





“Design for Elderly:

Mitrika, **a hindi magazine”**

Submitted in the partial fulfillment of the requirement
for the Master of Design Degree in Visual Communi-
cation as Project-3

by

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Approval Certificate

The Visual Communication Project 3 entitled

“Design for Elderly:

**Mitrika,
a hindi magazine”**

by **Saurabh Tewari**, 08625803 is approved
in partial fulfillment of the requirement of
the Master of Design Degree
in Visual Communication.

Guide:

Chairperson:

Internal Examiner:

External Examiner:

Acknowledgement



**I would like
to thank,**

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To IDC, for creating a system where a student has a freedom to chose any area to work on.

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and last but not the least,

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Introduction

Being old is a tough truth of life. It is inevitable. One can not avoid it, but one can definitely *live* it!

The silvering of life can make people loose their contact with their internal and external world, as there is a gradual deterioration in the mind-body coordination. The physiological strength declines with time, which most of the times effects the overall psychology and vice-versa.

Whereas, if one attempts to keep the mind engaged in creative pursuits, the deteriorating nature can be neutralized. A good mind, therefore can help in maintaining a good physique. Eventually, the state of well being is the most important factor towards, *living* it!

When in my first year of studies, the project “Design for Elderly” was introduced, I had hazy ideas about the approaches towards the subject. I was not clear how will I really contribute.

With time as I discovered the general process of user specific design, I realised one can really attempt towards designing for this newly emerging segment.

Initially, I was trying to relate only with physiological problems. Later, I realised my scope of work is more toward the psychological aspect. The boundaries are thin, and one needs to walk over them cautiously. One really needs to understand, what this user group really would like to have. Not a radical change, which makes them benefits them to a level of isolation, and not the same pulp which makes them struggle for finding the context and association. Just a balance, a design, which makes them feel special.

Reading is one of the most important and meaningful activity, which one person carry forward or start in the second innings of his/her life. It is important to work on this area, as it acquires, a major percentage of daily lives. It is an tested source of knowledge.

Magazines are one form of getting involved in this knowledgeable activity. With so many magazines and journal around, there are very less number of specific reading magazines available for elderly. Those available are limited in numbers and not specifically visually designed for this user group.

So, working towards this psychological and social part of the elderly life, I have attempted to create a print magazine.

This print magazine is named as “Mitrika”. The word is an amalgamation of two Hindi words mitra and patrika. Mitra means a friend and patrika means a magazine. Therefore, a magazine which is a friend, the best friend.

The magazine is in Hindi, which is highest read language in India and one of the highest in the world. The primary readers would be the people with experience in life, elderly. However, everyone will be able to relate with it, this would be the ultimate goal of the design.

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 they would interact and participate in the mainstream activity with updated knowledge.

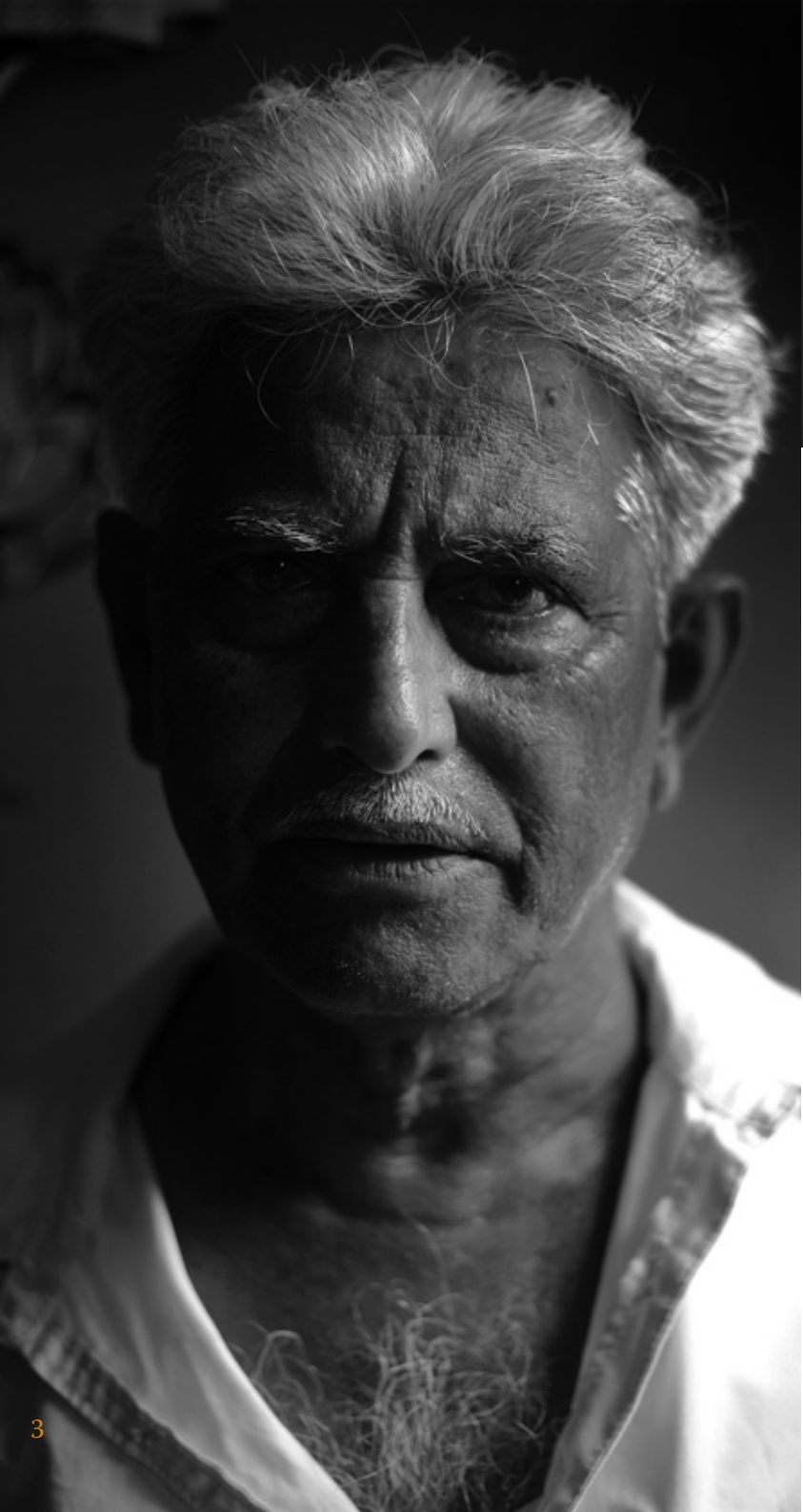


Mitrika = Mitra + Patrika

Mitra means a friend

and patrika means a magazine.

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



Whereabouts

User

Hindi Speaking/Reading elderly living in India

Hindi is the most read and spoken language of our country. It has reach in some foreign countries too. Unfortunately, the theme of magazines and reading material available in this language is either highly pulp or loudly political in content.

A Senior Citizen, who has seen so much in his life, may not find politics and regular magazines interesting at times. He would like if something relevant, something positive and something joyful is provided, which talks about her/him and people like her/him.

Position

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

The Author has attempted to create a conceptual scheme for launching a monthly magazine.

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

Design for Elderly

This project is one of the final semester projects under Department of Science and Technology, MoHRD's larger project Design for Elderly. The motive of this larger project is to research and create newer products for this highly neglected and under-utilised segment, the elderly.



