Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/introduction

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Introduction

A group of students from IDC, IIT Bombay resided with a Warli-artist's family (The Nakhre) in Kalamvihira, a village in Palghar, Maharashtra, for five days in April 2019. We spent our days immersed in their culture, absorbing their ways of life. The primary focus was to learn more about Warli art, the style of Warli painting, the stories behind it and understanding their living conditions. Our final output was an illustrated 1*2m Warli painting using their traditional methods and tools, depicting our experience of the Warli Tribe, their traditions and agriculture during the stay with the Nakhre Family.

Final Group Picture with the Nakhre Family.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/introduction

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Why again?
Because of its rich culture, out of curiosity, I separately collected information about their traditions around agriculture and festivals, solely based on the daily lifestyle of the people in Kalamvihira and Pathardi, Palghar District and created an "Annual timeline of the Warli Tribe" here. I wanted to use this information as a part of a project and DES seemed like a good starting point for that is in the form of a visualization.

Final Output - Ongoing.

Context
Warli Paintings are believed to be one of the oldest forms of tribal art, originating from Maharashtra, India. The Warli culture is centered around the concept of "Mother Nature" as they greatly respect/worship nature and wildlife for their resources (food and everyday living) and farming is their main way of life (and a large source of food in the tribe). Warli Artists traditionally use the walls in their clay huts as their backdrop/canvas for their paintings. But over time, in order to make these paintings more commercialised, a canvas of red clay (mitti) on white muslin cloth along with white paint (made from rice powder) is used. They mostly cover themes like festivals, harvesting, folk story, celebration, and marriage.

The information collected during the previous project was mainly based on the northern region of Maharashtra i.e. Palghar District since we resided in the Village of Kalamvihira. It was observed that there were three main aspects that influenced their culture and everyday life:

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/introduction

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

• Agriculture

• Festivals, and

• Water Availability

Hence, they were my main focus in the previous output (link here). For this project, I eventually decided to focus just on the individual festivals and how the Warli community celebrated them.

Motivation

I wanted to convey their warli culture better through a visualization hence, being able to easily identify relevant information about the given festival. I'm hoping that this also serves as a way of lightly familiarising and introducing an aspect of their culture to people new to it.

I also wanted to experiment and improve my information visualisation and visual design skills through this project.

Objective

My initial aim was to create a large poster, using the same information about the "Annual calendar of the Warli Tribe" and create a better version of it, with more focus on the visuals. Over time, I decided to get more specific and the aim morphed into creating an infographic on, "How the Warli tribe/community celebrates their festivals".

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/research

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Research

From the Initial Output
I started by summarizing the data from the previous project. Since their lives usually revolve around agriculture, festivals, and water availability, those were the three main themes I had considered, that is influencing their annual cycle.

After that, I divided information related to agriculture and festivals into two separate columns, following the time-line from January to December here. Reading through it, I highlighted the commonalities between the content to figure out the existing factors influencing these events, and build upon that.

Secondary Research
I also looked up information on Warli culture and their specific festivals. I came across more factors in common with other festivals, added them to the list, and collected more information about that respectively.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/research

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Agriculture	Festivals
During January and February, they usually go out for work and help other people in their farms. They earn very little from that (around Rs 100 per day) but they somehow manage their day with that money.	
They divide their land and make decisions as to which part of land has to be burnt or which one has to be ploughed. Hence, they start their preparation for the coming year.	**HOLI:** Holi is known as the festival of colours but instead, they celebrate it with mitti. They make different knids of sweets and have rice papad after puja.
	RANG PANCHAMI: It is celebrated five days Holi. This is when everyone in the village play with colours.
They sow paddy in small beds which can be well manured and tended. Farmers collect cowdung and put it on those small beds. These are then stacked with few cut side branches of threes (wood). followed by dry leaves and grass that are spread evenly. Then they are covered with a thin layer of mud and burned slowly. This process is called Rab.	**GUDI PADWA:** It is a spring-time festival that marks the traditional new yar for Marathi people. They buy new clothes and do puja early in the morning.
	BOHADA FESTIVAL: Bohada is a mask festival of the Warli tribes which is held for three days. Mask owners wear these masks and give several performances during this celebration.
with the first rains, the seeds are sown (Chawal Pherni). The farmer then prepares the main fields, whose soil is too hard to be ploughed when dry. They worship their domestic God Narandev, Hirva & Himaidevi before sowing the seeds.	
Once the rice plants have grown a little, they transfer them properly to the main fields. The weeds that have grown during this time are removed.	**NAG PANCHAMI:** Nag Panchami is a traditional worship of snakes. The women in Warli tribe undergo fasting during the whole day (other than chai) and have a good meal at night after the puja.
	BAIL POLA: Pola is a bull-respecting festival celebrated by the people of warli tribe. They decorated and worship their bulls and make them run in a small race.
They gather all the crops and store them in Makaans (huts that are built right beside their farms).	**GANESH CHATURTHI:** The people of Warli tribe celebrate Ganapati wholeheartedly for 10 days. They decorate their village. The kids dance to different songs and everyone does Tarpa dance together.
They finally remove the outer covering of seeds and get them back. They also bring back the dry grass and hay and store them in their house. They worship Goddess Savaribefore harvesting the crops and getting them back home.	
October and November are mostly their celebration months. So they don't really have much work other than storing the dried grass.	**DUSSHERA** and **DIWALI** are one of their most prominent festivals. They get Tarpa players from everywhere and people from all the nearby villages come together celebrate, by doing the Tarpa dance. They also have melas' during this festival and they put these hanging objects called Kandill in front of their house.
They continue storing the dried grass and use the money that they've saved the whole year for their everyday needs.	

Secluding information from Initial Output.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/data-analysis

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Data Analysis

Initial Output: Visual Analysis
My initial output was a timeline-based approach with a brief description of the agricultural practices throughout the year, the festivals they celebrate, and an indication of water availability (due to relying on rainwater as their main source) which was indicated/implied through the intensity of blue-coloured strips. Looking back at it, I would have preferred it to be less text-based with some information being visually conveyed.

From the list of festivals, I chose the following four,

- Gudi Padwa
- Bohada Festival
- koli Bhaji Festival
- Diwali

For this project, I decided my main focus to be on the festivals rather than creating a continuation (timeline/ calendar) hence, focusing on how it's celebrated rather than when it's celebrated.

