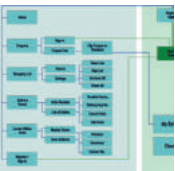


Visit to
**Massachusetts
 Institute of
 Technology**



Visit to
**IGRMS Bhopal
 Madhya Pradesh**



Internship in
**IMA Appweb
 New Delhi**

Project-1 Report

DESIGNING MOBILE APPLICATION FOR THE FLYING GROCERS

2 May to 30 June 2015

Tapan Kumar

146250011

Visual Communication
 IDC, IIT Bombay

Acknowledgement

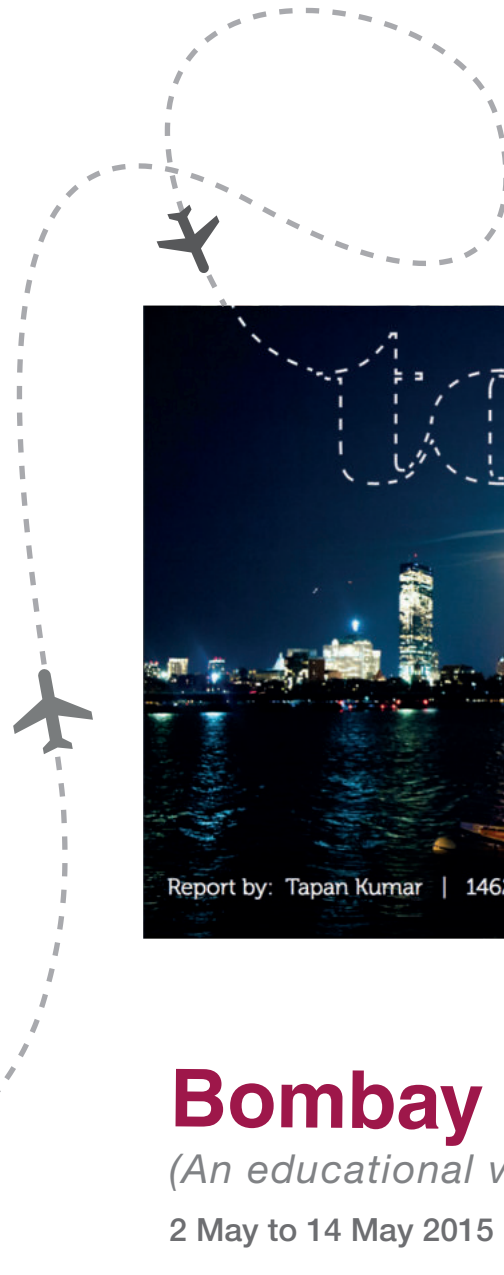
This was an amazing 2 months break. These 2 months were the most amazing and life changing moments of my life. I would like to thank Tata Center of Technology and Design for giving us the opportunity to visit Massachusetts Institute of Technology. I would like to pay my heartfelt gratitude to my guide Prof. Nina Sabhnani for selecting me as a Tata fellow in her project and guiding me to visit IGRMS to study Bhil Art. I am grateful to Mr Ratan Tata for providing us such a great platform to perform.

I am also thankful to Indira Gandhi Rashtriya Manav Sangrahalaya for allowing me to stay and research in the campus of IGRMS. I am grateful to the Bhil artists in IGRMS for their support and cooperation

I would like to express my sincere thanks to Mr Saurabh Shankar Singh who shared his time and knowledge in the duration of my internship in IMA Appweb.

Nevertheless, I express my gratitude towards my family and colleagues for their kind co-operation and encouragement which help me in completion of this report.





Bombay to Boston

(An educational visit to MIT)