Scenario today

1. Very few Magazines focussing on Elderly Issues in India

As compared to west, India doesn't have too much specific reading material in the form of print magazines. Though we have specific age-group based magazines focussing on subjects like Youth and Children in various languages, but very few magazines are available to the end-user. Most of the private publications are in a lifestyle magazine form disseminated by NGO's like 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, Though Hindi is the largest read and spoken language of the world, there are only few magazines which are dedicated to this 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.



Preliminary User Survey

Igniter

To understand, the relation between the medium and the users, a Preliminary User Survey was conducted. The users were primarily Hindi speaking and reading people, with two exceptions. This acted as the igniter for the project.

This survey helped to start making decisions towards content and its presentation.(See Annexure, for details)

This pilot survey focussed on:

- a. Understanding user's daily life**
- b. Socialising Mediums**
- c. Exposure to media/outside world**
- d. Reading Activities:**
 - What, How, Why, Where and When?**
- e. Awareness about various publications**
- f. Visual Design related questions**
- g. Content on other media**

Instant Realisation

Responsibilities like active/ advisory positions at RWAs, NGOs are positively taken.

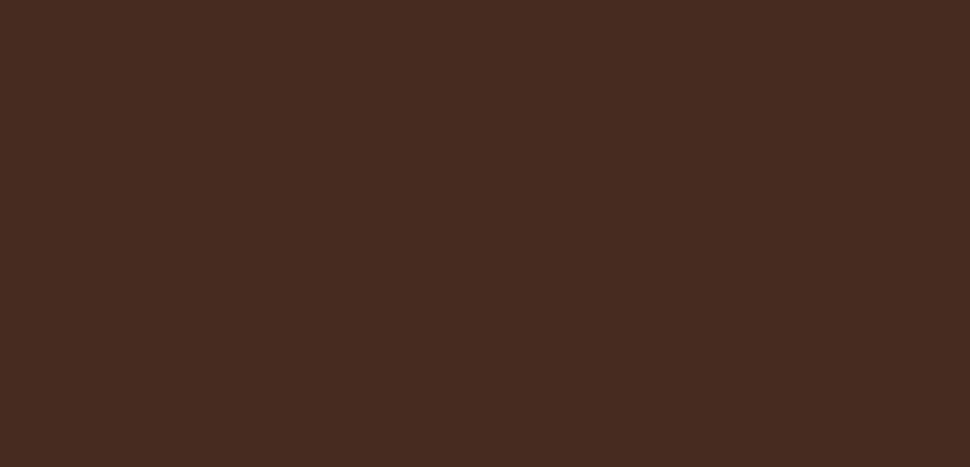
Knowing more about life/ religion/spirituality is still a major practise of daily lives.

Health and alternate healing practices like yoga are integral part.

Newspaper reading starts their day. Magazines are there but not dominant.

Television occupies a major portion of the daily time, specifically evening, where daily soaps are preferred.

Internet is not very comfortably used.



Design Issues

There is a mixed feeling about Design improvements in last 20 years. Half of the users said that design has improved amazingly other half said there is no taste in modern design.

Only few knew the word ‘typography’ and related it with typesetting and layouting.

Two users specified that “there is no need of headlines in two colours!”. With Colours, the text becomes loud.

All Newspapers (Jagran, Ujala and Hindustan) have same body typeface (Chanakya). Readers of Dainik Hindustan find it neatly designed, which uses a limited amount of colours.

Reading Material is considered non serious if it has coloured background. Users find it loud.

Users believe that there is an improvement in Info Graphics but degradation in illustrations. Also, there is an absence of grace in the current practice of picture collages.

General Findings

The realisation of being old is very subjective, hence, there is a continuation in reading habits. However, there are additions in reading list through a reference.

There is a process of documentation and dissemination from old to new generation. Example: Writing recipes of traditional food for new generations.

Given an opportunity, users are ready to contribute through their writings or some compiled information to share.

The religious/spiritual part is inevitable.

There is a self-realisation of “need of good health”, so readers don’t miss out on new information.

Yoga / Morning Walk is the most popular (even in the winters of North).

Traditional mediums like Radio and Television are integral to the daily lives.

Newspapers are very much part of interactive lifestyle with city. Ex: Lucknow

Though available, the technological mediums are just add on to lives of elderly rather a mainstream activity, including telephones.

Internet Social Networking is still not in mainstream discussions.

The longevity of articles is short. Current popular magazines are not worth storing.

The Black and White compositions are considered to be intellectual in content.

Medium

The medium is going to be the monthly magazine in Hindi language. So, here is a look at the current scenario of the general readership.

(Statistics source: www.contentsutra.com)

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 transparent 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.



सरस सलिल

Saras Salil

The Largest selling Hindi Magazine, Rs.6-/
Widely read in small towns and cities.

Content

Stories
Real Stories about superstition, accidents
Bollywood (Facts and Gossips)
Sex and Health
Politics



गृहशोभा

Grihashobha

A leading Hindi Magazine for Women, Rs.30, Evenly read in bigger and smaller towns.

Content

Stories
Beauty
Fashion
Recipes
Films
Interview

Personal Problems
Society
Health
Experiences
Jokes



महानगर कहानियाँ

Mahanagar Kahaaniyaan

A leading Hindi Magazine on 'Real' Stories, Pulp in nature, Rs.30-/
Stories from various small towns

Content

Politics
Crime
Sex
Inspirational

Stories from various small towns

Personal Stories



नवनीत

Navneet

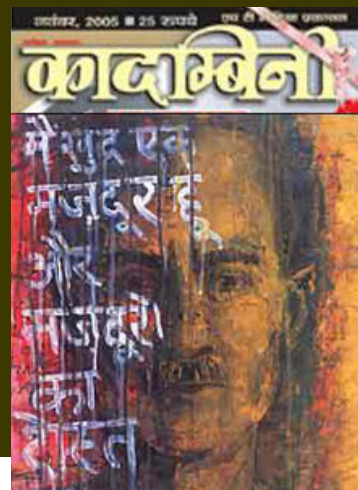
A Hindi Magazine with literary content, Rs.20-/-

Content

Stories, poems etc. with some focus works on monthly topic.
Eg., Basant (Spring Season), Women

Humour
News from Literary circuit

Contributions from well-known established authors of Hindi Literature world.



कादम्बिनी

Kadambini

A monthly Hindi magazine with a long and celebrated history of over 40 years. It is a one-of-its-own-kind socio-cultural-literary magazine, which has survived the demise of many other Hindi magazines in the genre.

Contents

Literature
Science
History
Sociology
Films
Health



Reader's Digest

A reputed and established international magazine with Indian edition. Readers through all the generations.

Contents

Stories from all over the World
Personality Improvement
Light Literature
Health
Humour
Food
Columns
Word Power

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.

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 on missing, which makes us think about its demand, or a real shortage.

Content & Design Attempt

Name of the Magazine is

Mitrika

This print magazine is named as “Mitrika”, which is a amalgamation of two Hindi words mitra and patrika. Mitra means a friend and patrika means magazine. Possibly a magazine based on crowd-sourcing *by the readers, for the readers and of the readers*

Concept Words

Mitra-A friend,
Companion,
Listener,
Advisor,
Nostalgic,
Knowledge Addition

Quality of Articles

to be
Timeless in quality,
Longevity,
Comprehensive,
not very Elite,
using Popular Language/Dialect

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

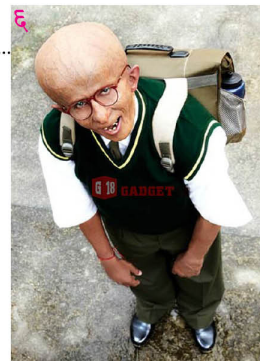
Technological Awareness
Tourism
Travelogues
Photographs/Old Album
Jobs
Finance
Bollywood
Society

These three parts can be seen as three different combinations of constants and variables among typical magazine.