The factors/themes identified helped answer questions related to the activities in the festivals - What is the right level of brief information beginners can know in order to understand the gist of a festival but not get too confused, How do you easily identify/differentiate between them, when, how and why it is celebrated, etc.

The common categories were mainly,

- Season, Duration
- Theme
- Significance
- When is the Puja done
- Deity worshipped
- Description a.k.a rituals
- Celebration

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

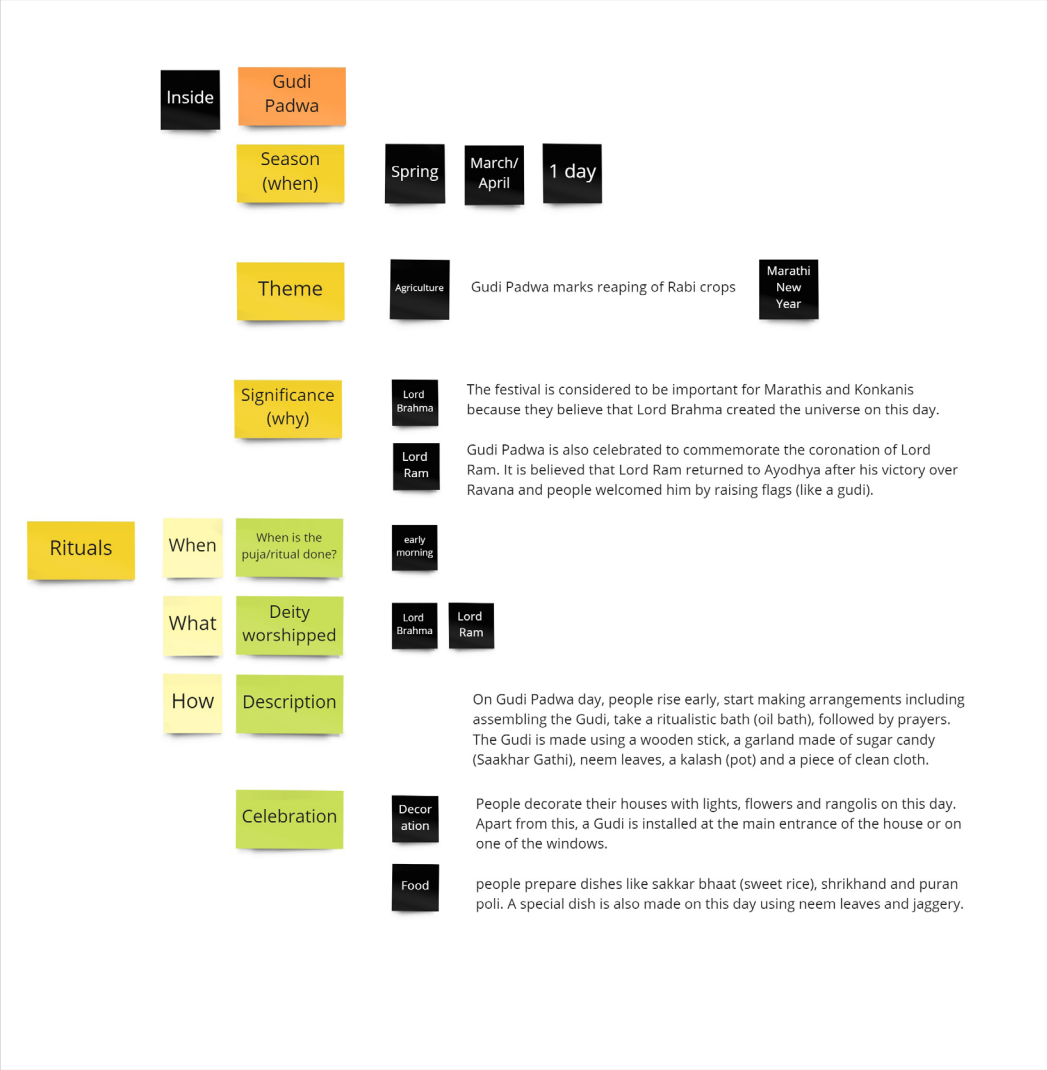
by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/data-analysis

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Maintaining uniformity and structure in presenting information on common topics would enable ease in comparison between the different festivals, visually.

Organizing the Information



Gudi Padwa (Miro Board).

Design Resource

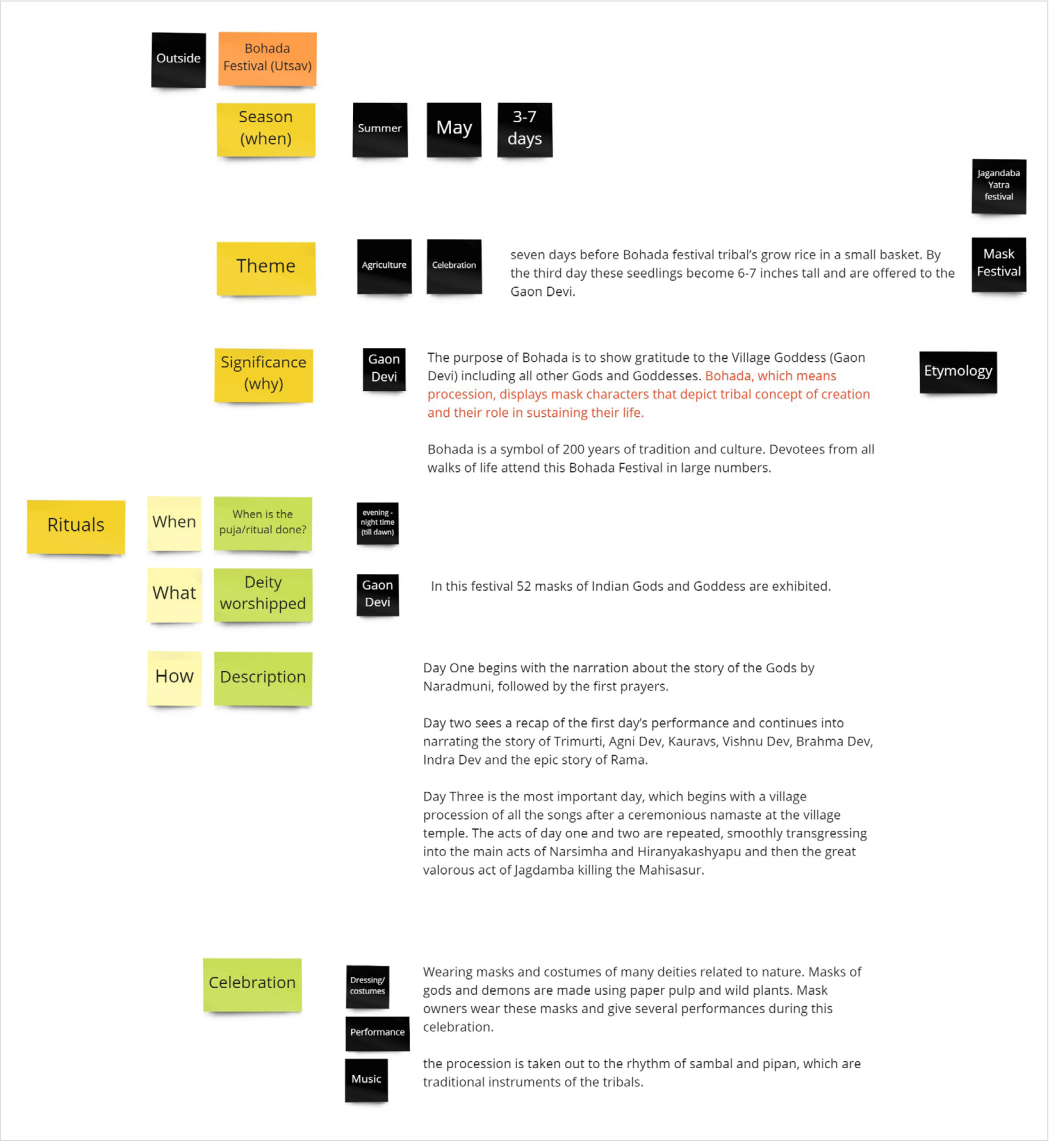
Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/data-analysis