2 May to 14 May 2015

TATA CENTRE
●●● TECHNOLOGY & DESIGN
IIT BOMBAY



BRITISH AIRWAYS



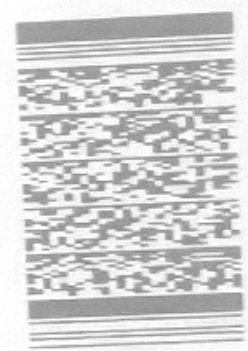
BRITISH AIRWAYS

KUMAR/TAPAN MR
BA 198 02MAY LONDON LHR

SEAT
36J

GATE CLOSURE
1240

GATE
65



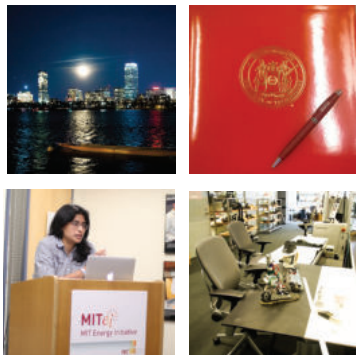
WORLD TRAVELLER

NAME OF PASSENGER
KUMAR/TAPAN
WORLD TRAVELLER
FROM MUMBAI
TO LONDON

FLIGHT NO. BA 198
CLASS/DATE M 02MAY
TIME 1305

GATE 65
GATE CLOSURE 1240
SEAT 36J
SMOKE NO

PCS 0 CK.WT. 0 UNCK SEQ NO 054



First Foreign Trip

It was my first foreign trip. Everybody was so excited and enthusiastic for this trip. Everybody was busy discussing with each other that What to do ! What not to do ! , What to carry ! What not to carry ! And I think Chandrashekhar's To do and Not to Do list worked very well for all of us because I think all of us were visiting United States for the first time. As it was my first trip out of the country. I was pretty nervous about the things need to be done and things that need to be take care of for example what documents to carry , how would I take care of my important documents in different country. Currency exchange everything. All of these things that I was doing, was totally new experience for me. Excitement level was so high I figured out everything, packed all the bags and finally took my bags in IIT Bombay bus. The feeling was so amazing and different when I

got my British Airways boarding pass in my hand. After all this new experiences like Luggage Check in, Issuing International Boarding Pass, Customs and all formalities. We finally reached inside the beautiful Chatrapati Shivaji International Airport which is one of the most beautiful International Airport in this world. Finally at 12.30 p.m. we Boarded our British Airways Flight BA 198. After a long 20 hours Flight with a transit on Heathrow Airport, we reached our destination i.e. Boston at midnight 11. Even if all of us were tired and exhausted, but at the same time we were all super excited about this Visit to Massachusetts Institute of Technology. Everybody was in a great enthusiasm about the educational visit and were eagerly looking forward to the exposure and learnings in the trip.



When we reached Boston

When we reached Boston Airport in the night at almost 11 on 3rd of May, we were all so much tired and exhausted but we were very much eager to move out of those Flight and Airport web that we've been through for 20 hours and see the outer world which was a new world for us i.e. Boston, The United States Of America. Through a very beautiful bus we reached our hotel Double Tree Suites by Hilton. The Hotel staff welcomed us with a very tasty cookie and handed over our suites key. We were all dying to go and see our rooms and crash into our beds.



Our Hotel

My room mate was the most innocent person which is Ram Prasad Vankatesha. It was a nice experience staying with him and sharing the room as he is the most harmless person I have ever met. I am Sharing some beautiful pictures of Boston, our hotel, Charles River and my room in this page. Next morning we had to meet Mr Chintan and Mr Rajesh Nair for the amazing Boston and Cambridge Duck tour. We got up on time next morning. We had an amazing breakfast and started moving to hotel Hyatt to meet them and started our lovely Boston Duck Tour. I think our Hotel Stay is one of the best part of this trip. And I really liked it when every morning we all use to meet on breakfast table and enjoy that lovely breakfast together. Initially when we came to know about Hyatt Booking cancellation, everybody was pretty upset. But I think eventually we all enjoyed Double Tree to the fullest and it was a memorable stay for all of us.

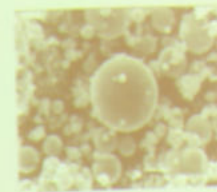


Boston Duck Tour

Our vehicle was waiting for us when we walked with our group from Charles river to the place where it was standing. Our guide for the trip walked around and introduced himself to every person that was taking the tour. I thought that was amazing and pretty genuine. He was hilarious. Apparently he did comedy with most of us. While comical, he was quite serene when he needed to be and I think the most important thing was that he was very proud of his city. He was proud of the history, proud of the restaurants, and proud of the people that came out of the city. The driving tour was about forty five minutes. We saw gems such as The Boston Commons, the Cheers Bar, the State House, the oldest cemetery in the city, and the North End. There's just so much to see and do that with this tour. The water part was unique and adventurous. You just go right into the water, like I've never seen before. You can snag some pretty cool views of the city from the water.



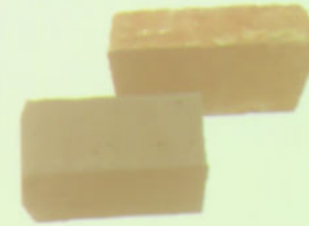
Use Alkali Activation Technology



Solid source:
Silicon, Aluminum,
Calcium (e.g. boiler ash)



Alkaline Activator
Solution
(e.g. Sodium Hydroxide)



Benefit:
Low
Energy
Process



VS.