The First is starter informing about general reader's reactions and current affairs. Second is Main-Course with serious articles. Third is again leisure based content meant for utilitarian purpose.

Sample Layout

The first attempt was made on the A4 sized format. This exercise gave a fair idea of dealing with Devnagari text, its typesetting and grid making.



इस अंक में

- २ सम्पादकीय
- ३ अतिथि सम्पादकीय
- ४ आपके पत्र
- ५ साक्षात्कार

- ६ 'पा'को मिले प्रतिवाद से
- ७ महोत्सव
- ८ पुरी की त्यथाया
- ९ तृप्ति वो ही प्याऊ वाली
- १० त्वारथ
- ११ साहित्य
- १२ इतिहास
- १३ परेलु मुखे
- १४ सरकारी संगठन
- १५ नौकरियाँ
- १६ पर्वटन
- १७ प्रयोगिकी के प्रति जागरूकता
- १८ बालीबुड
- १९ समाज
- २० कविता

- २१ अनेखा आकर्षण आगवेर
- २२ रंगमणक अवति कपेयूर की मेमोरी
- २३ सेन्सुअस गर्लियों को बर्बाद परिआया
- २४ टाक टोक मे गांधी
- २५ गतझंड

मई 2010

मित्रिका

संपादक कखग व्यक्ति
सहसंपादक कखग व्यक्ति

डिजाईन कखग व्यक्ति
फोटो कखग व्यक्ति
कवर फोटो कखग व्यक्ति

संपादक कखग व्यक्ति
सहसंपादक कखग व्यक्ति

डिजाईन कखग व्यक्ति
फोटो कखग व्यक्ति
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डिजाईन कखग व्यक्ति
फोटो कखग व्यक्ति
कवर फोटो कखग व्यक्ति

औद्योगिक अभिकल्प केंद्र
भारतीय प्रौद्योगिकी संस्थान- बम्बई
पोवाड़ा, मुंबई ४०००७६

Contents Page

Volume/Issue No.

Editing Team / Publisher's Info

Sequential Order of Content



Editorial Page

Regular +Guest Editorial

आपके पत्र

आपके पत्र... (Text continues with a letter or editorial piece)

आपके पत्र... (Text continues with a letter or editorial piece)



Editorial Page

Regular +Guest Editorial

आपके पत्र... (Text continues with a letter or editorial piece)

आपके पत्र... (Text continues with a letter or editorial piece)

क्या वह कह रहा है कि 'पा' में अक्षरों की स्थिति में कुछ बदली होना इसकी ही का म, सोचेंगे में इसे साधने बिना और चरमोक्ति सराप पा जो वह सराफ करे कि अपने पा बिना चरमोक्ति और जलन में ही सोचने बिना, मैं इसी लिए अपना पुनर्जागर हूँ।

Infants and 30-30

[illegible]

अभिनेता को पुर को लग में जवा खुद को कैसे देखती हैं?

अभिनेता को इस विचार में एक काल कासी के दिवस को रोने की। उनका मानना ​​था कि अभिनेता में हलने क्षमता है कि वे चले पर मेरे पिता की स्मृति हलने जंग को वह कहेंगे जब भी एक कलाकार है, है भी एक कलाकार है और एक रोने है उसे एक सुखी है कि वे में शिखर शिखर दिवस में है अभिनेता का पिता नु और वह मेरे बेटे है, एक जवा कलाकार के और पर चले मानने मही प्यारी।

[illegible]

अबकी तरह उनका मेहनत का तूफान
कब तक चलें ?

जब तक मुक्ति काय है, तू मेमसाय में १-२
घंटे लगते हैं। मेरे दूरे पड़ने को मिलिन्दन में ऊ
जाने जाय, किन्तु मेमसाय जगह पर जाऊ मैं
तुझे लौ लेने है। तब तक ही सारा मेरे और
तुम्हारे में झगड़े मेरे जाऊ और काय में छोड़ें मैं
पर दिख जाऊँ। इस तरह मैं मे जित्त राखू
तू, मैं को खुद छान्नी राखऊ। तब सारे
जाऊ पड़े तुम्हारे और उनसे कम मेमसाय उनसे
में घटे तुम्हारे को, बहुत ही लाजवाब लीकी
पर, उनसे पहिलाने मिलिन्दन राखेगाऊ। हाँ
देखने में मुझे लगाने में मेमसाय को ही मुझे
को लगाने काय में मेमसाय की। तब मैं तुम्हारे
जाना काय में है, इसे लगाने में बाऊ राखें मैं
ऊ। इस प्रकार मैं लगाने में ६० प्रतिशत
मेमसाय को जाऊ है।

‘‘ज’ को निर्वाह के लिये आप और आपको
आपकी खुशी है। हमारे आपको एक
अनुभव हुआ ?
है, क्योंकि के बैर तब बनी है तब किमान।
आप से ही मैं जब किसी ५० से ५० कोड़ी
को लाने से तब लोने है, दोसे मे अपने ‘ज’ पर
पण्ड ५२ कोड़ी खड़ा था और हमे हरा था
की खुशी है कि मेरापन जब लाने खर्च होने के
बादहद हमने अपने लाने से आप की किमान पूरी
की। मैंने और अधिक मे किमान के औरबाजार
की भी लाने मे किमान से किमान को देने से
किमान पर किमान था। किमान कम खुश है कि मैंने
बहुत बहुत आपको से गुना और किमान अपना लाने
को कर रही है।

Cover Story

Interview with Amitabh Bachchan

महोत्सव

पूरी की रथयात्रा

[illegible][illegible]

रत्नवाज्रा में सबसे आगे ताल ध्वज पर श्री अक्षतल, उसके पीछे पद्म ध्वज
रत्न पर माता सुभद्रा व सुदर्शन चक्र और अंत में गरुड ध्वज पर या
नंदीनाथ राजा के रत्न पर श्री जगन्नाथ जी सबसे पीछे चलते हैं। तालध्वज
रत्न ६५ फीट लंबा, ६५ फीट चौड़ा और ४५ फीट ऊँचा है। इसमें ७ फीट
लंबा के १५ पहिये लगे हैं।

[illegible]

कि या सबकेतर के लिये मैं वृत्त मानता हूँ।
 विष्णु, कृष्ण और सायन भी हैं और मुकुन्द
 अनेक नामोंसे और विष्णुसे और अमुक
 से सब किन्तु श्रेष्ठ है कि ब्रह्मचर्य नामका
 विधिचर्य नहीं, सोही और विष्णुसे का आ
 रक्षण है। अतस्मात् विष्णु में वृत्त मान
 आकर गन्तव्य, ऐति-ऐति और गन्तव्य
 हीन, वैष्णव, बौद्ध, जैन भी एक तत्वसे
 प्रभावित होते हैं। बुद्धदेव से ब्राह्मणेय
 में अनेक सम्बन्ध होते किन्तु का सब
 वैशिष्ट्य ही नहीं है। इतने प्रकार बुद्धदेव
 मुकुन्देश्वर और शिष्टेश्वर की शीर्षसे
 मूर्तियों से काय जल, कृष्ण और जम्बू मे
 मूर्तियों में हैं। जोही जल और सुत भी मे
 तुरी का ब्रह्मचर्य कीरत से व्यक्तित्व

