did I do the internship

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Where?

IDC + Personal

did I do the internship

---

Where?

IDC + Personal

did I do the internship

---

Happy Hands Foundation  
AND The People's Project





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## Happy Hands Foundation

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*Each year, almost 12% of our artists abandon the craft in search of better livelihood opportunities. This leaves a craft to be abandoned, endangered, and in process, we lose the identity of a community.*

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# Happy Hands Foundation

Registered Non Profit 2009

*"We are different because more than selling and marketing, we focus on education the artisans. A lot of artisans didn't want their kin to take up the art because of the economic hardships in the sector, and that is the attitude we wanted to change..."*

—Medhavi Gandhi, Director 1

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**600**  
artist families

**12**  
states

Block Printing—Rajasthan;  
Sanjhi—Uttar Pradesh;  
Madhubani—Bihar;  
Kophi—Nagaland;  
Jadupatua—West Bengal;  
Coir—Orissa;  
Bastar—Chattisgarh;

Lacquer Toys—Andhra Pradesh;  
Chittara—Karnataka;  
Patachitra—Orissa;  
Ajrak—Gujarat;  
Gond—Madhya Pradesh;  
Warli—Maharashtra;  
Cheriyal—Andhra Pradesh



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# Happy Hands Foundation

**EDUCATION**



**ART & CRAFT  
REVIVAL**



**LIVELIHOOD  
TRAINING**

# THE PEOPLE'S PROJECT

A Happy Hands Foundation Initiative

collective thinking

joins hands with people to

poke probe  
think create



Gift packages for personal  
occasions and corporates,  
Conference Kits  
Mementos  
Design Consultancy in Interiors  
Merchandise



Branding  
Packaging  
Artwork/Graphics  
Publications  
Installations

# Who<sup>am I</sup>?

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My Role as a Visual Communicator



# Multi-task

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Constructing a Brief

Sourcing and structuring data

Designing

Execution



# What?!

I did for 34 Days

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# What I did for 34 Days

**DURATION 1**  
**Warm up!**



**20<sup>TH</sup> MAY–25<sup>TH</sup> MAY**  
WORKING DAYS – 6

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**Google Service Week**  
Proposal Presentation  
Visit to **Repoussé**  
**Workshop**, Seelampur

**DURATION 2**  
**Lets Play!**

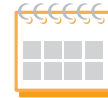


**27<sup>TH</sup> MAY–7<sup>TH</sup> JUNE**  
WORKING DAYS – 11

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A Social Media  
Experiment  
**D–Code Green 2013**  
The Delhi Word Hunt

**DURATION 3**  
**Finding Ways!**



**8<sup>TH</sup> JUNE–12<sup>TH</sup> JUNE**  
WORKING DAYS – 4

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Information Structring  
and Designing the  
**Youth ACT Fellowship**  
**Orientation Kit**

**DURATION 4**  
**Game On!**



**13<sup>TH</sup> JUNE–24<sup>TH</sup> JUNE**  
WORKING DAYS – 9

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Re-designing the age  
old **Raja Mantri Chor**  
**Sipahi Game**



# What I did for 34 Days

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So much *to do...*

Such little time!

DURATION 1

# Google Service Week

## A PROPOSAL PRESENTATION

### TRASH BASH

### LEARN & GIVE

### TEACH THEM

- » **Anti-littering** – to promote a cleaner environment.
- » **TARGETS A MONUMENT;** Proposed locations – the India Gate Grounds and Red Fort.
- » **PLAN OF ACTION**  
A Cleaning drive–arranging and classifying the trash–making a 2D installation using trash–exhibiting it–spreading awareness through photographs and viral videos.



DURATION 1

# Google Service Week

## A PROPOSAL PRESENTATION



- » Making feeder bowls from **Pottery**
- » **Toy Making with Papermache** - reuses waste paper - painting them in **Madhubani style**
- » **Paper Lanterns in Sanjhi Art**
- » **Make and Gift a Book** aimed at donating hand painted/ illustrated Hindi *Varnmala* to the needy. Proposed artforms– **Warli or Gond**.



DURATION 1

# Google Service Week

## A PROPOSAL PRESENTATION

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- » proposal for a **long-term** association
- » **volunteers interact** with young **students** in different **rural areas**
- » **awareness** about issues such as importance of **Hygiene and Sanitation** or **Energy and Water Conservation**
- » Medium – **workshops** and sessions.



DURATION 1

## Visiting a Repoussé Workshop

**SEELAMPUR, NEW DELHI**

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Chance to visit a Repoussé Artist's workshop in *Seelampur* to source samples and understand the nuances of the art along with the possible production cost of one installation for *Dilli Haat*, Janakpuri, New Delhi.