Projects by Tata Fellows at MIT

Agriculture, energy, environment, water, health and urbanization were the main key focus on which Tata Center MIT is working and their research is based on. In our visit also, the sessions were divided among these research sections. I think MIT library was very important session where the key takeaway was the search tools available in MIT and their significance in IITB. Patent searching was discussed in detail with various search engines. In electrification, the projects were aimed at solving the problems like grid reliability, lack of regulation, theft, efficiency, refrigeration, pumping. The students who were working in water had a deep focus in the need of innovative solutions in the field of irrigation and water purification. Various projects such as Photo voltaic electro dialysis, Tata Swach design improvement and solar powered pump for drip irrigation, development of low cost water filters using plant xylem were discussed.

In the housing and urbanization sector most of the projects were based on housing demand and supply. Making housing more and more affordable by alternate building techniques.

Some of the housing projects were :

1. Low cost housing in India confined masonry as earthquake mitigation- mining the waste streams and closing the loops to the virgin and used materials.
2. Valorization of boiler ash in alkali activated materials- using boiler ash to make bricks, with INR 3.1/brick.

1. Designing of a low cost prosthetic knee.
2. Jaipur prosthetic foot improvement.

Focus Areas



Improving food security and the livelihood of the agricultural workforce through technology, systems, and knowledge.



The developing world's massive disparity in energy demand and availability, from sustainable energy production to isolated power grids



Developing cost-effective health solutions that can support quality care for large numbers of people with limited resources.



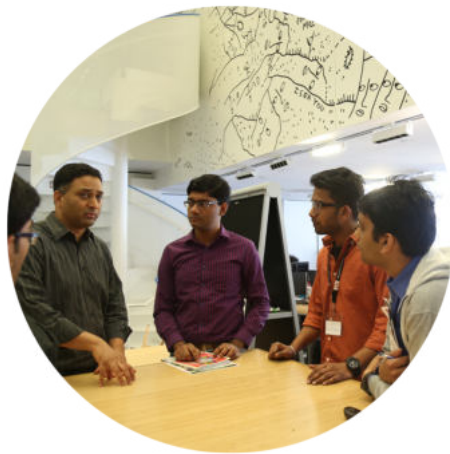
Analysing water issues and deploying technology to improve availability, delivery, and cleanliness of water throughout India and the developing world.



Confronting India's primary environmental challenges, including waste management, pollution control, and sanitation.



Providing solutions for housing India's growing urban population while emphasizing safety and affordability..



MIT Media Lab

Media labs and Tata center at MIT are involved with various projects in healthcare by using a simple video camera and low cost affordable setups. Some of the projects discussed in a session with Anshuman Das were Eye Netra, Sub skin Imaging, blood flow, 3-D Reconstruction of eardrum, Remote vital sign measurement and interference, Computational hair quality. As our group is working on affordable vein finding machine, we thought that the knowledge of sub skin Imaging would be helpful for our project. So we went and meet Anshuman specially to discuss our doubts and he was very helpful and guided us.



Prof. S.P. Kothari

S.P. Kothari is Deputy Dean and Gordon Y Billard Professor of Accounting and Finance at the Sloan School of Management. As Deputy Dean, he has responsibility for all of Sloan's faculty, approximately 200 (hiring, promotion and tenure, performance evaluation, and compensation), and half a dozen research centers based in Sloan. Meeting Mr S.p. Kothari was one of the most prominent moment for me in this trip and in whole of the MIT Project Presentations. He told us so much good thing about a new business investment, not only about a new business investment, he taught us how being optimistic and hard work is important for an entrepreneur. Sometimes a single world can make you motivate and inspire you for your whole life. That happened to me while meeting Mr. S.P.Kothari. The word he said were " Never think for the big portion from the Pie, Always try to make the pie Bigger to make your share bigger" .

Deer Island Visit

The deer island waste treatment facility treats the water used by nearly half of the state's population and also collects water from rain water runoff from sewers. Sewage is piped from communities to several head works where bricks, logs and other large objects are screened out. We came to understand the elaborated functioning of the different parts and stages of the plant. different parts of the plants were : Pumping, Primary Treatment , Secondary Treatment, Sludge Digestion, Odour Control, Disinfection, Effluent Discharge, Laboratory Services, Operation and Maintenance. Read the whole elaborated process through the website.