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details



Bohada Festival (Mira Board).

Design Resource

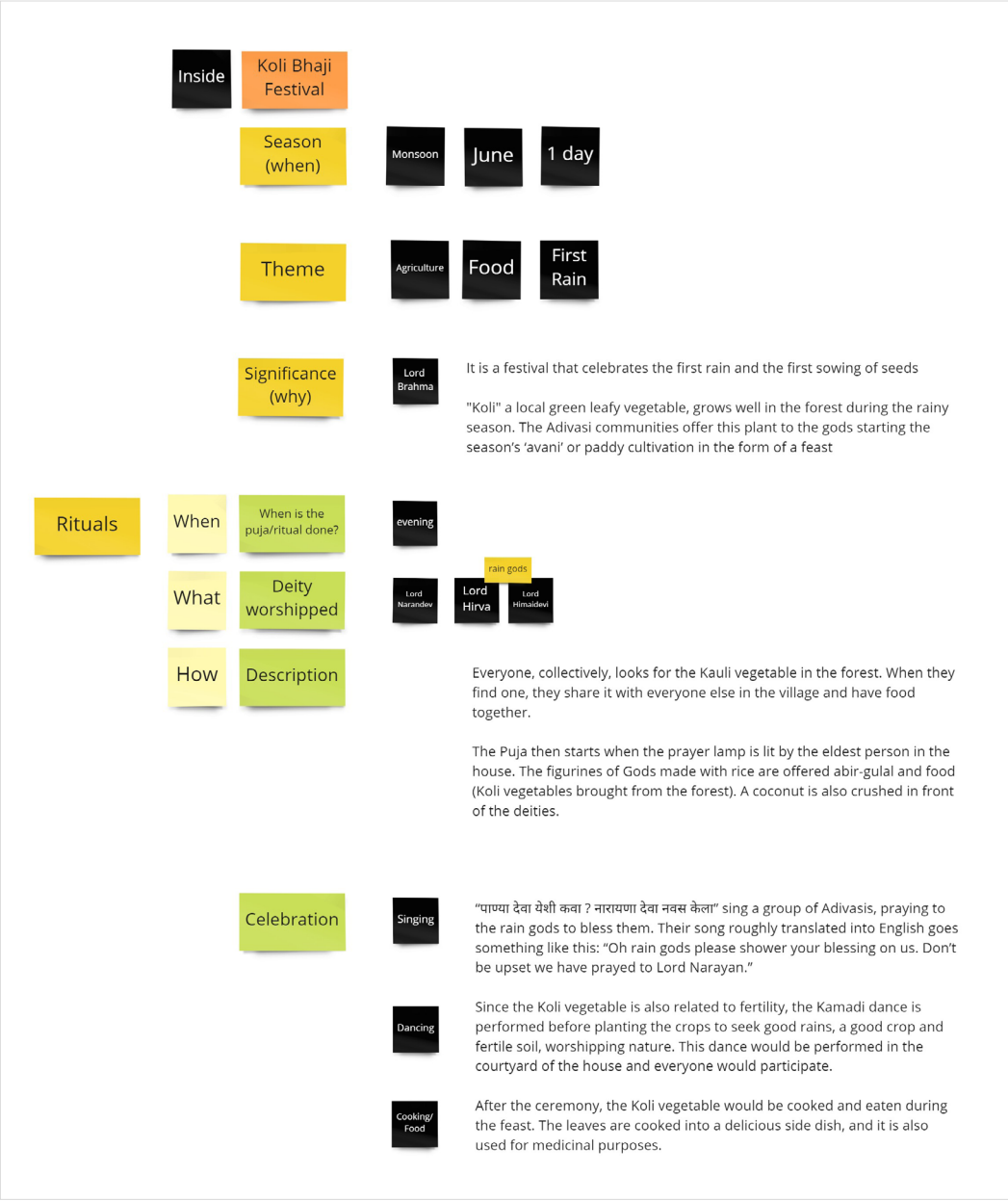
Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/data-analysis

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details



Koli Bhaji Festival (Miro Board).