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Re-designing the age  
old **Raja Mantri Chor**  
**Sipahi Game**

Let's Play  
a game with  
*Dilliwalas! ;)*



DURATION 2

## D-Code Green – The Delhi Word Hunt

### A SOCIAL MEDIA EXPERIMENT

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- » 5-day **World Environment Day** Celebration;  
**5<sup>th</sup> June – 9<sup>th</sup> June**
- » **SOCIAL MEDIA PLATFORMS** – Facebook ,  
Twitter, Instagram
- » **SPOT** the alphabet, **UPLOAD** and  
**COMPLETE THE PHRASE** – ‘build’ awareness  
about the environment



*every day the people would help us build, share and spread a new eco-friendly message, making more people aware of the World Environment Day and reminding them of their duty toward the environment.*

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D-Code Green  
the logo for the  
event.



Facebook Cover  
Photo as a teaser  
on the first day  
of promotion;  
Dimensions  
851px by 315px



Facebook Cover  
Photo graphic  
to upload the  
phrase of the  
day; Dimensions  
851px by 315px

**CHOSEN QUOTES** DAY#1 Never refuse to **REUSE** | DAY#2 **THINK**, before you **PRINT** | DAY#3 May the **FOREST** be with you |  
DAY#4 **COOL** kids help a warm **PLANET** | DAY#5 **EACH DROP** boosts the ocean





## The Key to D-Code



### 1. SPOT AN ALPHABET

There are alphabets scattered all over. Dilliwalas! It is time to heighten your sense of vision



### 2. CLICK A PICTURE

So you spot the alphabet and pick up your phone camera and Click it!



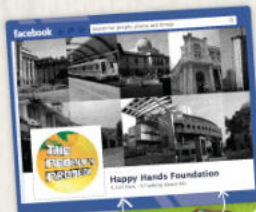
### 3. SHARE THE PICTURE

They say Sharing is Caring... so share that pretty picture with everyone you care about on facebook.



### 4. TAG US

#DCodeGreen



Just tag us Facebook OR tweet it with #DCodeGreen

### 5. ADD THE MISSING ALPHABET



We add your picture to build the word for the day and complete the phrase to spread awareness about the environment.



## THE DELHI WORD HUNT 2013

5th - 9th June

THIS WORLD ENVIRONMENT DAY

# DELHI SMELLS LIKE GREEN SPIRIT

We have set up a 5-day hunt and believe us it is **NOT AN ORDINARY ONE!** This one will get your phone's heart racing, and you might just be able to catch a glimpse of some traditional arts and crafts.

## Key to D-Code



SPOT AN ALPHABET



CLICK A PICTURE



SHARE

#DCodeGreen

THE PEOPLE'S PROJECT



CONTACT 011-26 564 977 | E-MAIL info@happyhands.in, top@happyhands.in  
WEBSITE <http://www.happyhands.in> | Follow Happy Hands Foundation on FACEBOOK  
ADDRESS B-8/1 First Floor, Lane 2, Saidulajab, Saket New Delhi, New Delhi, India 110030.

**TOP** An emailer for the promotion of the event.

**LEFT** is the steps/ instructions to play the game.



#### FIRST DRAFT

Draft was discarded as the instructions weren't highlighted and the information about the craft was off the eye-level.

INFORMATION ABOUT THE TRADITIONAL ART/ CRAFT



HEADER WITH THE NAME AND EVENT DETAILS

FINAL DRAFT

INSTRUCTIONS

ALPHABET SPORTING A TRADITIONAL ART/ CRAFT

QR CODE LINK TO HHF'S FACEBOOK PAGE

**EXTREME LEFT** First Draft of the A2 Alphabet Panels.

**LEFT** The Final a2 Alphabet panel template printed on a vinyl and put up resuing old waste packaging material



1

# Never refuse to



## Chittara Art

ORIGIN  
TECHNIQUE & MEDIUM



WEBSITE <http://www.happylifeindia.in>

Follow Us on



## Madhubani Art

ORIGIN  
TECHNIQUE & MEDIUM



WEBSITE <http://www.happylifeindia.in>

Follow Us on



## Cheriyal Art

ORIGIN  
TECHNIQUE & MEDIUM



WEBSITE <http://www.happylifeindia.in>

Follow Us on



## Ajrakh Craft

ORIGIN  
TECHNIQUE & MEDIUM



WEBSITE <http://www.happylifeindia.in>

Follow Us on



## Wari Art

ORIGIN  
TECHNIQUE & MEDIUM



WEBSITE <http://www.happylifeindia.in>

Follow Us on





2

before you





3

May the



be with you







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Re-designing the age  
old **Raja Mantri Chor**  
**Sipahi Game**

finding  
Ways  
TO CREATE  
change

DURATION 3

## Youth ACT Fellowship

### ORIENTATION KIT

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- » Orientation kit information–
  - » About the aim of the fellowship;
  - » The Location;
  - » The Craft and the Craft Cluster;
  - » Profiles and Contact Information of other fellows;
  - » Contact information of coordinators
  - » A timeline
- » Keep the Kit **concise, convenient** and **cost effective**
- » A single page **collapsible** information guide
- » double as a **souvenir** from the fellowship – a Certified Happy Hands Fellow **Poster**