Conclusion

For me, MIT visit was the most amazing and life-changing experience. This visit extended my destinations in life. It made my vision circle more vast and more huge. And I got a motivation to do big and do something substantial for my own country. Looking at the hard work what students from other countries are doing for the development of India, motivates us to be more focussed. This visit gave us new horizons. Approaches, way of analysing any problems and finding an appropriate solution out of it was something to learn from them. I am thankful to Tata group for giving all of us this opportunity to be a part of Tata Center project and creating such a platform that give such nice exposures to the students. I am thankful to my Guide Prof. Nina Sabhnani for choosing me for this opportunity. Tata Center IIT Bombay is supporting us a lot and I am highly proud to be a part of the first 19 Tata Fellows.

Understanding the life of Bhil Artists

in IGRMS, Bhopal
19th to 28th May 2015





Indira Gandhi Rashtriya Manav Sangrahalaya, Bhopal

Straightaway after coming from Tata Center MIT Visit on 15th May 2015, I was very much excited about my plan to visit Indira Gandhi Rashtriya Manav Sangrahalaya, Bhopal, Madhya Pradesh. I was a bit worried about jet lag though, but the excitement to visit Bhopal, Madhya Pradesh for the first time overpowered it. Finally I took a bus and reached Bhopal in the morning of 18th May and visited IGRMS on 19th May. It was a lovely experience visiting Bhopal but one thing to be mentioned is the temperature. 46 degrees, not that pleasant !

Indira Gandhi Rashtriya Manav Sangrahalaya

IGRMS was conceived during early 1970s, started as subordinate office of Department of Culture in Delhi in 1977-78 and set-up in Bhopal in 1979. When I was reading about the Museum in IGRMS library I come across some of the distinct features that constitutes in the popularity this museum. Firstly, stretching over a territory of about 200 acres of land in Bhopal, this is the largest anthropological Museum in India and one of the biggest in Asia.

Secondly, open air exhibitions constitute a hallmark of this Museum enabling visitors to experience the rich cultural diversity of this country. Such open air display of house-types in the form of Tribal Habitat, Himalayan Village, Coastal Village, and Desert Village etc. Open air exhibitions, Constructed by the concerned ethnic groups using raw materials brought from their respective localities- not only exemplifies the ingenuity of human adaptation in diverse eco-system, but also symbolizes the aesthetic expressions bringing a soothing respite to the people living in urban settings and bring them more closer to Indian heritage.





Thirdly, IGRMS is one of the few museums in the world which can claim to have prehistoric rock paintings within its own premises, such rock shelters are also a part of open air display. Besides, this museum has been carrying out the documentation, preservation and dissemination of various arts, crafts and traditional knowledge in the forms of 'Do and Learn' educational programmes and workshops, seminars and artist camps. In my stay I attended a **Soura Painting Workshop**. I also participated in the workshop. It was a great learning about the art form and the narratives that it unfolds. In these workshop many locals also participated. Housewives and their children, college girls, school kids and some of the males also participated. I talked to some of the children and asked them about their views on the art form. They were enjoying doing it.

So, I think Museum is playing a vital role n not only keeping and preparation of database, but rather more important, in reviving and revitalizing such arts, craft and traditional knowledge systems linking them with livelihood as well as their preservation and dissemination at a community level.

Vithi Sankul

The indoor Museum in Indira Gandhi Rashtriya Manav Sangrahalaya played a complementary role to the overall activities of the museum. It not only exhibits the art, culture and way of lifestyle of the different communities of India, but provides them the complete history about the Cultural heritage through audio videos. If somebody wants to learn more about something. He can easily get the knowledge in the library.



Purpose of the Visit

BHIL Art

Purpose of my visit to Bhopal was to improve my understandings about the origin and the meanings of Bhil Art by going and being there in close proximity with the artist living in IGRMS. And I am very much thankful to my guide Prof. Nina Sabhnani who directed me and helped me to go there and stay in the museum. As I want to work with Bhil art, it is very important to understand the subject more closely and to have a hands on experience about the life and way of living of the artists.

Ethnographic studies about the subject and to know the actual problems is most important when you are planning to deliver some sort of design solution to them. I wanted to meet artists , associated people to Bhil art in the museum and record their interviews. I also wanted to understand

the model of IGRMS, how it works and how it is playing its part in the development and sustenance of such vast and vibrant Indian art forms and culture. History of Bhil lies in its Oral narratives, as there is no written history about this community. Stories are transferred and propagated through the oral narratives in the songs and mantras or prayers. To know more and more oral narratives from these artists living in IGRMS was one of my important motives. Last and one of the most important purpose was to go there and find out the problems these artists are facing in doing their art, what are the possible reasons that this artist community is not able to carry forward this beautiful art form and if there is any possibility where I can intervene and help them through my project in getting more appreciations, audiences or awareness.