रामचन्द्र आशुपुत्र उत्तमपुत्र है। सीता विष्णु के देवी की भूमि है। यही पृथ्वी की जमीन है, यही सीता की देवीत्व में विभूति सीतारूप में होती है। यही लक्ष्मी के प्रभाव रामचन्द्र की है। रामचन्द्र देव के अनुग्रह में १२ लाखों के ऊपर उत्तम सीतों हैं। वे तो एक महाशक्ति, चौध लक्ष सीतों, १४ इन्द्रिय के लक्ष्मी हैं। यह सब राम देवता के परिपूर्ण होता है। यह भावने रामचन्द्र के

[illegible][illegible]

यदि हम इन मूलतत्त्वों को ध्यान में रखें तो हमें यह स्पष्ट हो जायेगा कि हमारे जीवन में जो सब कुछ चल रहा है, वह सब कुछ ही उसी मूलतत्त्व के अन्तर्गत आता है।

लेख

तृप्ति
वो ही प्याऊ वाली
डॉ. मंगला पंडित

सपाच में कई परंपरों जन्म लेते हैं और कई दूर जाती हैं। परंपराओं का प्रारंभ हो और दृढ़ता शिवाजीजीय समाज का आवश्यक तत्व है। कुछ परंपराएँ दृढ़ते के लिए ही होती हैं वर कुछ परंपराएँ ऐसी होती हैं, जिसका दृढ़ता मन दुखाड़ी कर जाता है और परंपराएँ हमारे देखे देखे समाज से जाती हैं, उसे परंपरा की मौत कहा जा सकता है।

[illegible]

जब उसने बसने का ठहरा, इस तरह के अनुभवों का पिछला ही खुल जाएगा। अब यदि आपको इस घड़ी मिलने वाली कई नई योजनाएं मिल सकें, तो वह भी बड़ा फायदा होगा कि जिससे मुमुक्षु हुआ करता है, उसको बेधे पर। एक

अनेकरी वी सति लेली वी, उतले बेहोरे; दही खाति
 और मुसुन को बंद कर लेते उन माँझी से बेहोरे
 पर देखा है, जब वे अपने मासुन को ठूक पिलाती
 होती हैं।

वई बार लेवे रहेझी पर राखिजे वे पानी पिलावे
 का पुनः वारें फिज जस्ता, काही पिलावे खातो वो
 के फेकत वही प्रार्थना लेली, फिजना खावे खाती दीये,
 खाते तो मुसुन के बार हें, पर खाते वाकफ़ न
 होतें। उतरी जग़ हासल जग़ हासल लेते तो खाते
 ही प्रार्थना न करती हो, पर आज जब उन्हीं लेवे
 रहेझी में एक पदार्थ है यानी का फ़ोत-ता चाऊज
 खरकन पदार्थ है, एक सामन्य से ठूक है कि
 चारपुन उन्हीं प्रार्थना का कोई अर्थ वा

भूयस्वरो मे स्वयं विद्यमान एव ज्ञानं भवेत् सो भगवा
 न्निष्ठाया भवेत् सो, पर तत्र समस्त भगवत् मे किं न्ये
 तिल्लया एव पुनः कर्तव्यं । अस्मि भवन्ते मे ज्ञानं
 विमोक्षितं यस्मै यो विद्यमान सो ज्ञेय सो पुनः
 वा कथम् । अस्मि तु ज्ञानं यो अस्मिन्विद्यमान सो
 ज्ञेयः । यस्मात्तस्मै मे एव भगवन्ते मे यस्मात्तस्मै
 यो सो दिष्टं ते, सो यस्मै सो इत्येवमेव ते सोमे
 यो यस्मै विद्यमान वा पुनः कथं कथं । कथंकिं
 मे ज्ञानं यो अस्मिन् विद्यमानो यस्मात्तस्मै
 राय मे किं ज्ञानं मे इमे विद्यमान एव यस्मात्तस्मै
 ते, तस्य पुनः पुनः यो एव तुल्यं सोऽयम् । तस्य तुल्यवत्
 भवेत् सो एव यस्मात्तस्मै यो यस्मात्तस्मै ।



तबस के साथ सब कुछ बनता जाता है, पर उस
 परंपराओं जब किसी को देखो सब लोकोपे लाल
 सब दुलस सब सौम्य स्वाभिमन है। सुनो मेरी
 कहानी, जहाँ मेरी सब कलम बहता है, सब
 कई परंपराओं मिलते पीछे मिलते तरंग सब छोड़े
 हवाय में है, जिसमें किसी परंपरा का नाम
 को, उसे तो सुनिये किसी का साराउत
 प्यार परंपरा है सब भावक कभी नहीं गीत
 सब किसी जिसका एक मुन्य बन है। मात्र मुन्य
 सब काल और सब प्यार मुन्य को जता। आ
 काल-काली प्यार से प्रज्वाल को धरने धरने
 मिल जाती है, पर मुन्य मिले सब सब न तो
 देखने का नमस्कारिक होत व्यवहार सब जता।
 सेमिले सब सब सब सब सब जता है।

कल्पना करें, कोई रातबीर दूर से यतना हुआ
 चिल्ला नीबू या खरार में प्रवेश करता है, उसे प
 लग रही है। वह जानी ही लगता है कि, सब उ
 चानी पाऊँ दिखाई देता है। वहीं वह छपलार
 चानी पीता है, उसकी आवाज से तुरन्त से जाती
 वह अपने बगल है, बहुत राती दुआरी देकर।
 दुआरी में उससे मिल से मिलानी, सभी देकर।

यह। आज एक गिजावा घासी की बड़ी ज़ेब्रीकल
 बाव मिलित है। ऐसी में काली की दुता और काली
 की प्रत्यक्ष।

देवता की देवता घासी केचन एक मजबान बन
 गया। इस हमारे डारि फिर घासी की बावक
 की बर पलित है। आज काली की बर घासी बाव
 कपल अगरी साव पलितों में, पर ताव तो काल
 है कि घासी घासी एक दिन हम मकलें घासी-घासी
 बाव देव, काल की बर आनर पलित नही घासी,
 एक-एक कुँत घासी बन मकल। घासी पलितें की
 संकलित के ताव की घासी की घासी की घासी घासी-घासी
 मजबान की आनर घासी के लिए फिर काली, काली
 की बर आनर पलितें लिए फिर काली, काली

प्रकृति जगत्
भरे वायव,
नृ नमः किमः दुःखे
नमः वायव
नृ नमः किमः दुःखे
नमः वायव

Vivid Festival in India

Article Tradition



Health Natural Food+Trivia



Last Pages Bollywood + Information



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

मित्रिका

Magazine to be

Friendly
Reliable and Dependable
Intellectual
Contemporary
Rich in Values
Personalization
Storable

Content Quality

Newness
Longevity
Information Rich
Meaningful
Contextual
Secular
Rich in Language

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.

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

Editorial Policy

Mitrika monthly, will be sent to all subscribers, members of different Senior Citizens' clubs and organisations and would be available on News Stands.

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 they would interact and participate in the mainstream activity with updated knowledge.

