

Summer Internship at Anandwan, Warora

by

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Visual Communication

IDC, IITB

Anandwan

Instituted in the year 1949

By the great humanitarian Baba Amte is an NGO
for the betterment of people such as

Leprosy affected people

Deaf- mute people

Blind children

Socially and economically affected people etc.

Maharogi Seva Samiti is a living experiment in sus-
tainable rural development and community living.



Baba Amte

Baba Amte was a great humanitarian who after being moved to the core by the physical trauma and social stigma of leprosy afflicted people, set up the Maharogi Sewa Samiti on a piece of 50 acres of uninhabited, barren and rocky land in Warora, Chandrapur District, Maharashtra. The initially the activities were limited to the medical treatment, training and rehabilitation of the leprosy stricken.

Anandwan grew to such heights so as to embrace within its spectrum of downtrodden and marginalized people such as the physically challenged, the deaf-mute, the blind, orphans, tribal people .



At Anandwan

Leprosy Hospital: For treatment of Leprosy Patients

Shirdi Sai Baba Hospital (General OPD + Indoor)

Lions International's Eye Hospital

Uttarayan: Home for the Aged

Gokul: Community Nursery for Orphans & Children of leprosy patients.

Sneh Savali: Home of affection for the aged leprosy afflicted. Strength: More than 200



At Anandwan

Agroforestry

Sandhiniketan

Yuvagram

Abhayaranya

Memorial of Anonymous Tree

MSSRF – Village Resource Center

Swaranandwan



At Anandwan

Artificial Limb Center

IT Training Center

Anand Niketan College of Arts, Science
and Commerce,

Anand Niketan College of Agriculture,

Zilla Parishad Primary and Middle School

Anand School for Blind, Anand Deaf-Mute School

Experiments with Eco-Friendly Technologies:



Major Projects

Somnath (Estd. 1967)

Lok Biradari Prakalp, Hemalkasa (Estd. 1973)

Ashokwan (Estd. 1957)

Nagepalli (Estd. 1973 as a Base Camp for Lok

Biradari Prakalpa, Hemalkasa)

Center for Social Action (Mulgavan- Estd. 2006)



Visit to Anandwan

My visit to Anandwan encompassed a wide variety of things that I did and explored at Anandwan.

Exploring the place and visting the industries

Photography

Interacting with various people

Medical Help (Dressing of leprosy affected people)

Learning techniques of making Greeting cards and wall hangings out of the bark of bamboo.



Photography



Photography



Design Projects at Anandwan

At Anandwan I worked on 3 Projects

Redesign of Rainbow of Hope - A photo journal

Designing a Brochure

Designing a quarterly newsletter

Most of the Data collection was done at Anandwan and in Mumbai.

Work done - From Mumbai under Dr. Sheetal Amte



Magazine Redesign

Data collection:

Collection of Data includes typing out the entire magazine due to the lack of availability of a soft copy

Collection and Sorting of Photographs:

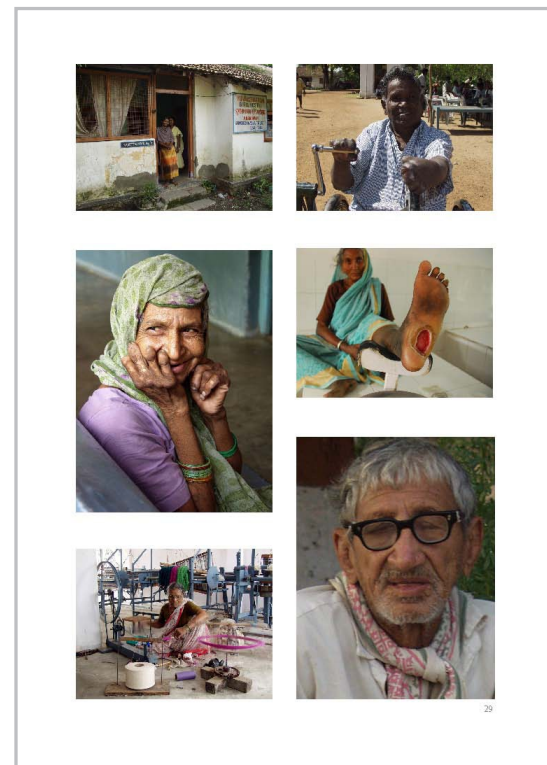
Collection of 40 GB of photographic data from Anandwan and Dr. Sheetal Amte and sorting it according to each chapter

Study of given Sample of Magazine as well as referring to books on magazine design:

I studied the magazine thoroughly and inferred that the magazine did not use any grid. Also The alignment of photographs in the book did not follow a particular system.

Deciding the size of the Magazine:

The magazine size was not to be changed as instructed by the client. I maintained the size of the magazine to A4 paper size.



Magazine Redesign

Deciding the font

Comparing different fonts for the magazine:

Serifs : Adobe Jenson Pro, Minion, Baskerville Old Face, Garamond. etc.

San-serif: Universe, Frutiger, Myriad, etc.