*Along with the information guide, it was proposed to personalize the kits with an **Identity card** for each fellow and assemble the kit with a **Jadupatua Diary**, a **pen** and a **Coir Doll Key-ring**.*

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**RIGHT** The Information guide that opens up to reveal a certified Happy Hands Fellow Poster.

**1 TOP** Front of the information guide.

**BOTTOM** Back of the information guide with the timeline of the fellowship

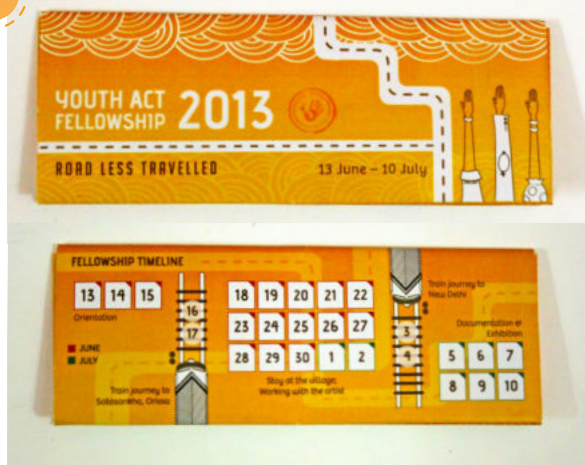
**2 OPEN THE FIRST FOLD** About the Youth ACT Fellowship–Aim and expectations.

**3 OPEN THE SECOND FOLD** About the Craft and the Craft Cluster.

**4 OPEN THE THIRD FOLD** About the Cluster Location and About the Fellows

**5&6 OPEN THE FOURTH FOLD** A Happy Hands Fellow Poster exhibiting the craft and the region the fellowship took place in.

1



2



3



4



5



6







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**Sipahi Game**

A *fallen  
soldier*

in the battle of  
SURVIVAL

AGAINST

TECHNOLOGY



DURATION 4

## Raja Mantri Chor Sipahi

### THE CARD GAME

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- » Old **Raja Mantri Chor Sipahi** – Exact same old rules –only addition of 4 Praja cards
- » Fascination with Miniature Paintings
- » Plan to produce a new edition of **Raja Mantri Chor Sipahi** with ‘better looking’ illustrations.

*A game that we grew up with; a game that required nothing but torn sheets of paper and a pen... Raja Mantri Chor Sipahi became almost extinct for it was probably too basic for a generation for whom complexity and technology seem a little more green a pasture.*

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**‘BETTER LOOKING’**  
illustrations  $\neq$  re-designing

The game screamed for a new  
strategy and little more density.



The Old Cards

DURATION 4

## Raja Mantri Chor Sipahi

### THE CARD GAME - IDENTIFYING PROBLEMS

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- » The game was **too basic** and spotting the Thief was purely based on **guessing**.
- » Apart from the Minister, **no one** really **has anything to do**.
- » While playing the cards, players who got the **Praja card** more than once became a bit disinterested in the game as **there wasn't much incentive** for them in terms of the points and neither were they supposed to do anything.
- » The **Chor**, although the infamous one, had **nothing much to do**.



# Could it be a Board Game?!

where after **spotting the thief** one would have to **capture** him too.

Also the **Praja**, would have **occupations**... they could move around the board and, much like Monopoly, **occupy regions** where the **thief** would be **free to commit crimes** leaving behind a **trail** for the Mantri to follow to catch the Thief.



