



Design for people with Speech and Hearing Disabilities

Mirakle Couriers

Guide: Prof. Mandar Rane

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About Mirakle Couriers

- Courier company with a difference, employ only **hearing & speech disabled adults**
- Founder & CEO, **Dhruv Lakra**
- Started in **November 2008**
- **Clients** include
 - Mahindra & Mahindra, The Aditya Birla Group, Victory Art Foundation, JSW Group, Indian Hotels Company, Godrej & Boyce , Essel Propack



Motivation for the Project

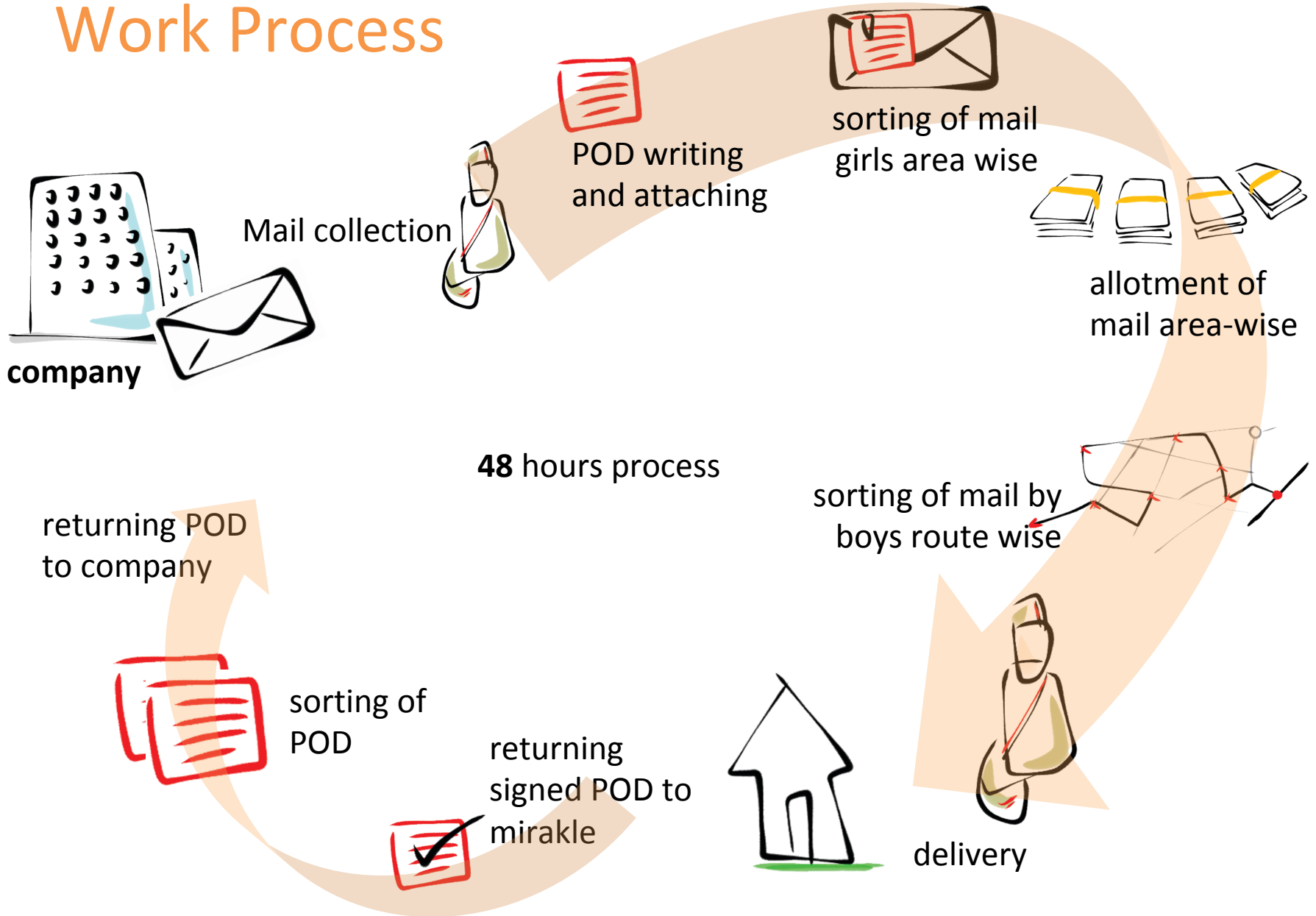
- **Understanding the Communication issues** in the daily life of **hearing & speech disable**
- Work under challenging conditions with **severe resource constraints**
- Opportunity to work at the **system level**