Mitrika publishes original articles that are reasonably self-contained and aimed at a broad spectrum of the Elderly Citizens in India. In general, the magazine does not publish articles that have been published elsewhere in whole or in part. However, any thing relevant and useful, but not accessed by the larger population can be included. The magazine welcomes the contribution of articles from the readers mentioned topics, new form of knowledge, things related to personal experiences, humour bites, and reviews of books.



Content Formation

Once the readers and their interests are articulated, the content defining becomes easier. The subjects have been defined according to a sequential reading experience. The 48 page magazine (including cover) with three broad parts of the magazine includes:

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

Themes for different issues

Its very important to bring newness with every issue. So, following the framework of introducing new people and success stories, few themes are listed.

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

Form

Once the context, user group, and the function, magazine, is resolved. The decisions on forms becomes easier. The clarity towards the context and function automatically guide towards the final form.

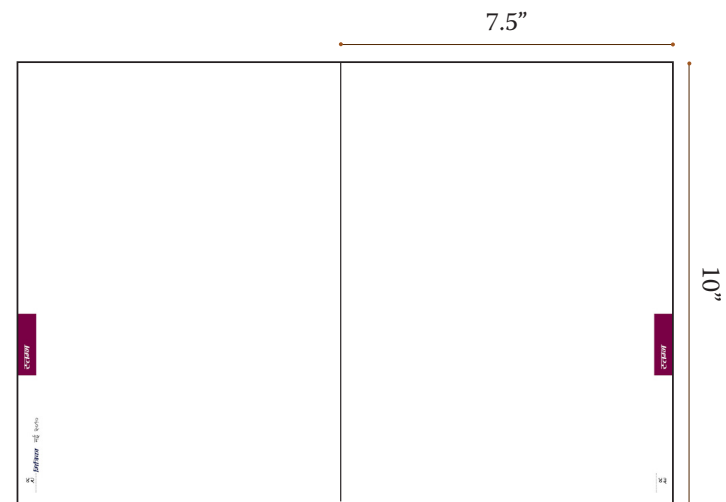
Selecting Size

The process of selecting size started with two standard sizes, the half-letter and the letter size.

A pilot content allocation over a layout on the letter sized (8.5 inches X 11 inches) magazine illustrated that it needs around 36 pages (including cover) to include all the subjects with related text, appropriate pictures and breathing space. Though looking nicely spaced on each page, the overall feel of the magazine with the proportion of letter size was looking flimsy.

So, to attempt a more robust feel the half letter (5.5 inches X 8.5 inches) size was taken to be attempted. It was felt that half letter size would give it more personalised association.

Same content when introduced on a half letter sized layout took 84 pages. It was inefficient in terms of layouting the content and paper used and moreover the amount of text was looking too broken to maintain a continuity over a subject.



Now, both the sizes had some merits. Letter was efficient and it's half was more personal. So, to have best from the situation an intermediate size (7.5 inches x 10 inches) was chosen which was providing the efficiency of letter and the

overall feel of robustness and personal association for a magazine. This size is also handlable by the user. Moreover, this size would give an exclusive feeling within all the magazines available in the market.

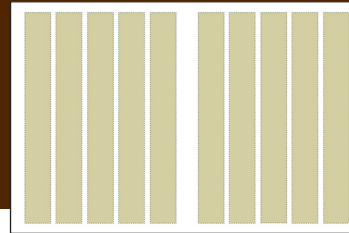
Designing Grid

Grid for the layout was critical here, as one has to understand, how exactly the user would hold and read the magazine. There is also a need of presenting a critical amount of visual information to decrease the reading stress, yet maintain the continuity and grip.

With different parameters of functions like body text, headings, captions and images acting together, it is important to use them craftily to create a visually balanced composition. The elements like navigator, page number or any ornamental feature would come on the second layer.

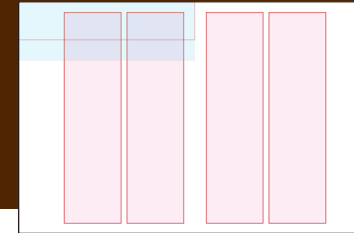
So, the final grid has been devised using three different componential needs of the page layouting.

At times, to create a play, the grids can be ignored. However one need to respect the basic 5 column structure.



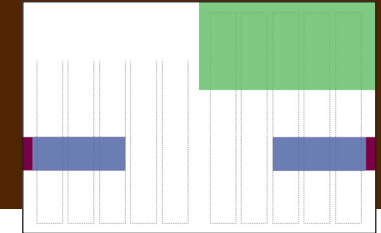
Basic Division

A 5-Column (each an inch wide) approach has been employed, considering the width and height of a page. The margins are left for indicators like page no. and navigator.



Text Area

Each Body Text box is 2 more than 2 inch wide. The white space not only reduces the burden of readability but also gives the freedom to user to hold the magazine in the non-text areas. Overall, it helps in creating an optimum grey value for this user context.

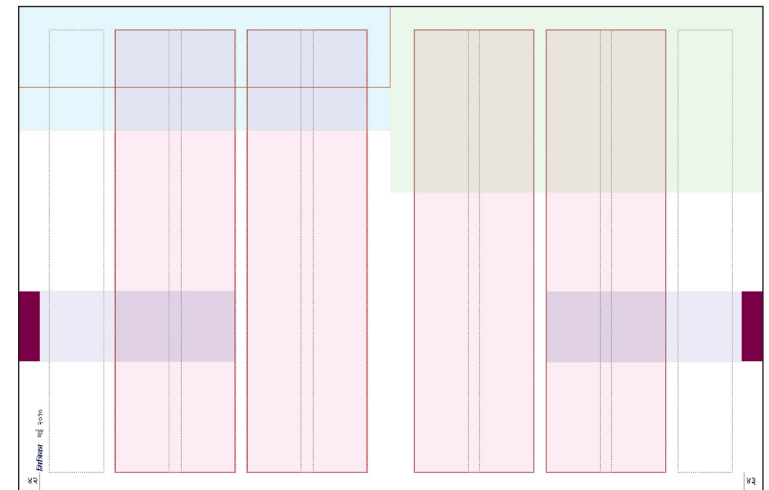


Pictures & Captions

When text columns are acting vertically, pictures and caption boxes acts as horizontal members and creates a visual balance. The picture box (green) can increase or decrease according to the proportion of the image used. It can also vertical columns to accommodate text.

Final Grid

The 3 mentioned layers combine to form the final grid for the magazine. Any ornamentation or insertion would follow the guides or should be in harmony of all the guides marked.



Selection of Typeface

Before deciding the type and size of the text, a similar research [Bernard, Liao and Mills] was considered. Though this research was carried out on ROMAN online types, but essential characteristics and parallels can be drawn for this context.

There are atleast four kinds of Devnaagari Types available with different input systems like Unicode, Kritidev, C-DAC and Remington-typewriter-based fonts.

Unicode, a widely used format on internet is not suitable and stable for print. Also, most of its typefaces are meant for onscreen rendering. For the technical reasons i limited myself to Kritidev family as it offered a wide range of font choices, a good readability, familiarity and a convertibility with Unicode. As most of the data available in Hindi web world is based on Unicode format. Moreover, in a longer run, if someone tries to re-publish any useful material from the world wide web to the print, this format is useful.