Design Resource

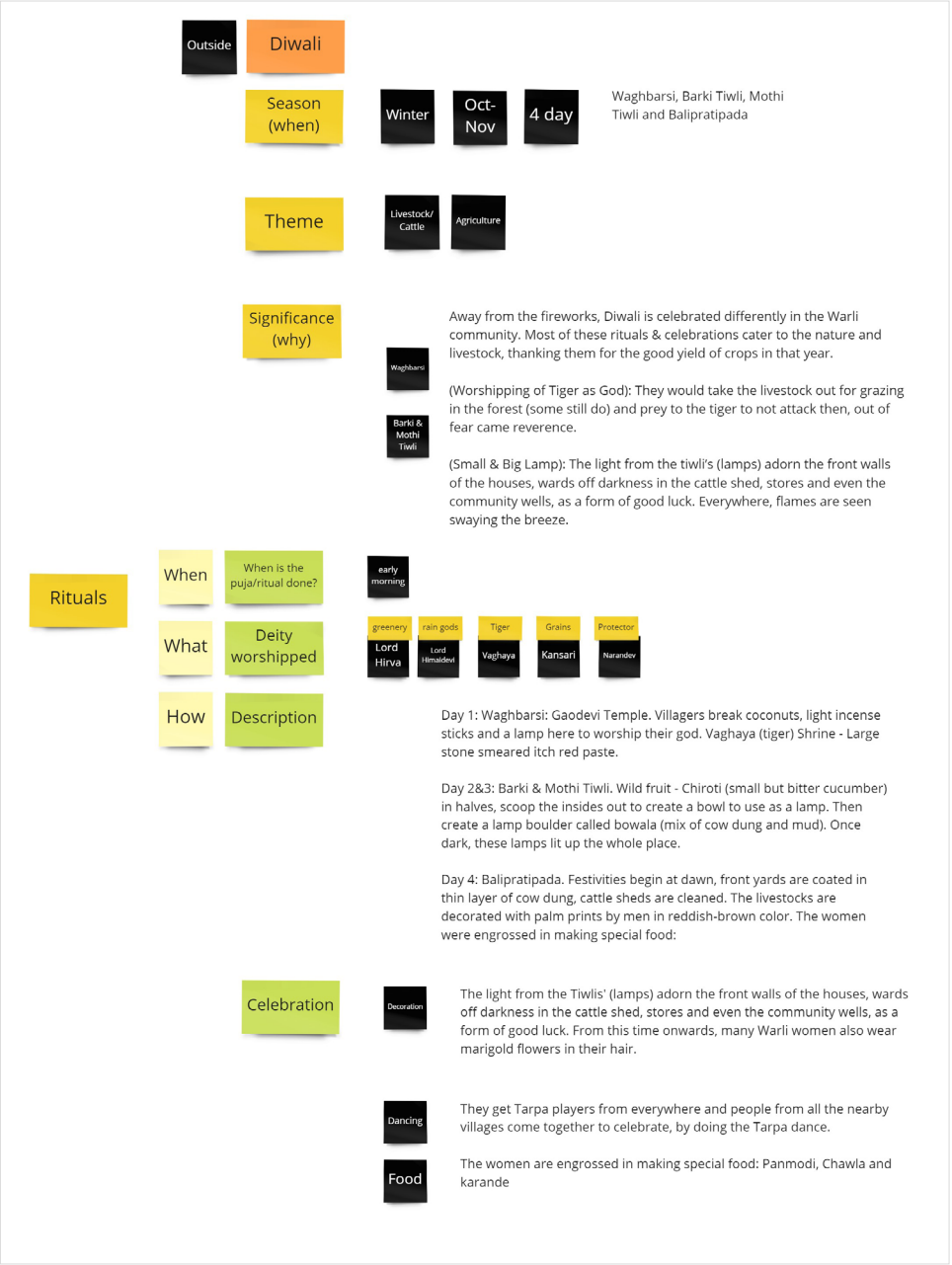
Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/data-analysis

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details



Diwali (Miro Board).

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/Ideation

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Ideation

Warli paintings have a distinct art style that is associated with their culture. It happens to be so distinct that people have somehow identified "Warli culture" with that, when there's so much more they can offer. Warli paintings are descriptive in nature. It always tells us a story about their lifestyle, festivals, and marriages. I wasn't looking forward to having just Warli illustrations as my output (which also coincided with the output of my previous project here).

How do I represent their culture other than Warli art* I decided to experiment and explore on what else could be defined as "Warli". Some of them were their homes, the food they eat, their daily attire and their daily activities. I then brainstormed some ideas on how I could include them in my visualization (other than the Warli painting).

Based on the visualization aspect, I had two directions in mind,

Large Poster: Large visualization with all the elements together, making a whole. It makes sense if I was painting the big picture about Warli culture. Small chunks of information but easy to compare and understand the gist. Circular annual calendar approach.

Spiral Book: small-scale and more specific to the festivals, rather than the big picture. Infographics on each festival, together making a whole, a spiral book i.e. still maintaining the continuity. Informative in nature as it is more detailed and in-depth but would lose the wholeness that a large poster gives.

Understanding Warli Art

While living at a Warli artist's home for a few days, we got to learn Warli painting from the masters themselves. It's symbolic and rudimentary in nature and consists mainly of geometric shapes and lines i.e. circles, triangles, and squares. For example, Humans and animal bodies are represented by two triangles joined at the tip, and so on.

In order to create the Warli illustration and brush through what I've learnt, I created a mood board for each festival which includes relevant Warli drawings and real-life celebratory pictures, mainly for reference.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/Ideation

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Mood Board and Reference for Warli Illustration.

Final Idea

I decided to set an infographic layout (in landscape print medium) for the Warli festivals, thereby creating a series that could be extended further. In order to show the cultural elements more, I decided to have two main parts: The Warli Painting and the Illustration of the event.

Wari Paintings are descriptive in nature and tell their own story, but not a lot of newbies would understand one right away. So I decided to have them take up the most space and provide a Warli symbol glossary towards the end.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/ldeation

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

I also tried to give the paintings a bit more dimension by setting the scene at their home and making the paintings on their walls. Hence, that would give us more context about the festival, with the background, attire, people and their actions changing with it. Even the walls being inside or outside is a tell on how it's celebrated. There would also be another illustration with the same art style as the wall paintings to maintain visual consistency. There would also be another illustration with the same art style as the wall paintings to maintain visual consistency.