Key points of today's Presentation

- Understanding the Work Process
- Analyze the areas of concern
- Suggest possible areas of improvements with solutions

Work Process





Sign language sheet

**MIRAKLE
COURIERS**
DELIVERING POSSIBILITIES
PROOF OF DELIVERY (POD)

NAME _____

ADDRESS _____

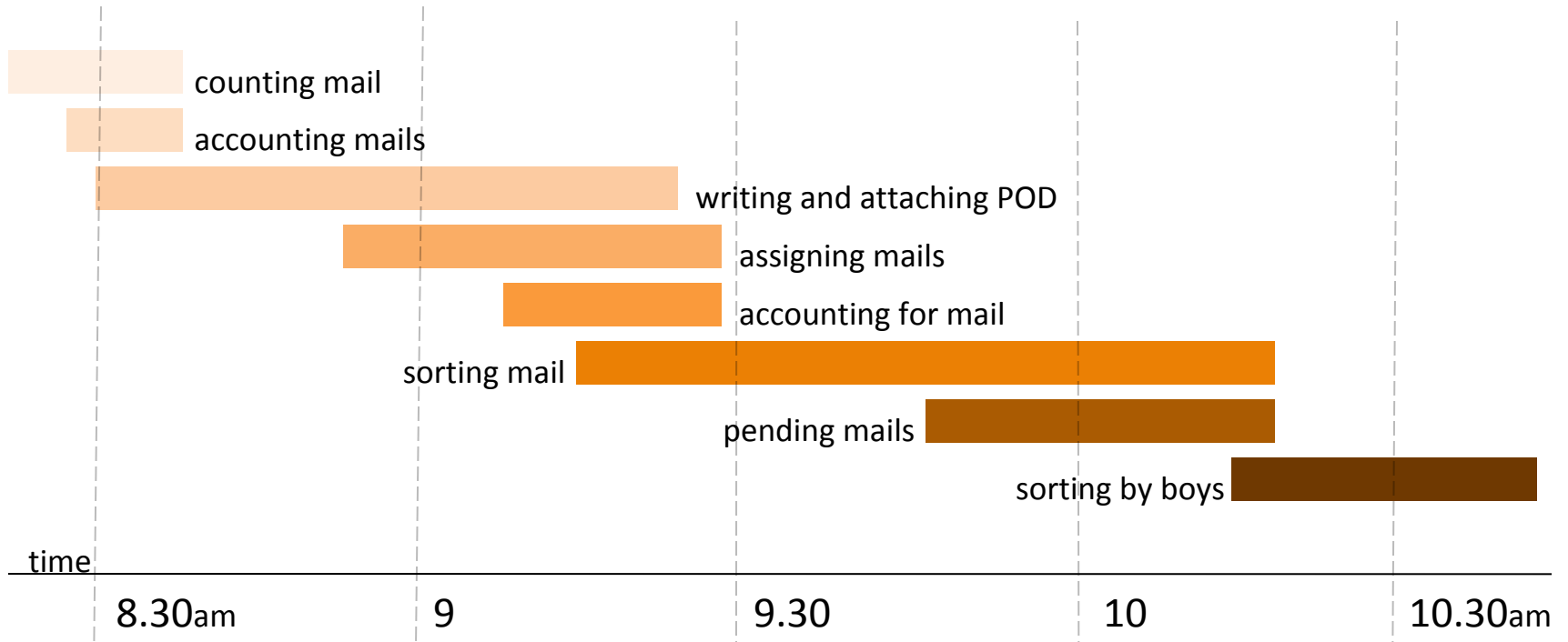
SIGN/STAMP _____

**This POD is given one day after delivery
DELIVERED AND SORTED BY DEAF ADULTS**

POD

Time Analysis

internal activity during maximum work load hours

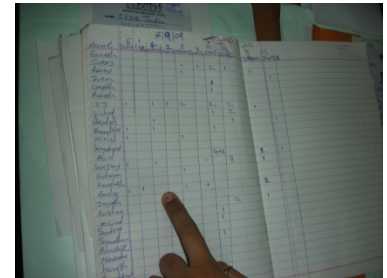


- **max time taking activity**

- writing POD
- sorting mails
- accounting mails

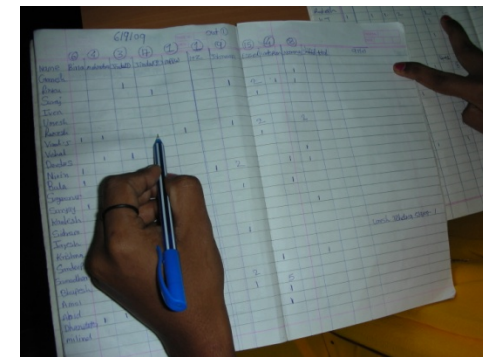
Features of current work process

- **Girls:** do the office work
 - Counting, sorting.
 - Copying the address to the POD' s
 - Sort consignments according boy' s name/area
 - Total no. of consignments given to each boy company wise
 - POD' s counted, marked, checked
 - Data entry in the computer
- **Boys:** do the onsite jobs
 - Collection of consignments from different companies
 - Deliver
 - Return the POD' s

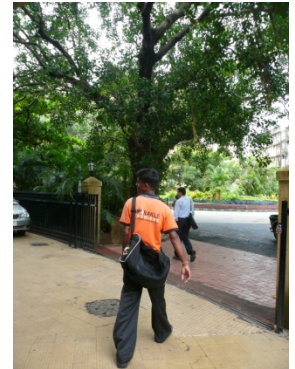


Areas of Concern in the Current Work Process

- Collection of mails
 - lack of proper 'invoicing'
- Counting & Sorting
 - noting down in a note book is unmanageable
 - writing each POD's is a problem
 - sorting done twice, once by girls then by boys
 - clipping of POD's and sign language sheet is a problem
 - POD's are unmanageable
 - girls are unaware of places
- Accounting of mails
 - no proper accounting for mails
 - no flow in system – movement of mails and workers
 - handling accounting books
 - repeated accounting
 - improper time utilization by girls



- Delivery
 - Takes time to find out new areas in the map (Page no.)
 - Reaching to a new area or unknown area is a problem
