



**"Design for Elderly:**

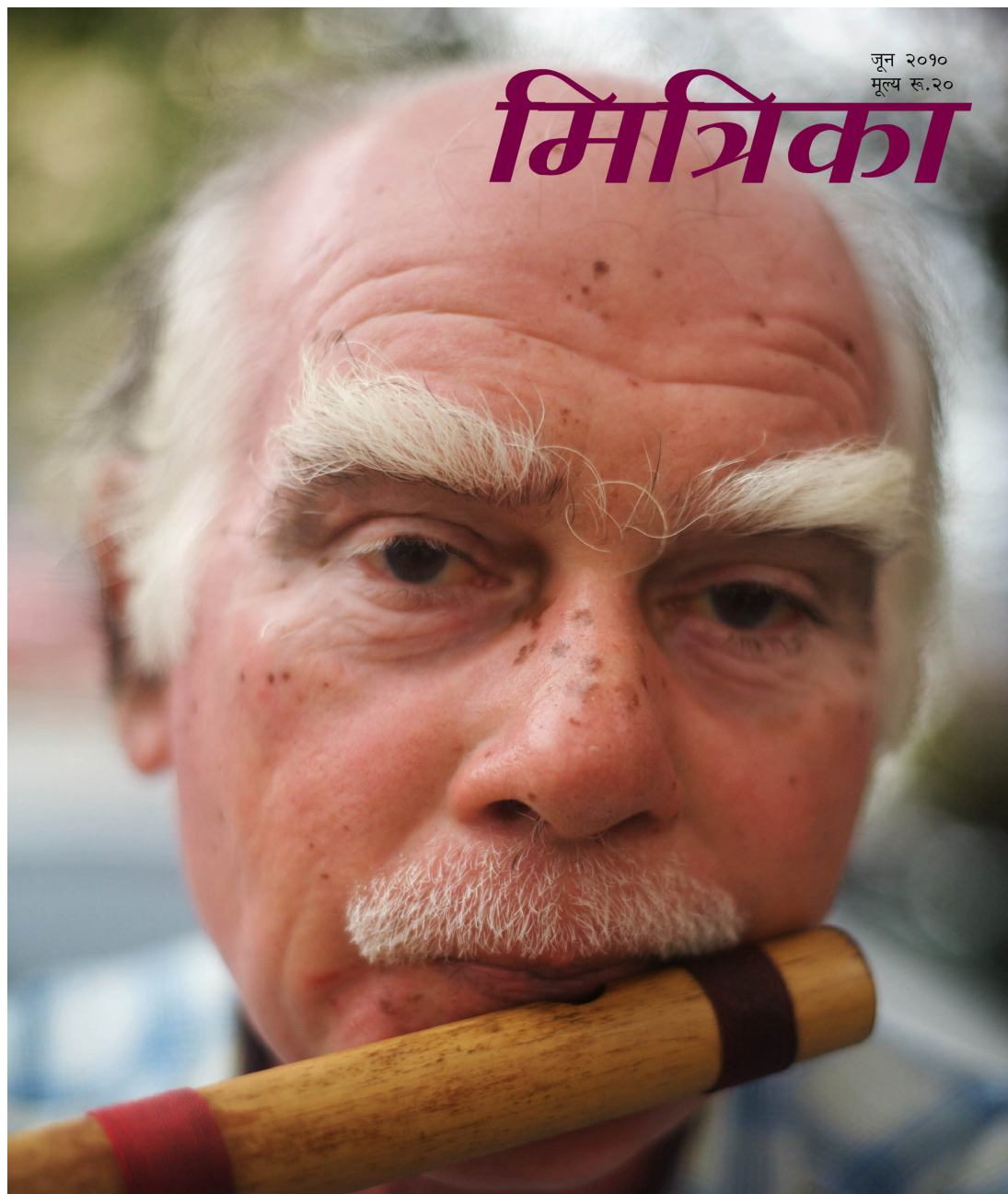
## **Mitrika, a hindi magazine"**

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Project- 3

of Masters in Design at  
Industrial Design Center,  
Guide:

**Prof. G. G. Ray**



# मित्रिका

जून २०१०  
मूल्य रु. २०

## मित्रिका

**Mitrika = Mitra + Patrika**

*Mitra means a friend*

*and patrika means a magazine.*

*Therefore, a magazine which is a friend,  
the best friend.*

६

आवरण कथा  
अक्षय घट ऊर्जा के

२८

लेख  
तीर्थ के तारनहर

४४

कहानी  
भीष्म साहनी

५०

साक्षात्कार  
पाउलो कोएलो





## User

**Hindi Speaking/Reading**  
**elderly living in India**

elderly > 65 years



## Position

A student of design trying to contribute through his skills and knowledge.

An attempt to create a conceptual scheme for a monthly magazine.

With subjects and themes suggested, a design scheme is also developed and provided for the specific context.