Layout Exploration

Since the visuals will occupy a lot of space, the rest of the information would strictly be text-based. Based on these decisions, here are some layouts I experimented with

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

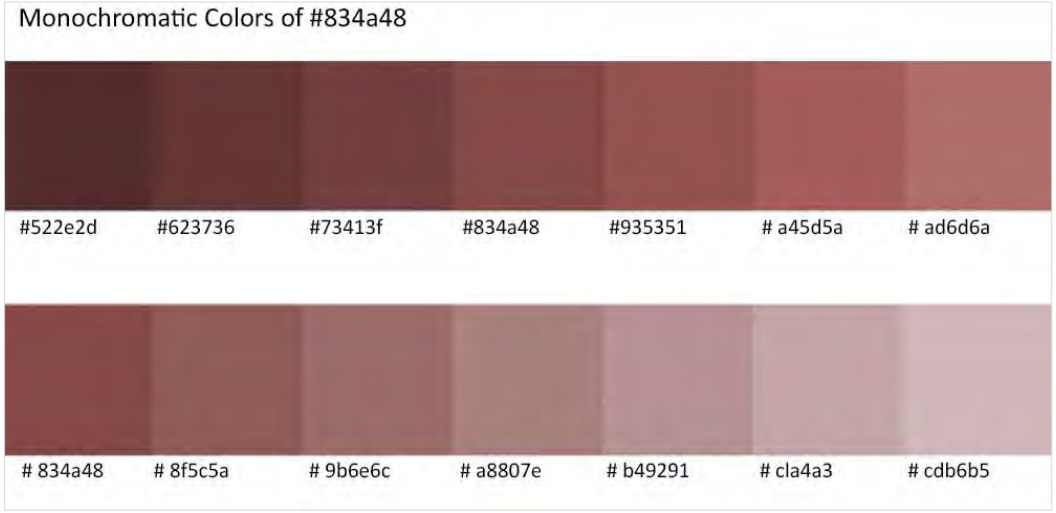
by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/design

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

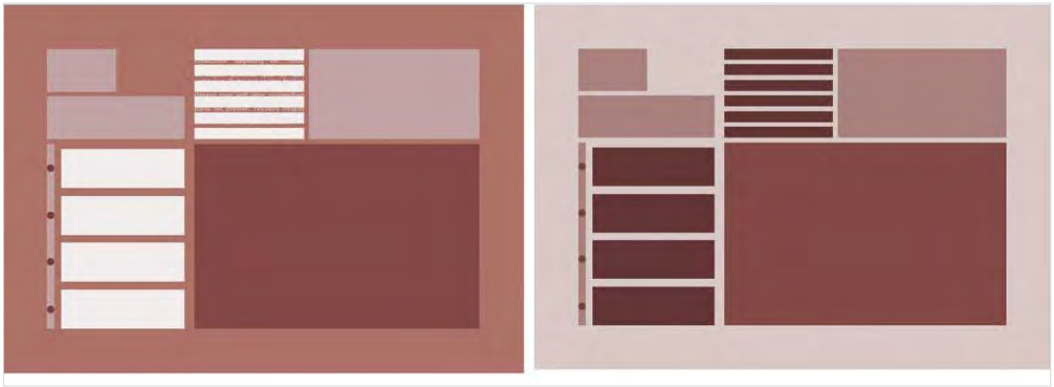
The Design

Visual Style:
Colours decided to go with a monochromatic palette since Warli art is usually a composition with darkbackground colour (preferably reddish-brown) and white coloured illustrations.



Colour Palette

I made two versions with the layout (light and dark background) to see which one would work better. I decided to go with dark background as it compliments the illustrations well.



Dark and Light Background in Rough Layout.

Design Resource

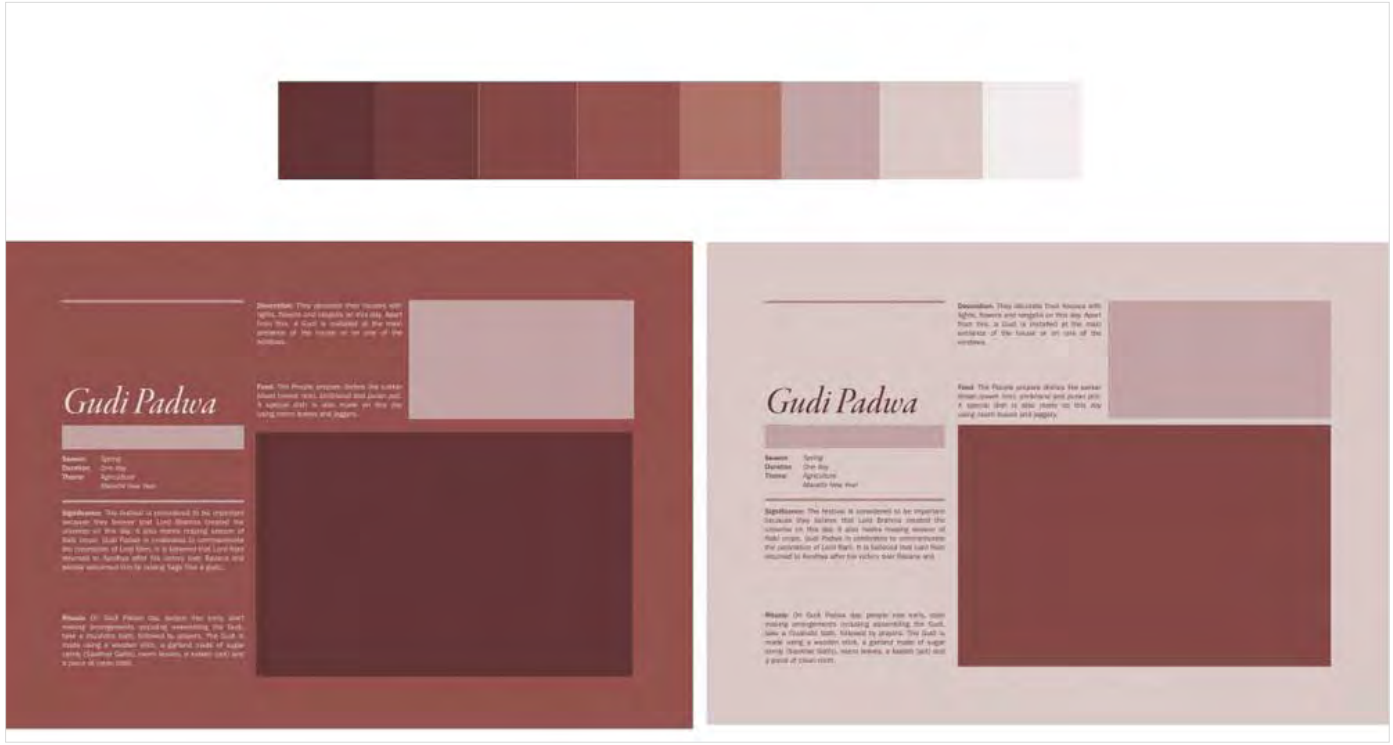
Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/design

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details



Dark and Light Background in Layout with Content.