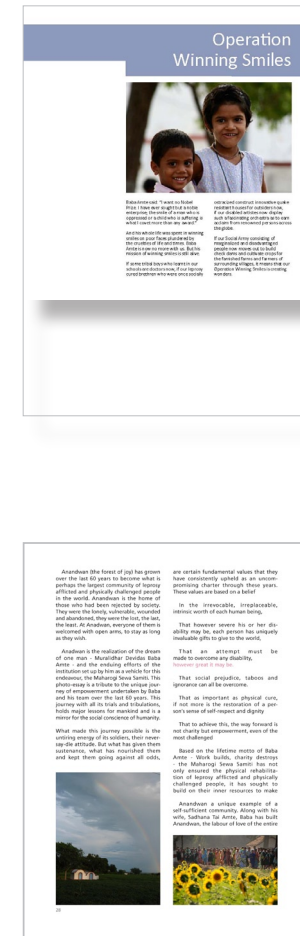
I choose to use Adobe Jenson Pro As the header and Minion as the body text

Colour Scheme Used:

The colour scheme that I have used is distinguishing bands of various colours corresponding to the photographs used so as to highlight the chapter name as well as create a sense of uniformity among the chapters.

Grid, gutter and leading Used

In this I have used a 6 column grid with gutter space 20 for a 13 pt leading.



Brochure Redesign

Data collection:

Collection and Sorting of Photographs

Study of given Sample of Brochure

Contrast required was lost.

Font along with the font size

The column size within the brochure.

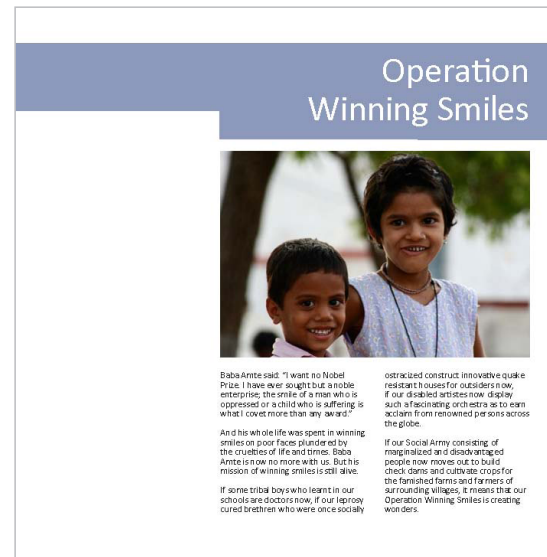
Deciding the size of the Brochure:

Needs of the client:

Handy,

Should fit inside a purse or a small bag

Hence I decided to go for a size smaller and easier to handle i.e. A5 size (21 cm x 14.8 cm)



Brochure Redesign

Deciding the font:

I compared different fonts for the brochure

Serifs : Minion, Caecilia etc.

San-serif: Universe, Frutiger, Myriad, Rotis, etc.

I chose to do the entire brochure in the font Caecilia

Colour Scheme Used:

In the Brochure I have used coloured bands for each topic. These coloured band depict the brightness, colour, joy, and happiness that is instilled by Anandwan in the lives of these Specially abled people



Newsletter Design

Study of given examples of Newsletter as well as referring to books on Newsletter design

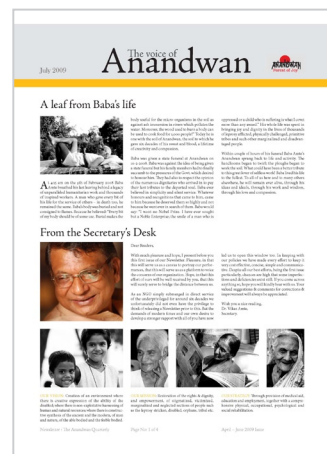
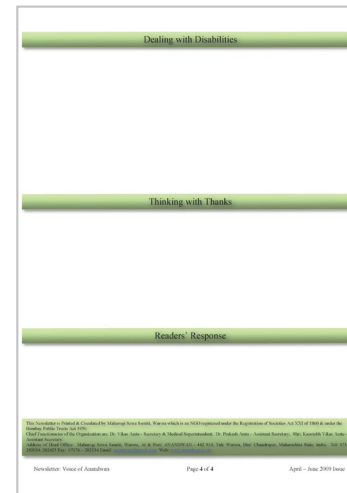
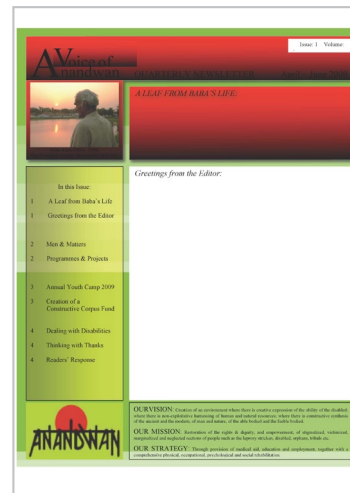
The news letter that was provided and created by Mr. Kannan was made in Microsoft word. I studied the major topics that needed specified and defined space allocation as well as the more flexible topics.