## Scenario today

**1. Very few Magazines focussing on Elderly Issues in India**  
Monthly from Harmony and Dignity Foundation.

**2. Rare appearance of reading material**  
for Elderly in Current General Magazines and Newspapers.  
There is no fixed column or space in our leading magazines and newspapers focussing on elderly issues. Rarely, there are some features on Elderly and the issues.

**3. No Magazine in Hindi Language for this Specific Audience,**  
\*The currently available “Dignity Dialogue” in Hindi is a literal translation of its English Version.





## Intent

### 1. A reading material for/of/from Elderly focussing,

- a. needs
- b. knowledge building
- c. entertainment
- d. socialising / networking with all.

### 2. A research

which defines a method to approach an age-group based content/media generation.

### 3. An attempt to reach Hindi reading mass, as Hindi is the most read language in India.



## Goal

The purpose of Mitrika magazine is to **enhance the confidence level of Elderly in our society.**

The idea is to introduce unknown and underknown relevant people to readers and disseminate knowledge and updates about changes in Society and Technology.

In this way users would interact and participate in the mainstream activity with updated knowledge.

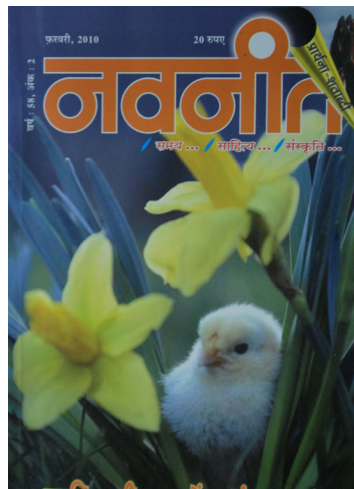
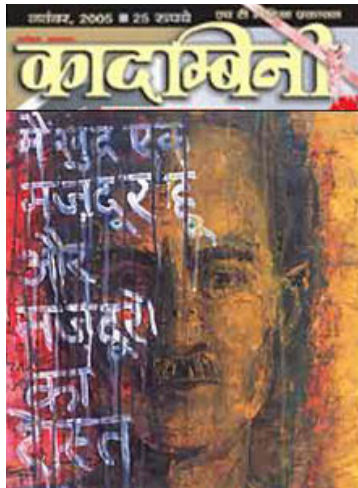


## Current Scenario

**The Hindi print world is chiefly occupied by a mix of intellectual, pop and pulp content.**

The 'magazine for women' section is seeing some competition and hence innovation. Of all the magazines scanned, Grihashobha and Tehelka Hindi are the most contemporary and comprehensive in design.

The magazines like Navneet and Hans, showcase literary content. The lack of funds keep their designs to a subtle tone with maximum non-colour pages. However, this constraint enhance the desired seriousness towards the magazine.







## Understanding

There are some constants and some variables in every magazine, both visually and content-wise.

The variable within a consistent framework brings the newness. Consistent part helps in maintaining the identity and the ideology of the publication.

The overall physical feel which includes weight, size and the cover are also integral part of the design.

## Understanding

Monthly Magazine focuses on current affairs, which makes it contemporary. Bollywood stories/gossips seem to be cashed on every other magazine.

Unfortunately, all the best selling Hindi Magazines today are high on pulp news, and hardly there is a small mention of classical literature.

The literature portion is missing, which makes us think about its demand, or a real shortage.



मई 2010

## मित्रिका

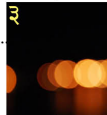
संपादक कक्षा व्यक्ति  
सहसंपादक कक्षा व्यक्ति

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फोटो कक्षा व्यक्ति  
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औद्योगिक अभिकल्प केंद्र  
भारतीय प्रौद्योगिकी संस्थान- वन्दे  
पेवाई, मुंबई ४०००७६



## इस अंक में

- २ सम्पादकीय  
रैमिटरमन और रेटा
- ३ अभिषि सम्पादकीय  
सहसंपादक संपादक कार्यालयों  
को समग्र लगे
- ४ आर्क फ्र
- ६ साक्षात्कार  
"पु" को मिले प्रतिस्पर्ध से  
मदमद है अभिषि
- १० महीनस  
पुर्ण की स्वराज
- १२ धर्म  
सुनिता को ही प्यार: वाली
- १४ स्वरण  
छोटीवीन से फ्लफट रोहत
- १६ साहित्य
- १८ इतिहास
- २० परेल् मुखे  
स्वर्णमंद से सीटर्ससुख
- २२ मर सरकारी संगठन  
पुर्ण की स्वराज
- २४ मीस्त्रि  
पुर्ण की स्वराज
- २५ निर
- २७ पर्यटन  
अन्वेष आकर्षण आग्रेट
- २८ प्रौद्योगिकी के प्रति जागरूकता  
संपादक अर्वात कोरुहट की मेमोरी
- ३० बालीमुद्र  
सैन्सुअस गीतों को नदी परिभाषा
- ३१ सम्मान  
सक टिकले मे गांधी
- ३२ कविता  
पदस्य