Typography

The typeface Garamond was used for the Heading and the ITC Franklin Gothic for Body Text.

Illustrations

The illustration style was digitally hand-drawn on procreating with vivid colours, giving it a raw, Indian feel. It also works in contrast with the sharp and geometric nature of Warli art, in a way of distinguishing the two styles.

The house layout for the wall paintings will mostly be in reference to the Nakhre's and surrounding houses in Italamvihira, Palghar as we have stayed and observed their surroundings. Here's a rough preview.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/design

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Final Illustration for Gudi Padwa.

Rough illustraton of the Idea.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/final-visualization

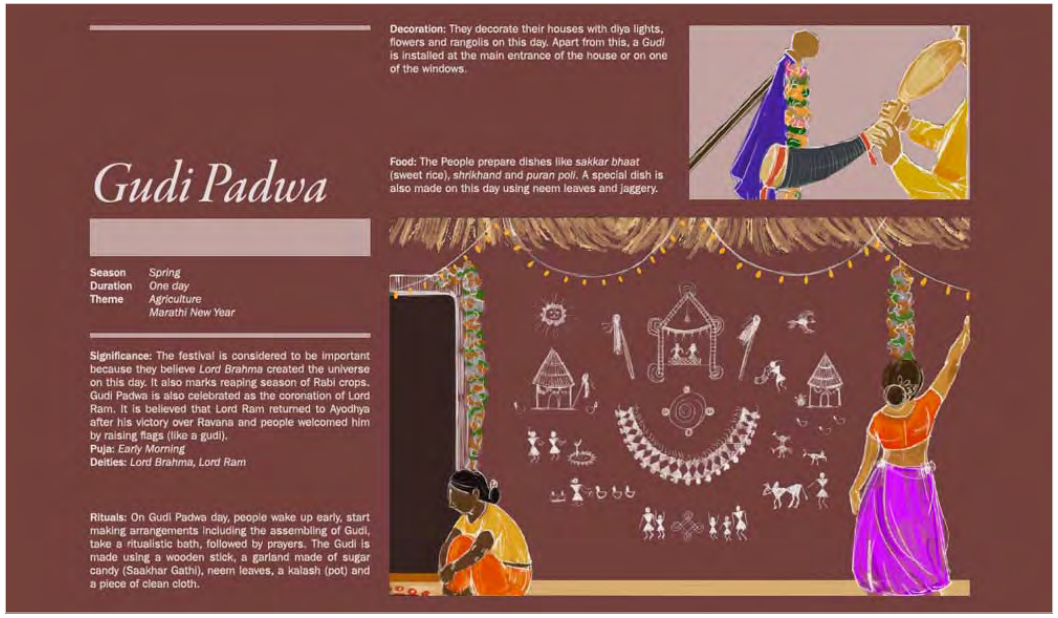
1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Final Visualization

It is a static visualization of four Warli festivals and how they celebrate them,

- Gudi Padwa
- Bohada Utsav
- Koli Bhaji Festival
- Diwali

The output consists of two visualizations, the Warli painting on the walls of their houses and an illustration of a distinguishable element or ritual. The content is descriptive and in textual format. The necessary information about the festival (season, duration and theme) is specified at the beginning itself.



Gudi Padwa

Design Resource

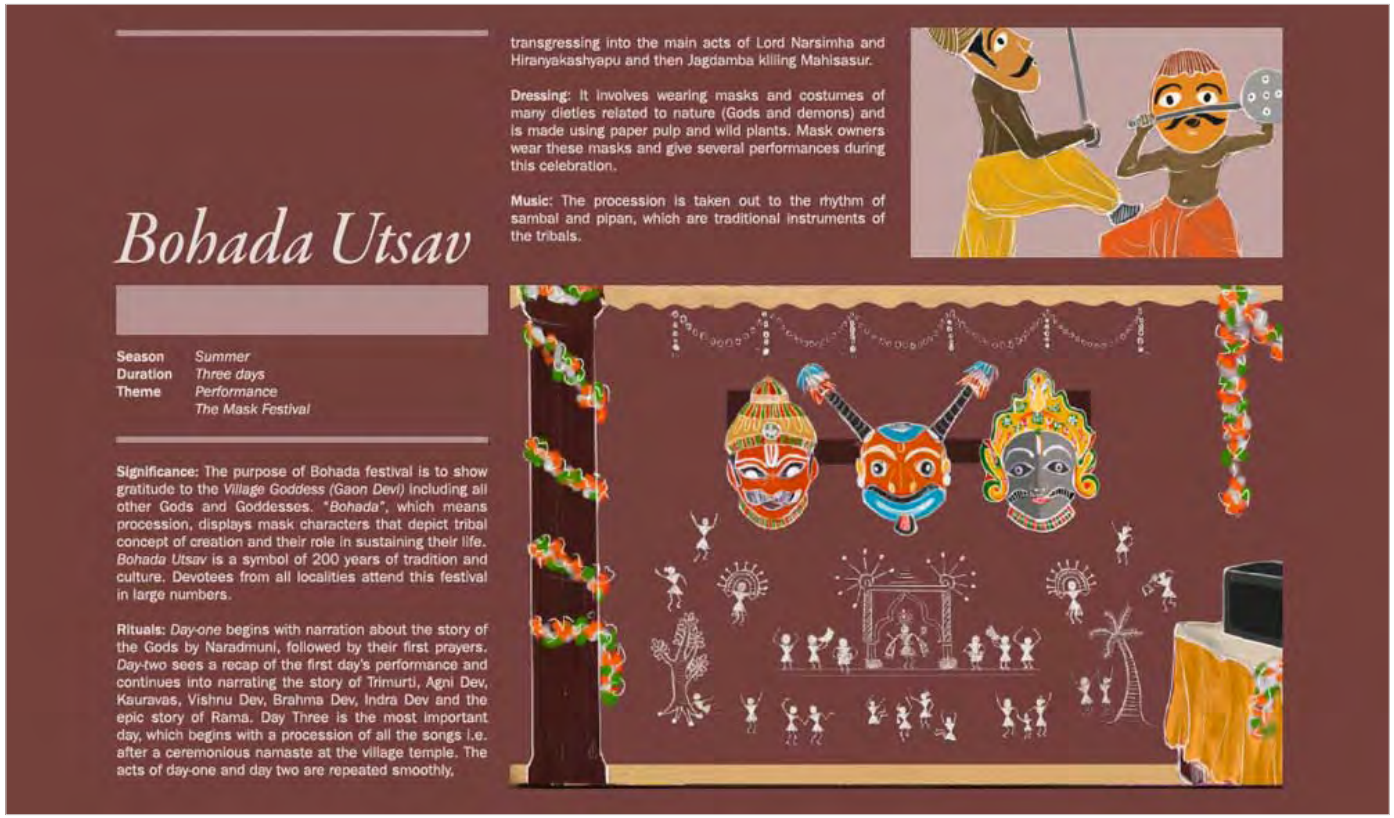
Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/final-visualization