Artists & People





Bhuri Bai

Bhil Artist

Bhuri Bai in IGRMS is a world famous Bhil Artist. I have mentioned 'Bhuri Bai in IGRMS' because there are two Bhuri Bais, both are famous Bhil artist from Bhopal. Difference between both is that the one I met is associated with IGRMS and the other Bhuri Bai is associated with Bharat Bhawan Museum. I met Bhuri Bai in the Bhil habitat section, where she works everyday on daily wage bases in IGRMS. She was very sweet and generous woman. She welcomed me to talk to her when I told her that I am Prof Nina Sabhnani's Student and came there to understand more about there origins, how she got involved in painting and how they earn their livelihood now a days. She told me that they came to IGRMS almost 30 years ago when IGRMS was developing its model as Museum of Mankind. They came from Jhabua village to Bhopal because of very

bad growth in farms and survival was difficult for them. Her husband who recently passed away came with his family and started working as labours in museum on Rs 3 per day basis. She also explained me the logic behind the Tattoos that she has on her body and face. According to her these Tattoos are the ornaments to her and will remain with her even if she dies. Its an impression on her soul. She also told me stories behind the name of her younger son Jungle as he was born in forest only. Through out the conversation I tried to understand her view points on IGRMS model, what problems she and her family is facing to carry forward this art. She was happy with whatever small she has made for her children. She was very proud about the fact that she owns a house in the city. As she said '*Apna Ghar Hai Hamara*'. She gave a very clear sketch about their life styles in Bhopal.



Sher Singh Bhabor

(Bhil Artist)

Sher Singh Bhabor is the elder son of Bhuri Bai and is a very fine Bhil painter. He works in the exhibition building of IGRMS which is called Vithi Sankul. Mr Rajendra Kumar Jharia introduced me to Sher Singh. I knew him since he came in Kala Ghoda Art festival in Mumbai for his Bhil Painting exhibition and in the launch of Prof Nina Sabhnani's book *'The Bhil Story'*. He took me to a small tour of Vithi Sankul and explained different sections based on different regions of our country. In his interview he told me about the his work in IGRMS. He showed me his mittichitra work that he was doing on the walls of a totally new Bhil section in Vithi Sankul. He explained the narratives on his mittichitra artwork which were based on the pithoras that Bhil community makes every year on their festive occasions like Rakhi, Holi, Diwali etc. In his wall art

he depicted different festivals that they celebrate every year in the month of march for example *Bhagoria- In this festival everybody goes to the mela or fair in village. During this festival any girl or boy can choose their partners to get married. The boy either has to convince girl's family or can take that girl along with her to his house and start living with her.* He explained me many other festivals as well and promised to take me to his village '*Jhabua*' in the month of March next year, during the whole week of fares and celebrations. In this week of march, everyday is a different festival and is celebrated with different sets of rituals associated with it.

I also asked him about his children and future generations whether they are curious to learn the art form that he inherited from his mother. His son is interested in doing paintings and will carry forward the painting traditions.



Kalla Teja (Bhil Artist)

Kalla Teja was a very shy man. Talking to him and knowing something was not that easy for me. He is the elder brother of Bhuri Bai and works in IGRMS. His work in IGRMS is the construction of Bhil house types and developing the Bhil Habitat section in the museum. He comes to the museum daily and now a days involved in the repairing of existing house types in Bhil section. He considers himself not to be an artist but a farmer. When I asked his name in front of the camera, he was so shy and was not even making an eye contact. Bhuri Bai from the back was putting words in his mouth for my every question to him. He told me about him, and how he came to IGRMS. Initially he came to Bhopal for some regular labour work which is commonly seen in Indian villages that a man from village goes to the city to earn the livelihood. After sometime when Bhuri Bai shifted to IGRMS, he

also joined in. I stayed with him a whole day and looked at his daily routine in the museum. He has to enter the premises by 9.30 everyday and goes to the forest to collect dry grass, bamboos and bring them to the habitat. With all this material he has to do the repair work of the houses which needs to get repaired. Now he is the oldest Bhil in the museum after the death of Bhuri Bai's husband. Kalla didn't know much about the art form but he was dedicated to his work in IGRMS. I feel that the museum model is perfect for the people like Kalla. And for the artists, it should focus more in the directions of exposure to the market and continuous contracts for paintings. So that they gets involved more in paintings rather than a labour job. Experiencing a full day with Kalla was interesting. His dedication to his work in that age was remarkable.