## First Attempt

**Concept Words**  
Mitra-A friend,  
Companion,  
Listener,  
Advisor,  
Nostalgic,  
Adding  
Knowledge

**Quality of Articles**  
Timeless in quality,  
Longevity,  
Comprehensive,  
not very Elite,  
using Popular  
Language/Dialect





मई 2010

**मित्रिका**

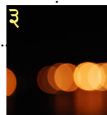
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संपादक कखग व्यक्ति  
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...इस अंक में

- २ सम्पादकीय  
रेगिस्ट्रार और रेट
- ३ अतिथि सम्पादकीय  
बहुउद्देशीय संस्थान कार्यालयों  
को समझा लवें
- ४ आपके पत्र
- ६ साक्षात्कार

‘पा’को मिले प्रतिस्पर्ध से  
बेहतर है अमिताभ



१२ धर्म  
तृप्ति वो ही प्याऊ वाली

१४ स्वास्थ्य  
फ्रैचर्वीन से फलफट सेहत

96. साहित्य

१८ इतिहास

२० धरेलू नुखे  
टखोईघट से सौंदरसुझाव  
२२ गैर सरकारी संगठन  
पुरी की टखरात्रा  
२४ नीकरिये  
पुरी की टखरात्रा  
२५ वित्त

- २७ पर्यटन  
अन्वेल्या आकर्षण आगवेर
- २८ प्रौद्योगिकी के प्रति जागरूकता  
रक्षणक अवर्तन कंप्यूटर वही मेमोरी
- २९ बालीबुद्ध  
लेख्यअस गीतों को नली परिभाषा
- ३१ समाज  
हाक टिकटों मे जारी
- ३२ कविता  
पतखन

Based on my understanding and investigation of contemporary Hindi Magazines, i attempted making a typical magazine. The three sequential parts of the magazine contain:

1

2

3



1



2



3

Based on my understanding and investigation of contemporary Hindi Magazines, i attempted making a typical magazine. The three sequential parts of the magazine contain:

1 Guest Editorial  
Editorial/Contents  
Letters to Editor  
Current Affairs /  
Small News  
Interview

2 Festival/Mythology  
Religion/  
Spiritualism  
Health/Medicine  
History/Memories  
Various NGO's Work  
Literature/Stories  
Recipies

3 Technological  
Awareness  
Tourism  
Travelogues  
Photographs/Old  
Album  
Jobs  
Finance  
Bollywood  
Society

## **Review**

The content of the magazine is looking too general.

Introducing too many categories dilutes the purpose of the magazine and makes it just any other magazine.

The user group is just physically deteriorating. There is no absence of wisdom and knowledge in their life. The content shows no respect for the user's experience in life.

There were questions about introducing categories like Bollywood, Recipes etc. For these activities there are many existing magazines in the market.

The categories should be less in number and focussed.

Overall, it's important to re-define and articulate the User Group, the elderly, and their likings and needs to come up with a relevant solution.



## Redefining User and Content

Concept Words	Content Quality
Friendly	Newness
Reliable and	Longevity
Dependable	Information Rich
Intellectual	Meaningful
Contemporary	Contextual
Rich in Values	Secular
Personalization	Rich in Language
Storable	

The review of the previous attempt emphasised on defining users and articulating their features and interests areas. So, here is again an attempt with learnings of life and User survey to define user and exploring content.

## Redefining User and Content

### Defining the User

Seasoned  
Wise  
Ever Updating  
Self-Conscious  
Retrospective  
Socially Active

### Articulating the User Interest

Knowing More  
Knowing Self  
Physical and Mental  
Story Telling & Knowledge Sharing  
Experience and Wisdom  
Active in Society  
Roles  
Nostalgic Interests

### Interaction with Young

Once the readers and their interests are articulated, the content defining becomes easier. The subjects have been defined according to a sequential reading experience.

## Content Formation

1

### Cover Story

Success Stories through various fields, the idea is to create a positive environment and enhance the level of confidence.

This section will bring the newness quotient in the larger framework of the Mitrika concept.

2

Various Subject based articles on

**Health**

**Knowledge and**

**Science**

**Society**

**Literature**

3

This would be the interactive part of the magazine.

Regular Columns  
Light and Short  
pieces  
like

**Editorial**

**Letters from Readers**

**Photoessays**

**Contribution from  
readers**



Its very important to bring newness with every issue.

So, following is the framework of introducing new people and success stories, few themes are listed.

## **Themes for different issues**

### **1. Seniors in Sports**

coaches, gurus, players

### **2. Socially Active Seniors**

NGO activists, administrators

### **3. Seniors contributing towards City-making**

architects, planners, artists

### **4. NRI Seniors contributing towards India Shining**

scientists, academicians, entrepreneurs

### **5. Seniors in Literature, Media and Arts**

artists, writers, film-makers

### **6. Seniors working in Alternate sectors**

rural activists, farmers