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details



Bohada Utsav

Design Resource

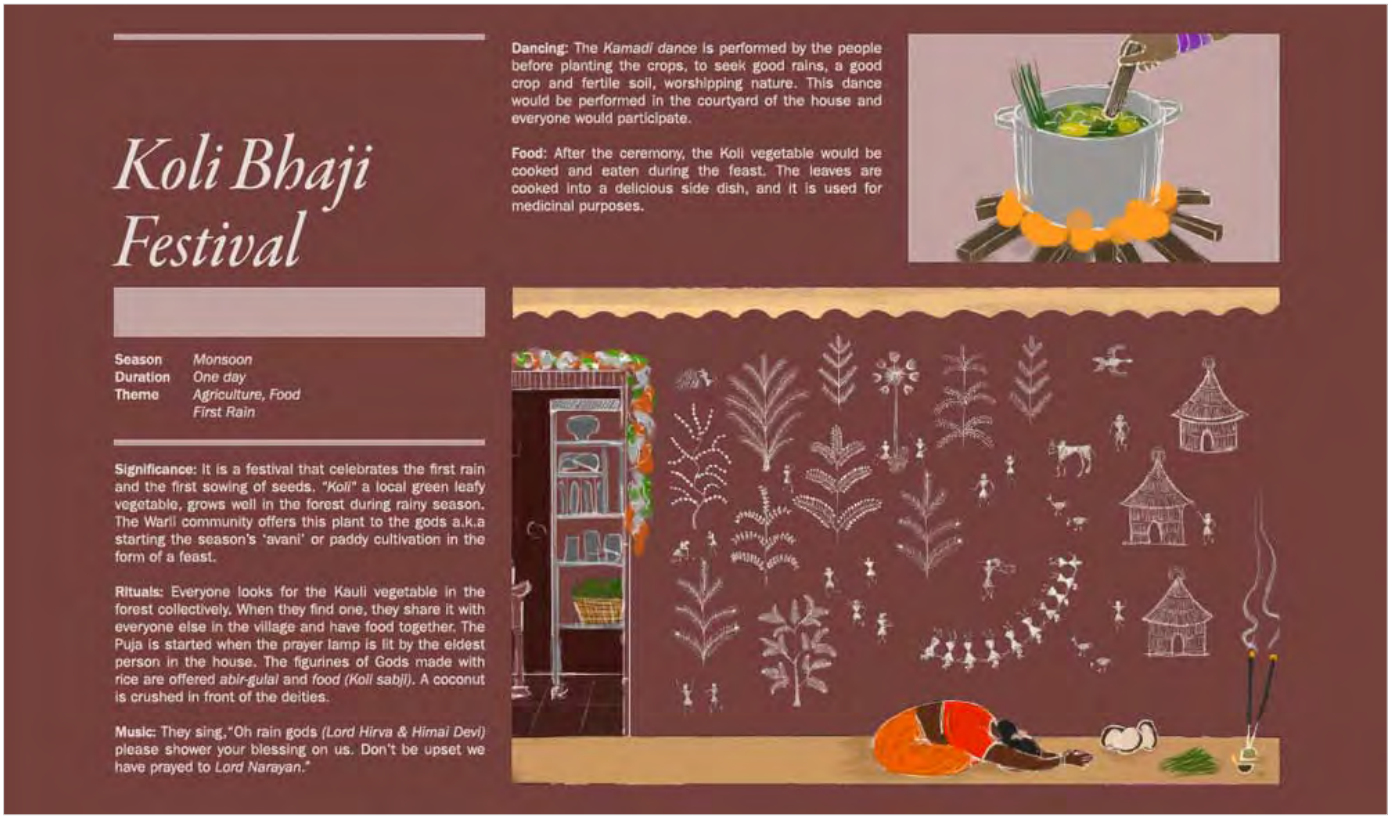
Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/final-visualization