Optimum Body Text Type *Krutipad 021*

चाँद नीचे उतरता जा रहा है। दूध-सी
चाँदनी नीली पड़ गयी है। शायद पृथ्वी
का रक्त ऊपर विष बनकर फैल गया है।

Comparatively Bold, Conventional,
Balanced, Efficient, Low Contrast

चाँद नीचे उतरता जा रहा हैं दूध-सी
चाँदनी नीली पड़ गयी हैं शायद पृथ्वी
का रक्त ऊपर विष बनकर फैल गया

Thinner, Monothick, Bigger and
Open Counters, Lighter Grey
Value

**चाँद नीचे उतरता जा रहा है।
दूध-सी चाँदनी नीली पड़ गयी
है। शायद पृथ्वी का रक्त ऊपर
विष बनकर फैल गया है।**

Bold, Bulky, Highest Grey Value,
High Contrast

Optimum for Captions *Krutipad 080*

चाँद नीचे उतरता जा रहा है। दूध-सी
चाँदनी नीली पड़ गयी है। शायद
पृथ्वी का रक्त ऊपर विष बनकर
फैल गया है।

Squarish, Modern, Machine like,
Non-Conventional,

चाँद नीचे उतरता जा रहा है।
दूध-सी चाँदनी नीली पड़ गयी
है। शायद पृथ्वी का रक्त ऊपर
विष बनकर फैल गया है।

Curvacious, Handwritten
feel, Big Counters, Suited for
introducing a feeling of Craft

Point Size

Regular Hindi Magazines and Books employ a standard point size from 7 pt to 11 pt. People from the user group can read the text with different levels of ease, but with a reading aid.

Most of the time, the smaller point size used were the restricting them to read freely in a particular light condition, in a particular space.

When asked, they were positive about having a bigger point size. It was possible for the scheme to adopt a bigger point size. Reader's Digest in the US have been employing larger point size in their Special Editions for Elderly.

So, seeing the overall scheme of things of content quantity and readability ease, the point size of 14 is employed.

Case Based Optimum Body Text Size

36	उम्र के जिस पड़ाव को
24	उम्र के जिस पड़ाव को
18	उम्र के जिस पड़ाव को
14	उम्र के जिस पड़ाव को
12	उम्र के जिस पड़ाव को
11	उम्र के जिस पड़ाव को
9	उम्र के जिस पड़ाव को
8	उम्र के जिस पड़ाव को
6	उम्र के जिस पड़ाव को

Elements and Style

There is a certain way in which a magazine is read and navigated. So, a two level of navigation and indicating elements are introduced in the layout.

Page Level

This level has to follow the previously defined layout grid. The elements at this level are

- Body Text
- Heading
- Subheadings
- Dividers
- Quotes
- Pictures

Magazine Level

This level has to follow the document grid.

The elements at this level are

- Subject Navigator
- Page number
- New Content Indicator

शब्दों का जादूगर

पाउलो कोएल्लो

आपने जिनकी में तमाम दुश्चरित्रों का रहस्य जाना. इसकी जादूगर आपका काम आज दुनिया को समझने है. मर्यादा-भित्त का नकारात्मक टकरा, समीपवर्ती की जगह, कई सालों तक लेखन को अलग-आलग दुस्तरे काम-इस सबको बाद अपनी लगनलता देखकर कैसा महसूस होता है?

सफलता के साथ कई आयाम भी बदल जाते हैं मगर अंतर्गत को दूसरी के साथ बाँटने की भावना अब भी मुझमें बनी हुई है. मैं उस सपने की भी रहा हूँ जो मैंने अपनी युवावस्था में देखा था. लेकिन ये ऐसा सपना नहीं है जिसका कोई अंत हो. जब एक मैं जीने, सोचने और प्रेम करने लायक बना रहूँगा ये बिचारी सुगन्धी रहेगी.

क्या आपको कभी वो ख्याल नहीं आता कि एक किताब समीपवर्ती को खामोश करने के लिए भी लिखनी चाहिए?

मैं कोई भी नहीं किताब लिखने के लिए दो साल का वक्त लेता हूँ. इस दौरान मैं नहीं कतानी रहने के लिए पर्याप्त भावनात्मक ऊर्जा इकट्ठा करता हूँ.

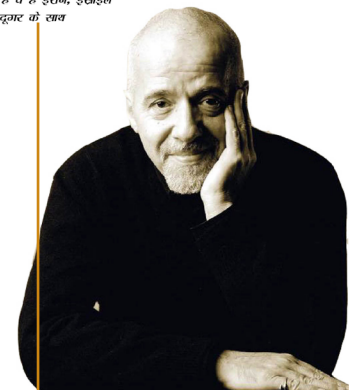
लेखन में कुछ ऐसा जो आपको घेर ले जायगी लगता है?

हाल ही में मैंने फिलिप रिचार्ड्स द्वारा लिखित एक दिलचस्प किताब 'द लुसिफर इमेज' पढ़ी है. कुछ और भी हैं जिनसे मैंने ज्यादातर मेरे पसंदीदा लेखकों की हैं. मैं सौभाग्यशाली रहा हूँ कि मुझे उन्हें उनकी मूल भाषा, चाहे वो अंग्रेजी हो, स्पेनिश, फ्रेंच या पुर्तगाली, में पढ़ने का मौका मिला है.

आपको ऐसा क्यों लगता है अपनी किताबों को इंटरनेट पर मुफ्त में उपलब्ध कराने से पाठ्यप्रेमी आम की वीमर्शनी आपको लिए पकड़ने में मदद जाएगी और इससे अविश्वस्य किताबों की विक्री और पाठकों का खराब हो जाएगा? प्रकाशन उद्योग की हल पर क्या प्रतिप्रतिक्रिया रही है?

किताबों की लेखक का सबसे बड़ा महसूस ये होता है कि दुनिया उसका लिखा पढ़े. ऐसे का नंबर बाद में आता है. मुझे लगा कि ये एक अच्छा विचार है यानी पाठक को अपनी किताबें पढ़ने और फिर उन्हें खरीदने या न खरीदने का फैसला करने का मौका देना. इस विचार के बाद ही मुझे लगा कि क्यों न अपने सारे काम को इंटरनेट पर डाल दूँ इसलिए मैंने 'द पाइरेट कोएल्लो' (piratecoelho.wordpress.com) के नाम से एक वेबसाइट बनाई. जहाँ तक

मशहूर उपन्यास 'द अलकोमिस्ट' को लेखक पाउलो कोएल्लो की जिनकी की कलमी किताबें समझकर ले काम नहीं. शायद ये भी एक कम है कि वह समझकर ले अर्थी सट्टे ले समझते हैं. उनकी किताबों की 90 करोड़ से भी ज्यादा प्रतियाँ बिक चुकी हैं. इसको अलग-आलग एक ऐसे लेखक भी है जिसको काम का सबसे ज्यादा अनुवाद हुआ है कोएल्लो की किताबों में अठार उपन्यास, दो लॉन्गफॉर्म और रॉन्गफॉर्म साबजों को कई संग्रह शामिल हैं. जिनमें में जन्मे 10 कविता कोएल्लो अपने लेखन में खुद को एक खोजी और संत के रूप में पेश करते हैं. उनकी दुनिया में देखभूत हैं तो खराब भी, लगेते हैं और अपराधपूर्ण भी और इसको खान ही है हट व्यक्ति के लिए एक तय विरक्ति. अपने हट पाठक के लिए उनका एक संदेश होता है कि आपका जिला भी चीज की तलाश है तो आपको मिल जाएगा. इस किताब को पढ़ें और देखें कैसे. विश्वरूप है कि जिन देशों में उनकी किताबें सबसे ज्यादा बिकती हैं वे हैं इटली, इंग्लैंड और भारत. शब्दों को इस जादूगर को खान एक मुलाकात.