 - Communication with common people is difficult
 - Cost efficiency
- Non operational issues
 - Realization of being hearing & speech disable
 - Communication between themselves
 - Detachment from the outer world
 - Education



Suggested Areas of Improvement & Solutions

- Divide the activities into two primary groups:
 - Collection team
 - Delivery team
- Color Code system
- Improved 'Missed You' sheet, 'POD' sheet & Designed 'Invoice' sheet
- Designed Brochure, Letterhead & Visiting card

Divide the activities

Collection Team:

Team consist of 2 girls and all boys

- Girls will do
 - data entry of Invoice' s
 - data entry of returned POD' s
 - Delivered/ Undelivered/ Pending

- Boys will do
 - pick up
 - returning signed POD' s to miracle
 - returning POD' s to respective companies

Delivery Team:

Team consist of rest of the girls & all the boys

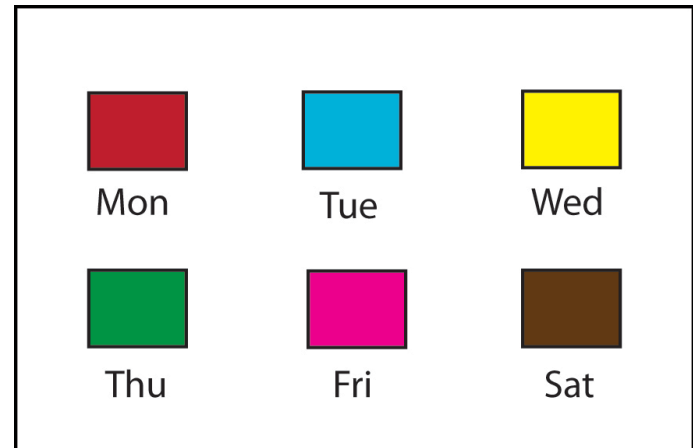
- Girls will do:
 - sorting of mails
 - POD writing & attaching
 - fill POD' s in computer and take out prints
 - arranging the mails area wise
 - mail the respective tracking number to the companies
 - sorting of POD' s company wise
 - final check on data entry each day

- Boys will do:
 - delivery of the consignments

Access Database

Color Code system

- 6 color code denote 6 days in a week
- All the consignments will have these dots
(for e.g. Monday red dot, so all the consignments on Monday will have red dots. so that if the mail comes back staff will be knowing which days mail is that and how many times more it will dispatch for delivery)



Improved 'Missed You' sheet, 'POD' sheet,' &
Designed 'Invoice' sheet

'Missed You' sheet

MIRAKLE COURIERS
SORRY WE MISSED YOU

Name of Customer : _____

Date : _____

Time : _____

Signature of Delivery Boy : _____

Kindly contact us : . . .