Rajendra Kumar Jharia

(Assistant Keeper)

Rajendra Kumar Jharia is working in IGRMS since 14 years on the position of Assistant Keeper and is very closely associated with the Bhil community working in the museum. Initially he was on the vacations when I reached the museum, but he was back after few days. I met him in Vithi Sankul. I took his interview and discussed about the functioning and intervention of the museum in the development of Bhil and different communities. According to him Bhil community is a migrating community which migrates from their origin to different places in the search of work like roads and building constructions, factories etc. My main focus in the whole discussion was to understand the problems these communities are facing for their existence and what could be the possible solution that we can come up with. He explained me that Bhil painting is a traditional

painting which has no parameters like fine Art or contemporary art. These paintings are the expressions of the thoughts, rituals and lifestyle of the community. It can not be taught as a subject. A person has to live the life of a Bhil to learn the narratives and the art form.

We discussed in detail about their present situation of market work these painters are getting. There is no fixed circulation of work to these artists. It depends upon the demand from the market. Therefore young Bhil generations does not have much interest in taking it forward as their profession. Museum conducts regular workshops to help these artists to earn and teach the participants. In this way they are helping this art form to survive in future. He motivated and congratulated me for my project and supported me throughout my stay in the museum.



Junesh Gomango

(Saura Painter)

Junesh Gomango is an Orissa based Saura painter. I met him when he came to IGRMS to teach Saura painting in a 10 days workshop. I spent a lot of time with Junesh as he was the only other person staying in that 20 rooms guest house. During the stay I decided to attend the workshop and tried to understand the meanings and narratives from the beautiful pictographs in Saura paintings. He told me that Saura paintings looks very much similar to Warli paintings which has its origins in Maharashtra. He mentioned that in Saura they have numerous stories about their God and Goddesses for example Gram Devi, Bagh Devta(tiger), God of healing. They only draw rituals and prayers in Saura. He also told me that every thing good or bad in nature is God to them even if it is a bad spirit , any animal that attacks them etc. Whereas in Warli paintings, narratives are totally

based on everyday routines and their festive celebrations. I also asked him about his work, how is it going, what are the struggles he faces on everyday basis or to earn livelihood. He told me that he is the youngest son in his family and the only person who is involved in paintings. He has fixed and firm plans to carry forward this Art to his next generations as he has firm beliefs in his Gods. Lack of tourism and demand in the village forces him to go to the city and sell his paintings. He told me about the people who does not belong to Saura community and because of some bribe to some officials, they have achieved national awards from the government. According to him, government should check the community certificate before giving such precious awards to anybody. It affects genuine Saura painters because every tourists and organisation wants paintings from a national award winner.



Vivek Tembe

(Art Collector,
Painter &
Designer)

I met Mr Vivek Tembe while I was attending Junesh Gomango's Saura painting workshop in IGRMS. He was sitting there and supervising the workshop. I was busy capturing videos of the children involved in learning and practicing painting. I noticed Vivek Sir asking Junesh to explain the meanings of the visual pictographs in the paintings he was teaching to the students. Subsequently I also got involved in the conversation and I met Mr Vivek Tembe. He is a famous Bhopal based painter, artist, sculptor, designer and art collector. He played a very crucial part in the core team of art collectors while Bharat Bhawan was getting established under the guidance of Mr Jagdish Swaminathan. While discussing the purpose of my visit to IGRMS, he guided me to visit Bharat Bhawan and some other Museums in Bhopal. He also explained me that taking

one art form and doing research around a single form will never give me a deep understanding and sensitivity. He suggested me to read a book by the name of Jangadh Kalam, which was based on the life a boy named Jangadh who initiated working in his own style and became a world famous Gond Painter. Mr Vivek explained me the origins of Bhil art and Gond, how over time Gond became so popularised than Bhil paintings. He told me that when it is the time of crop cultivation, Bhils use to draw their Gods on the walls which is called Pithora Dev to worship them and this could only be done by their Badwa (pujari). As the Indian society was male dominating that time, that is why it was a male job to draw on walls. He also told the difference between different castes existing in Bhil Tribes and how their nature varies. He took me out for lunch as well.