New Content Indicator

The dotted lines emerging from.

Page Number

This elements to be rigidly consistent, on the both sides of spread, symmetrically.

Heading

The Bold Krutipad080 - 48 pt, to follow the basic grid, leaving the head space.

Body Text

The Regular Krutipad021, sized 14pt.

Questions

The Bold Krutipad080, sized 14pt, with a different colour than Body Text.

Captions

The Bold Italic Krutipad080, with a different colour from the body text.

Navigator

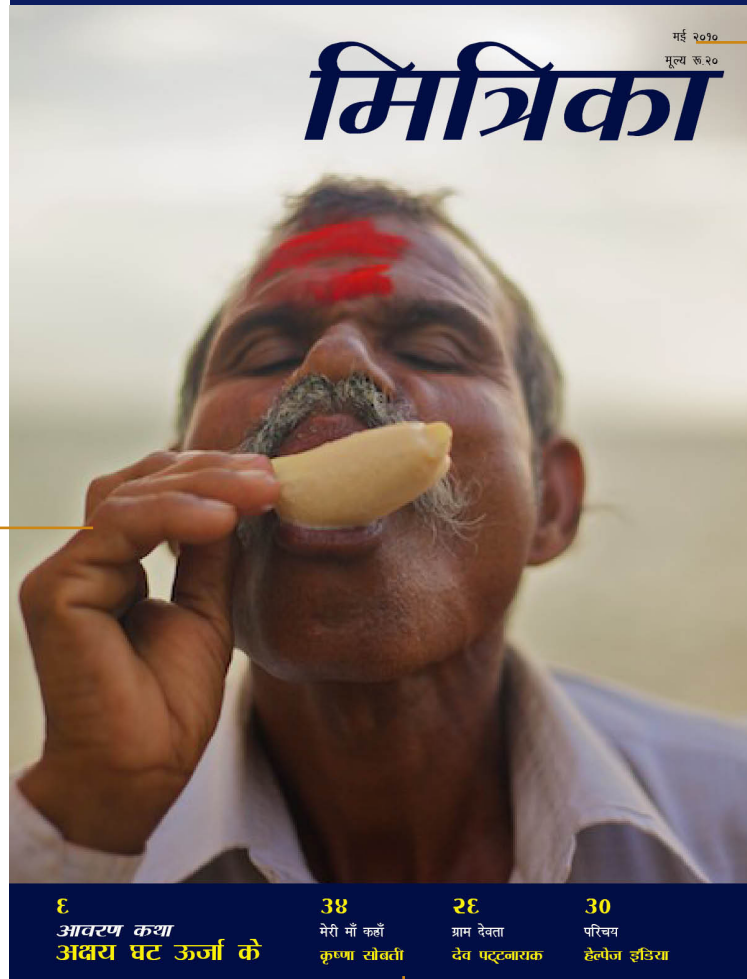
The colour coded navigator for each section, increase redundancy in identifying the subject and its browsing.

साहित्य

२६

साहित्य

मई २०१०



1 Cover Image

To avoid a chaos, preferably **Singular** in Nature (Based on Main Story)

2 Front Index

At the bottom, with a contrasting colour box. To provide a glimpse of main articles.

3 Masthead (Constant)

The masthead will exactly at this position, with month & year at the top line and price in the next.

Cover Design

The cover is the most prominent identity of a magazine. All the magazines in the world, be it Nat Geo or TIME, are known through their covers only. The cover should reflect the ideology, which the magazine would like to propagate.

Typically, the cover pages of popular magazines are crowded with quotes and multiple images. The approach creates an interest with increased uncertainty and visual chaos. Whereas, contextually the things have to be clean and organised to reflect a strong character. Also, each element of the cover page should be given its due respect to enhance the transparent and honest nature of the magazine.

Cover page is divided into three organised parts:

1. Image
2. Front Index
3. Masthead

Current State

Contributing towards the need of the awareness of under-known or unknown utilitarian knowledge for the users (readers) with a newness in every issue.



Mitrika

a monthly magazine which is

Friendly and Comprehensive

Reliable and Dependable

Intellectual

Contemporary

Rich in Values

Personal

Storable

Quality of Articles

Timeless

Newness

Meaningful and Contextual

Rich in Language

The 48 page magazine (including cover) with three broad parts of the magazine includes:

1

Cover Story

Success Stories through various fields

Personal Experiences Shared as articles, interviews and photographs.

The idea is to introduce more and more people to the readers.

2

Various Subject based articles on

Health

Physical and Mental

Knowledge and Science

Technology Update

Indian History & Culture

World Archives

Society

Social Responsibility

Parallel Organisations

Involvement

Literature

Poems

Short Story

Interview

3

Regular Columns

Light and Short pieces

Editorial

Letters from Readers

Photoessays

Contribution from readers

Publisher's Information

Emphasis on the Cover Story. Here, cover story being the “Golden Achievers”

Colour wise coding for each section

Bigger Page Numbers

Vertical Guidelines to distinguish and increase redundancy between categories

Thumbnail idea borrowed from Modern Computer interfaces to provide a visual preview of inside stories.

Who's Who
Special Mention
Publisher's Information

Given a visual prominence
and coverage

Coded with different colours
to increase redundancy
while navigating

Spread throughout the magazine, as they are mostly independent in nature



24



References

Books

Fletcher Alan, "The art of Looking Sideways", Phaidon Press Inc. New York, 2005

Losowskiy Andrew, "We Love Magazine", Editions Mike Koedinger SA, Luxemburg 2007

Walker Ronald I., "Magazine Design - A Hands-on Guide", Blueprint London, 1992

Articles

Bernard Micahel, Liao Chia Hui and Mills Melissa, "The Effect of Font Type and Size on the LEgibility and the Reading Time of Online Text by Older Adults", Wichita State University, 2007

Cleveland Paul, "How much visual power can a magazine take?", Griffith University, Queensland College of Art, Design Program, South Bank Queensland, Australia 2005

Nini Paul, "Typography and the Aging Eye: Typeface Legibility for Older Viewers with Vision Problems", AIGA Design Archives 2006

Hindi Magazines

Hans
Navneet
GrihLakshmi
GrihShobha
Vanita
Suman Saurabh
Balhans
Kadmbini
Sarita
Saras Salil
Satyakathaayen
Dignity Dialogue (Hindi)
Tehelka Hindi

English Magazines

Readers' Digest
AllSports
Blender
Outlook
Tehelka
India Today

Resources

Websites

About type and typography issues

<http://typoface.blogspot.com>

<http://www.kidstypography.org>

<http://ilovetypography.com/>

<http://www.dyslexic.com/>

<http://www.linotype.com/2258-16905/aboutlegibility.html>

<http://www.sciencedirect.com/>

<http://www.alexpoole.info/academic/literaturereview.html>

<http://www.aiga.org/content.cfm/typography-and-the-aging-eye>

About Readership

<http://contentsutra.com/article/419-indian-readership-survey>

Malyal Manorama Yearbook

Projects at IDC

1. Biju Neyyan, designing an online magazine
2. Arkoprovo Mukherji, designing a photography magazine
3. Amrita Kanther, Bi-cultural Design, a magazine for NRIs