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details



Koli Bhaji Festival

Design Resource

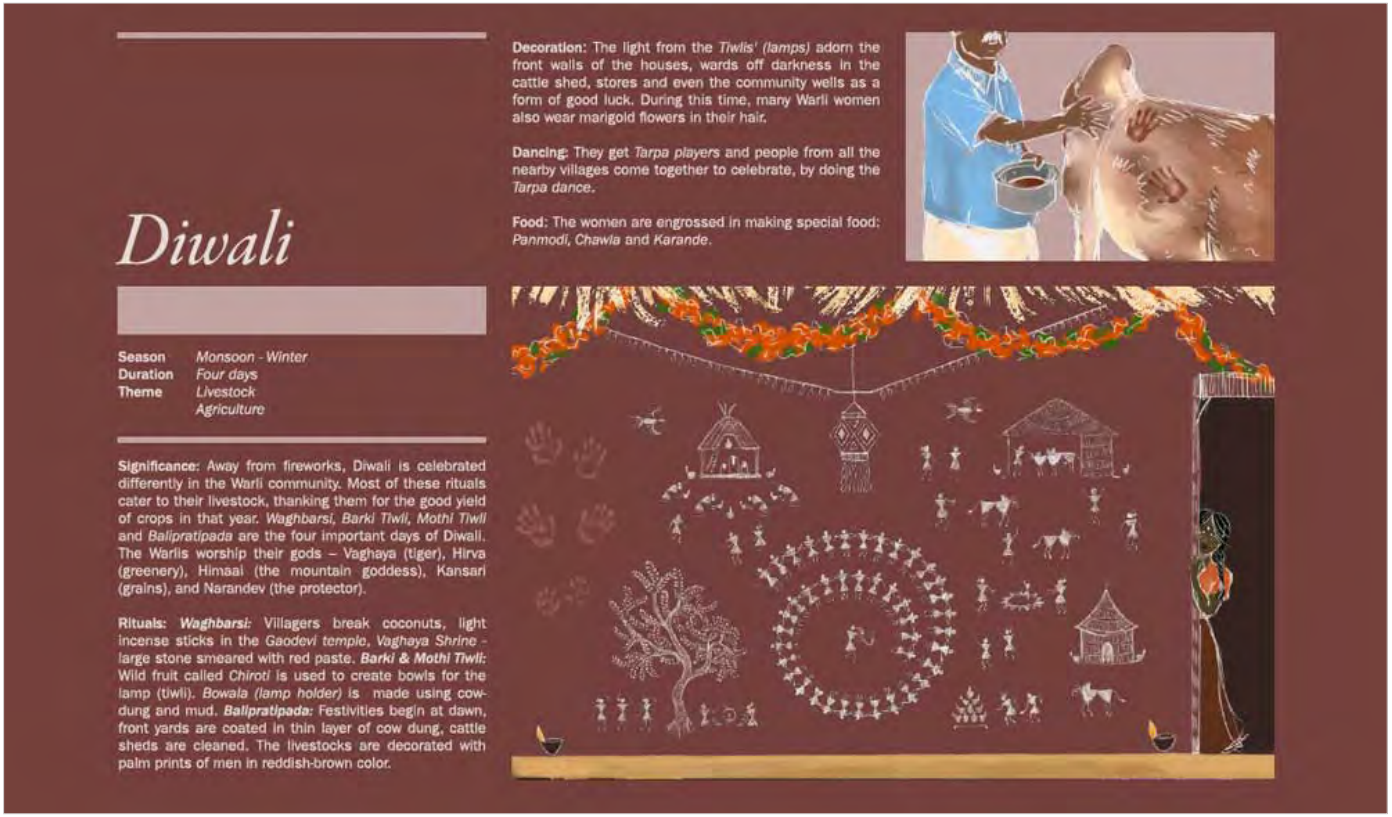
Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/final-visualization

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details



Diwali

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/final-visualization

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

The assembling of Gudi and the Tarpa instrument on Gudi Padwa.

Performers enacting the story of Gods for the Bohada Festival.

Preparation of Koli Bhaji in the household.

Men decorating livestocks with their palm prints using a reddish- brown colored paste on the fourth day of Diwali.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/final-visualization

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Warli Painting of Gudi Padwa being celebrated by the villagers in the morning.

Warli Painting of the mask performance along with dance, music in the Bahoda Festival and the villagers enjoying it.

Warli Painting of the villagers searching for the vegetable in the forest, while celebrations continue in the village for the Koli Bhaji Festival.

Warli Painting of the Diwali celebrations across the four days, worshiping of Waghaya shrine, decorating the cattle, lighting the tiwli lamps and dancing together.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/final-visualization

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

The front wall decorated with flowers, lights and rangoli by the Women of the household for Gudi Padwa.

The giant paper-mache masks for the Bohada festival placed inside the living room of their house.

Offering the Koli Bhaji to the Gods before having it themselves.

Flower and diwali (diya) decorations around the house for Diwali, with hand prints of the red paste on the walls.

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by
Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/references

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

References

• Trending, F. P. (2021, April 13). Gudi Padwa 2021: Date, rituals, and all you need to know about the festival. Firstpost. https://www.firstpost.com/india/gudi-padwa-2021-date-rituals-and-all-you-need-to-know-about-the-festival-9519551.html

• Tribhuwan, R. D. (2022). Tribal masks and myths. Discovery Pub. House.

• Bohada Festival. (2018, November 27). D'Source. https://www.dsource.in/resource/tribal-paper-mache-mask/bohada-festival

• ETV Bharat. (2022, March 26). Bohada Festival In Palghar : 9IfiTOTRITd, 200 3dT-ff l?f TITflTf. ETV Bharat News. https://www.etvbharat.com/marathi/maharashtra/state/palghar/adivasi-community-bohada-festival-celebrate-in-mokhada-palghar/mh20220326224730825?fbclid=IwAR0yyJoxBBNxnFlo4ZKEWUrzs-_ETAr4Qq8TAGaWuF6ny-8HukEni9R5EWXE

• Maniyar, Z. (2021, September 15). Koli Bhaji: A feast fit for Gods! CJP. https://cjp.org.in/koli-a-feast-fit-for-gods/

• Desai, P. (2017, September 1). Masked identity of Bohada masked identity of Bohada Priyanka Desai. Academia.edu. Retrieved April 1, 2022,from https://www.academia.edu/34434759 MASKED_IDENTITY_OF_BOHADA_MASKED_IDENTITY_OF_BOHADA_P RIYANKA_DESAI.

• Recalling a recent Diwali in a Warli hamlet. People's Archive of Rural India. (2018, November 22). Retrieved April 1, 2022, from https://ruralindiaonline.org/en/articles/recalling-a-recent-diwali-in-a-warli-hamlet/

Design Resource

Warli Festivals

Infographic map on the Warli community festivals

by

Drishti Dasand and Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://dsource.in/resource/warli-festivals/contact-details

1. Introduction
2. Research
3. Data Analysis
4. Ideation
5. The Design
6. Final Visualization
7. References
8. Contact Details

Contact Details

This documentation and content was done by Drishti Das and Prof. Ravi Poovaiah at IDC, IIT Bombay.

You can get in touch with her at dasdrishti506[at]gmail.com

You can write to the following address regarding suggestions and clarifications:

Helpdesk Details:
Co-ordinator
Project e-kalpa
Industrial Design Centre
IIT Bombay
Powai
Mumbai 4000 076
India

Phone: 091-22-2159 6805/ 091-22-2576 7802
Email: dsource.in[at]gmail.com