Could it be a

# Board Game?!

- Very different from the traditional-age-old Raja Mantri Chor Sipahi
- Most people might not be able to relate the two with each other.
- Would increase the manufacturing cost

# CRIMES AND OCCUPATIONS

THREE NEW FEATURES – CRIME CARDS, PROFESSIONS  
FOR THE PRAJA AND PROPS



DURATION 4

## Raja Mantri Chor Sipahi

### THE CARD GAME

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- » Players – 4 or 7 or 9
- » We introduce **5 NEW PRAJA CARDS** –  
Vyapari (Merchant), Vaidya (Doctor), Sunar (Goldsmith), Kaviyatri (Poetess) and Kasai (Butcher).
- » A new set of **Crime Cards** (hexagonal) was introduced along with the playing cards.
- » Visual reference to the **Miniature Painting style**. Very intricate and includes details of clothes and jewelry.
- » **Contemporary** approach; Exploring **Water colours**; using **Hand Lettering**

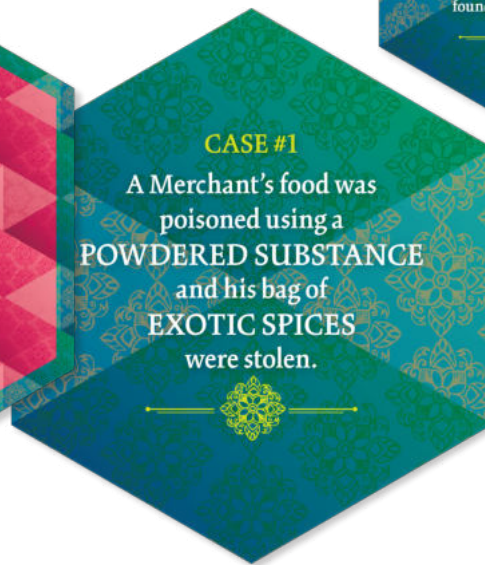




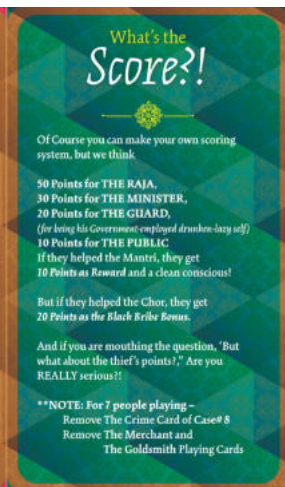
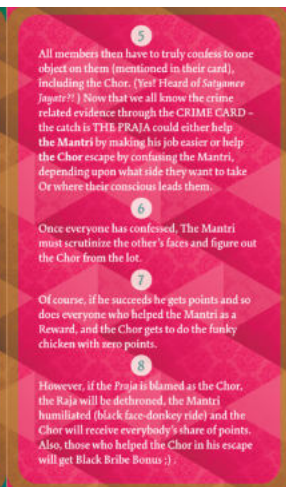
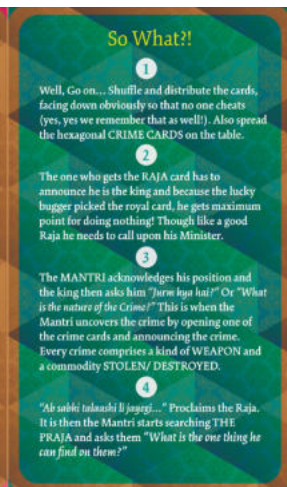
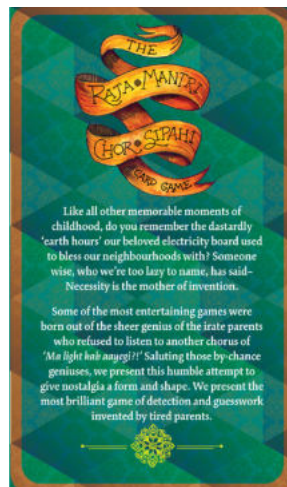
# The New Playing Cards







## Crime Cards



DURATION 4

## Raja Mantri Chor Sipahi

### THE CARD GAME - TESTING AND CONCLUSION

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- » What if no one supports the Chor?
- » What if the Chor doesn't know what to say?
- » Inconsistent Words
- » 9 is a Big Number

### SUGGESTED SCORING SYSTEM

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**50 points** for the **King**

**30 points** for the **Minister**

**20 points** for the **Guard**

**10 points** for the **Praja**.

If they **helped the Mantri**, they get **10 points** as reward and a clean conscious! But if they **helped the Chor**, they get **20 points** as the Bonus Bribe points or Black money.





# How?

was the experience

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## CHALLENGES

- » a **very small group**
- » Projects were **constrained with time** – compromise on the quality of the work
- » Relatively new and a bit **disorganized**
- » Being **the only Visual Communication designer** on the team
- » Long travelling hours

# How?

was the experience



***Stop Criticising*** and work towards a better society and for that we must not be hesitant to ***Access All Areas*** and take a few leaps of faith. :)

LEARNING

*'When in doubt, refer to  
Handmade in India!'*

to **back off** a bit

How?  
was the experience

Social Media based public  
experiment – to work  
with **graphics** for **digital**  
viewing & **print** purposes

to understand  
**social media** as  
a medium for  
**promotion**

to explore **game**  
**strategy** and **water**  
**colours**

A Happy  
Thanks :)