Image Credits

Page no. - Photographer

Title Page - Author

Certification Page - Author

Acknowledgement Page - R K Singh

Contents - Author

1 - Author

2 - Alari Romain

3 - Venkat Damara

4 - Ram Morrison

5 - Author

6 - Author

14 - RK Singh

20 - Venkat Damara (Magazine Cover)

26 - Alari Romain

Typefaces used for this report

Dolly for Headings

Warnock Pro for Body Text

Annexure

Preliminary User Survey

Users Interviewed

Sl	No	Name	G	Age	Location	Occupation	Hind	Engli	Other
1		Raghunath Bajpai	M	78	Lucknow	Retired from H.A.L			
2		Kamalkant Saxena	M	72	Lucknow	Retired Administrator			
3		Abhyudaya Singh	M	76	Lucknow	Retired Judge			
4		Premalata Srivastava	F	82	Lucknow	Housewife			
5		Noor Ali	M	66	Lucknow	Retired Govt Employee			Urdu
6		Biswajeet Mukherji	M	84	Lucknow	Retired from Bank of India			Bangla
7		Suraj Singh Pawar	M	65	Lucknow	Retired/ Owns a shop			Punjabi
8		Jaanki Singh	F	75	Lucknow	Housewife			
9		Madhurima Garg	F	69	Lucknow	Teacher (Active)			
10		Hiralal Kathuria	M	81	Delhi	Retired Contractor			Urdu
11		Ashok Kalra	M	73	Delhi	Retired Govt Employee			
12		Sashi Pant	F	71	Indore	Retired Teacher			
13		Girish Joshi	M	76	Indore	Retired/ now Sarpanch			
14		MHP	M	77	Mumbai	Retired from IIT/ Sportsperson			
15		Usha Nisarge	F	83	Mumbai	Housewife			Marathi
16		Vishwnath Sachdev	M	67	Mumbai	Editor			
17		Malkeet Singh	M	69	Mumbai	Retired as Engineer/Social Activist			

About Users

- 17 Samples, 4 Cities (personally interviewed/ teleconversation with a representative)
- 12 Males, 5 Females
- 5 below 70, 8 btw 70-80, 4 above 80
- Languages are what they read

IDC IIT Bombay
Project -3 Survey

Name _____

Age _____ M/F _____ Languages Known _____

General Activities:

- _____
- _____
- _____
- _____
- _____

Timetable

- 5-7 _____
- 7-10 _____
- 10-1 _____
- 1-4 _____
- 4-7 _____
- 7-10 _____
- 10-12 _____

Socialising Mediums

Media

Meeting
Jogging / Walk
Party
Phone
Internet
Telephone

Newspaper
Radio
Television
Magazines
Books

Queries

- Understanding user's daily life
- Socialising Mediums

About Reading

What? Subjects/ Medium

How? Any Aid taken

No	Spectacle/Magnifying Glass	Any other?
<hr/>	<hr/>	<hr/>

Why?

<hr/>
Knowledge/Update
<hr/>
Timepass
<hr/>
Habbit
<hr/>
Addicted
<hr/>

Where?

<hr/>
Inside
<hr/>
Outside
<hr/>

When?

<hr/>
Time
<hr/>
Condition
<hr/>
Reference
<hr/>
<hr/>

Specific to Reading

What/Which Magazines do you like to read?

Any Publication you

Like	Dislike
<hr/>	<hr/>

Do you read Newspapers?

If yes Which?

Section you like!

How long?

Design Related Issues

Design

Typography

Readability

Colours

Contrast

Pictures

Other media?

Content

Survey Forms

To understand, the relation between the medium and the users, a Preliminary User Survey was conducted. The user were primarily Hindi speaking and reading people, with two exceptions. This acted as the igniter for the project.

This survey helped to start making decisions towards content and its presentation.

c. Exposure to media/outside world

d. Reading Activities:

What, How, Why, Where and When?

e. Awareness about various publications

f. Visual Design related questions

g. Content on other media

Activities

Responsibilities like active/ advisory positions at RWAs, NGOs are positively taken.

Knowing more about life/ religion/spirituality is still a major practise of daily lives.

Health and alternate healing practices like yoga are integral part.

Newspaper reading starts their day. Magazines are there but not dominant.

Television occupies a major portion of the daily time, specifically evening, where daily soaps are preferred.

Internet is not very comfortably used.

Socialising Mediums

Meeting (Visiting Friends Houes) 17/17
Jogging 14/17
Party (keertan included) 8/17

Mobile Phone 6/17
Landline 10/17, only 6/10 active users
Internet 3/17
1/17 on a Social Networking Site.

Media

Newspaper 17/17
Magazine 17/17
Books 8/17

Radio 10/17
FM 6/17
Television 14/17

Reading

What?

Newspaper- Politics, Local issues, Editorial
Most of the people who writes to Editor are Elderly - Sudha Nair, Dignity Dialogue

Television- Religion, Entertainment, News
Soaps like Pavitra Rishta, where female is a protagonist, are most popular, Aastha/Sanskar TV in Religion. There is a loyalty towards regular viewing.

6/17 believes Sri Ram Dev Baba and 2/17 Sri Sri Ravi Shankar's Art of Living.
All recognised the importance of yoga for good health.

Pulp News Channels like India TV are also keenly watched. However, they are aware of its superstitious and propagandist nature.

Books - Diverse choices
They vary from interest to interest. From Paulo Coelho to Dharmveer Bharti.

Radio- The new age FM channels are heard but not with keen interest.
AIR FM, Vividh Bharti and local MW channels rocks.

How?

Only 1/17 samples doesnt use aid.
2/17 used Magnifying Glass.

Why?

In most of the cases, the reading habit was a continuation from their younger time. Few adopted it after retirement. Users believe that print is an authentic source and medium of knowledge development.

When?

12/14 says during daytime, under natural light. The choice of time with 6/14 of them. 2/14 prefer to read it under table lamp.

Where?

14/14 users preferred reading in a limited environment, possibly within their own house. Verandah/study table/living room matters only with a reading subject's restriction. 2/14 have dedicated study/reading space in their homes.

In case of group reading/storytelling, outside areas like jogging-park under sun (in winters) is preferred. They also read it loud for their small grandchildren.

Specific to reading

Magazines

8/14 users like India Today, Outlook Hindi. They had no clue about new magazines like Tehelka, Open.

4/14 are regular subscribers of Kalyan, a religious magazine from Gita Press, Gorakhpur.

4/4 Females continue to read magazines like Manorama, Grehalakshmi etc.

8/10 Reader disliked magazines like Satyakatha, Manohar Kahaniyaan.

6/12 Readers have clue about availability of Literary Magazines like Hans, Navneet, but they don't read any.

8/14 Hindi Readers miss a magazine like Dharmayuga, Dinmaan.

6/7 English Readers are addicted to Reader's Digest.

Newspaper

8/14 Hindi Readers have faith in the Newspapers, and prefer them over TV for authenticity.

4/14 priorities Local issues, 3/14 National issues & Editorial, 1/14 Sports and rest 6/10 have no specific reservations.

Users spend around an hour to browse, read and discuss issues in newspaper.

Dainik Jagran is the favorite brand. However, few subscribed Amar Ujala/Hindustan for free Gifts and now like it.

Municipal Corporations have collaborated with Newspapers and dedicated a section on Issues like cleanliness. They nominate an elderly to be the mentor of a ward or mohalla.



:) and the life continues...