Museums visited in Bhopal



IGRMS, Museum of Mankind

IGRMS was my home in Bhopal. I stayed in the Museum for around ten days. As I have already mentioned a lot about the museum, nothing much is left to mention. But I would like to mention that visiting IGRMS as a tourist for one day is very nice experience. Though it was not easy to stay for so many days in the museum. As the museum is a no mans land in nights, plus there is no provision for food inside the 200 acre campus. Got to learn a lot from the people in IGRMS.

State Museum, Bhopal

On the way to IGRMS, there lies a beautiful museum by the name of State Museum Bhopal. I stepped into the museum on Sunday morning, so it was highly crowded with tourists and locals. Museum is classified into 16 different galleries which showcases excavated objects, paintings, textiles, pre-historic articles, epigraphs, sculptures, miniatures and royal collection of the state of Madhya Pradesh. It is also known as India's best designed museum. Initially it was known as Bhopal Museum before its relocation to Shamla Hills.



Bharat Bhawan, Bhopal

Bharat Bhawan is a beautiful museum in Shamla hills, Bhopal. Mr Vivek Tembe guided me to visit Bharat Bhawan. It showcases beautiful Bhil art works by Bhuri Bai and Gangu Bai. Great collection of Indian Folk Art and their lifestyles. Museum has a contemporary paintings section also that exhibits Raza and such prominent painters. It has an art gallery, a studio, libraries, an auditorium and a fine art workshop. In addition to this, the famous artists, dancers and musicians have been welcomed here to carry out workshop.

Learnings

and Possible outcome



Visiting Bhopal was a totally new and different experience to me. And there are numerous reasons that makes this city so special and beautiful. Gifted with vibrant landscapes, rich flora and imposing hills, it is one such place where one can experience the mixture of old era and modern period. Visiting IGRMS has also played a vital role in knowing my subject 'Bhil Art' more clearly and enabled me to see the future possibilities in the project. As the main purpose of visiting IGRMS was to collect information about this unique art form. During my stay I realised that, this is not only about one art form that I should think about or to gain restricted knowledge. I should broaden my perspective and increase the angle of vision to understand the rooted problems associated with all the art forms of India. I being an art student does not know much about my own folk art and traditions. Meeting Bhil Artists, Saura Artists, Gond Artists and the people associated with this cultural heritage kindled a sensitivity in me towards these art forms. Here, in IGRMS Sher Singh explained me about the meanings of his beautiful Bhil Paintings and why

these paintings are so important to them. The biggest take away from this trip is that the artists gets exploited a lot at different levels. As they do not have a continuous source of income from this art, they gets ready to sell this art in lower prices. I myself experienced it with Junesh (the Saura painter and my only neighbour). He came all the way from Orissa to teach his precious art form in Rs 500 per day, which is close to nothing. I believe that no one individual can be held responsible for bringing about change in the mind set of a billion odd people. Change can only happen if there is awareness at an individual level. I think we should increase the exposure for Indian art forms to our younger generation at earlier stages. And I think would take it as a subject in my future projects. Plus there should a great awareness about this vibrant art form to different level of audiences in the most simplest and easy to understand medium. That could also be a possible subject to work upon. In future I have plans to visit Bhagoria in the month of March next year to attend there one week festive celebration. And I also want to visit Gujarat ad Rajasthan to meet more Bhils living in those regions.







DESIGNING MOBILE APPLICATION FOR THE FLYING GROCERS



Internship with **IMA Appweb**



1 June to 30 June 2015



IMA Appweb Is a New Delhi based Design Studio which work in Branding, Web Designing, Mobile Application, UI UX Design and Software Designing.

It is a Startup Company of young Software Engineers and coders.

Certificate



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DIGITAL MARKETING | SOFTWARE | APPS | WEBSITE | CRM | ERP

Date: 30 / JUNE / 2015

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Tapan Kumar has been a part of IMA APPWEB in the capacity of a Design Intern from 1st June 2015 to 30th June 2015. He was assigned with the UI/UX Team and worked in the Ideation and Design Development processes of the Mobile Application for The Flying Grocers. He has worked with sincerity and achieved desired results in the project. We are happy to recommend him and wish him all the best for all future endeavours.

For Ima Appweb & i-imize

Saurabh Shankar Singh
Founder

Note: Website, Print collateral, brochure, digital marketing everything is a vehicle to promote your brand.
And ima appweb is the team of expert drivers for all these vehicles.