Deciding the size of the Newsletter:

I reduced the size to a size little bigger than the Mumbai Mirror which is 27.94cm x 35.56cm as seen in figure below

Deciding the font:

After the process of comparing the fonts I choose to use Adobe Jenson Pro As the header and Minion as the body text



Newsletter Design

Colour Scheme Used:

The colour scheme that I have used is yellow distinguishing bands with Grey Highlighter Patches. The yellow bands have been used so that with every new issue there can be a new colour that can be used depending on the season of the issue.

Grid, gutter and leading Used

In this I have used a 12 column grid with gutter space 20 for a 13 pt leading.



Changeable colour band

Newsletter Design

The Anandwan Quarterly

Table of contents

- A leaf from Baba's life
- From the Secretary's Desk
- Dating with Disability

A leaf from Baba's life

By Dr. Vikas Amte

It is a leaf from the life of Baba Amte, the founder of the Anandwan, who has been a source of inspiration for many of us. In this issue, we have a special feature on Baba Amte, written by Dr. Vikas Amte, his son. The article is a beautiful tribute to his life and work, and it is a must-read for all of us who are interested in the life and work of Baba Amte.

From the Secretary's Desk

Dear Readers,

With much pleasure and hope, I present before you this first issue of our Newsletter. Pleasure, in that this will serve us as a canvas to portray our performances, that this will serve us as a platform to voice the concerns of our organization. Hope, in that this effort of ours will be well received by you, that this will surely serve to bridge the distance between us.

As an NGO simply submerged in direct service of the underprivileged for around six decades we unfortunately did not even have the privilege of releasing a Newsletter prior to this. But the demands of modern times and our own desire to develop a stronger rapport with all of you have now led us to open this window too. In keeping

Dating with Disability

with our policies we have made every effort to keep it very cost effective, concise, simple and communicative. Despite all our best efforts, being the first issue particularly, chances are high that some imperfections and deficiencies exist still. If you come across anything so, hope you will kindly bear with us. Your valued suggestions & comments for corrections & improvement will always be appreciated.

Wish you a nice reading.
Dr. Vikas Amte,
Secretary.

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July 2009

A Leaf from Baba's Life



At 4:15 am on the 9th of February 2008 Baba Amte breathed his last leaving behind a legacy of unparalleled humanitarian work and thousands of inspired workers. A man who gave every bit of his life for the service of others – in death too, he remained the same. Baba's body was buried and not consigned to flames. Because he believed: "Every bit of my body should be of some use. Burial makes the body useful for

the micro-organisms in the soil as against ash immersion in rivers which pollutes the water. Moreover, the wood used to burn a body can be used to cook food for 1,000 people!" Today he is one with the soil of Anandwan, the soil to which he gave six decades of his sweat and blood, a lifetime of creativity and compassion.

Baba was given a state funeral at Anandwan on 10-2-2008. Baba was against the idea of being given a state funeral but his family members had to finally succumb to the pressures of the Govt. which desired to honour him. They had also to respect the opinion of the numerous dignitaries who arrived in to pay their last tributes to the departed soul. Baba ever believed in simplicity and silent service. Whatever honours and recognitions that came to him, came to him because he deserved them so highly and not because he went ever in search of them. Baba would say:

"I want no Nobel Prize. I have ever sought but a Noble Enterprise: the smile of a man who is oppressed or a child who is suffering is what I covet more than any award." His whole life was spent in bringing joy and dignity in the lives of thousands of leprosy afflicted, physically challenged, primitive tribes and such other marginalized and disadvantaged people.

Within couple of hours of his funeral Baba Amte's handlooms sprang back to life and activity. The handlooms began to twirl; the ploughs began to work the soil. What could have been a better tribute to this great lover of selfless work! Baba lived his life to the fullest. To all of us here and to many others elsewhere, he will remain ever alive, through his ideas and ideals, through his work and wisdom, through his love and compassion.

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OUR VISION: Creation of an environment where there is creative expression of the ability of the disabled; where there is non-exploitative harnessing of human and natural resources; where there is constructive synthesis of the ancient and the modern, of man and nature, of the able bodied and the feeble bodied.

OUR MISSION: Restoration of the rights and dignity, and empowerment, of stigmatized, victimized, marginalized and neglected sections of people such as the leprosy stricken, disabled, orphans, tribes etc.

OUR STRATEGY: Through provision of medical aid, education and employment, together with a comprehensive physical, occupational, psychological and social rehabilitation.

Learning

Learning need not always be by the book.

The people of Anandwan have taught me how to deal with my own fears in photography and

I have learnt how to deal with people who do not understand the importance of Design and who know little about the process of design.

Also I have learnt how to communicate my ideas and convince a client as to why ones Ideas are good.

I have also learnt how to deal with large amount of text and photographs.

This project has enhanced my sense of thinking and layouts.

Working with an NGO

It has provided me with the opportunity to look into the freelance side of Designing.

It has also helped me understand how to handle a client

During my Graduation I had already Interned with a Design firm Hence this was an opportunity for me to explore an area totally new to me.

Thank you!

Prof. Mandar Rane,
Industrial Design Centre,
Anandwan,
Dr. Sheetal Amte
Kannan Gopinathan,
Girish Dalvi,
Aniruddha Kadam,
Ameya Surve,
And all my Friends.