Phone No. : **22023946 / 9820975600**

SMS :

Time : 10 to 6 p.m.

Days : Monday to Saturday

DELIVERED AND SORTED BY DEAF ADULTS
CALL US FOR ORDERS

Previous



DELIVERED AND SORTED BY DEAF ADULTS

“Sorry we Missed You”

Customer's Name: _____

Date: _____ Time: _____

Got a Mail from: _____

Sign of Delivery Boy: _____

Code no: _____

For Help Call: 022 22023946 / 9820975600

Time: 10am to 6pm

Days: Monday to Saturday

Web: www.miraklecouriers.com

Redesigned



"Sorry we Missed You"

Date: Time:
D D M M Y Y Y Y H H M M AM / PM

Customer's Name: _____

Got a Mail from: _____

Sign of Delivery Boy: _____

Code no: _____

Sorted & Delivered By Hearing & Speech Disabled

Phone: 022 22023946 / 9820975600

Web: www.miraklecouriers.com

Time: 10 am to 6 pm

Day: Monday to Saturday

Final Redesigned

‘Proof of Delivery’ (POD) sheet

MIRAKLE
COURIERS
DELIVERING POSSIBILITIES
PROOF OF DELIVERY (POD)

NAME _____

ADDRESS _____

SIGN/STAMP _____

This POD is given one day after delivery
DELIVERED AND SORTED BY DEAF ADULTS

Previous



PROOF OF DELIVERY (POD)

Tracking no: _____

Date: _____ Boy's Name: _____

Company: _____ Area: _____

NAME: _____

ADDRESS: _____

SIGN/STAMP: _____

Date: _____

DELIVERED AND SORTED BY DEAF ADULTS

Phone: 022 22023946 / 9820975600

Web: www.miraklecouriers.com

Redesigned



PROOF OF DELIVERY (POD)

Tracking no:

Date:
D D M M Y Y Y Y



Name: _____

Address:

 P I N

Company: _____

Area: _____



Sign: _____

Date:
D D M M Y Y Y Y

Sorted & Delivered By Hearing & Speech Disabled

Phone: 022 22023946 / 9820975600

Web: www.miraklecouriers.com

The POD is given one day after delivery

Delivery boy: _____

Final Redesigned

‘Invoice’
sheet



Invoice

Date: _____

Company: _____

Area: _____

No.of Consignment: _____

Sign: _____

DELIVERED AND SORTED BY DEAF ADULTS

Cuatomer Care: 022 22023946 / 9820975600

Web: www.miraklecouriers.com

Designed



Invoice

Date:
D D M M Y Y Y Y

Company: _____

Area: _____

No. of Parcel: _____

Sign: _____

Sorted & Delivered By Hearing & Speech Disabled

Phone: 022 22023946 / 9820975600

Web: www.miraklecouriers.com

Final Designed

Brochure



Why Hearing & Speech Disabled

India has one of the highest Hearing and speech disabled populations in the world. Due to strong stigma in the society there are virtually no job opportunities for this isolated population.

Mirakle Couriers wants to economically empower this community and make them more visible in the Indian society.

Reach us

Phone: 022 22023946
Mobile: 9820975600

Web: www.miraklecouriers.com
Mail: sales@miraklecouriers.com
dhruv.lakra@miraklecouriers.com

What We Do

Mirakle Couriers is a courier company with a difference as we employ only Hearing and Speech Disabled adults.



Letterhead



Land line: 022 22023946
Mobile: (+91) 9820975600
www.miraklecouriers.com
e-mail: dhruv.lakra@miraklecouriers.com

Visiting Card



Dhruv Lakhra
CEO

Mobile (+91) 9820975600
www.miraklecouriers.com
e-mail: dhruv.lakra@miraklecouriers.com



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Concern Area

Suggested Area

Collection of mails

Designed a 'Invoice' sheet

Counting & Sorting

Division of activities & Redesigned 'POD'

Accounting of mails

Color Code system & Database

Delivery

Google Map, GPS system & Redesign
'Missed You' sheet.

Communication with
Outer world

Short term course by 'Ali Yavar Jung
National Institute for the Hearing
Handicapped'

Benefits of Suggested Improvements

- Improved time management because of better division of work
- Mails will not get mixed because of color coding system
- No repeated accounting of data because of improve data management system
- Proper use of resources
- Human skill development during free time

Thank you