Project: 1 Logo Design



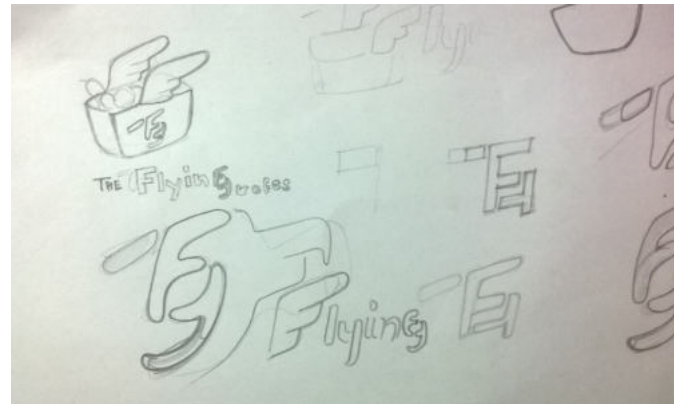
The first project handed over to me was Logo Design for a New Delhi based Start up by the name of The Flying Grocers. The Flying Grocers is a new online and offline grocery store which is entering into the business of online Grocery Store. It will have both online and offline grocery stores. One can order either online or can physically go to the nearby store to purchase grocery. Client gave a very clear brief that there company will claim to deliver fastest and at reasonable rates. Colours that will be used in should be cool colours and should go with the functionality of the company. The most important brief was that the company is going to start its new E-commerce business, the logo should look good and eye catchy on the screen. I started primary sketches on paper and after multiple iteration I finally reached the logo that client actually approved.

Keywords

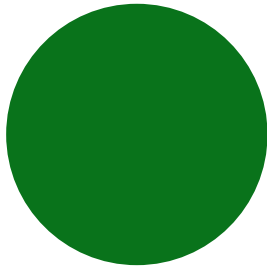


Before starting designing the logo, my mentor Mr Saurabh Shankar Singh told me to keep certain keywords in mind and start designing or scribbling the ideas. The keywords he mentioned were Cool Colors, Deliver Fast, Fresh, Flying and Rest We'll See. Keeping these keywords in mind I started scribbling the initial sketches. After loads of sketches client approved the concept of flying cart along with the fusion of F & G. We finalized the color palette and

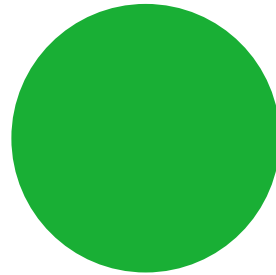
Initial Sketches



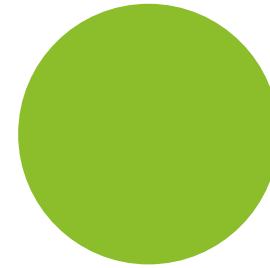
Color Palette



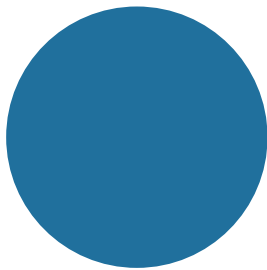
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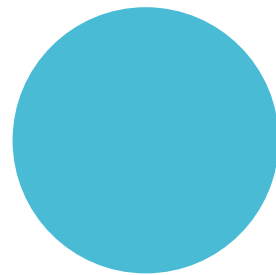
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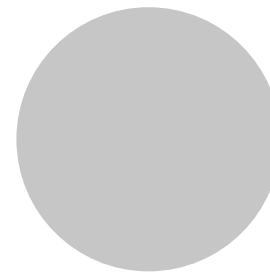
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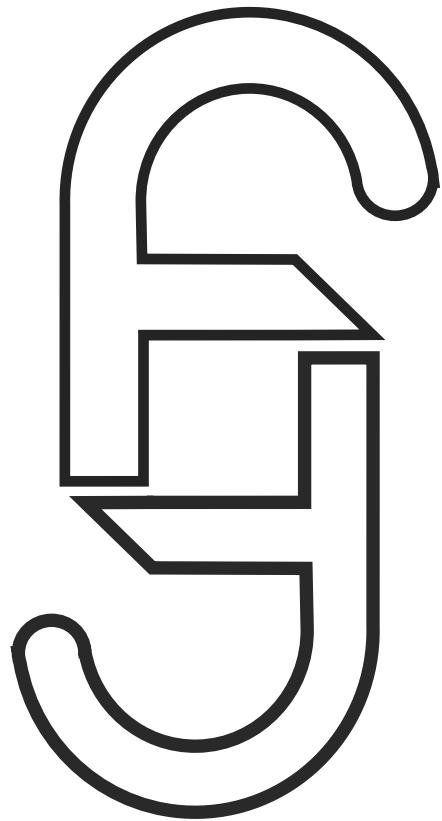
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Logo Iterations



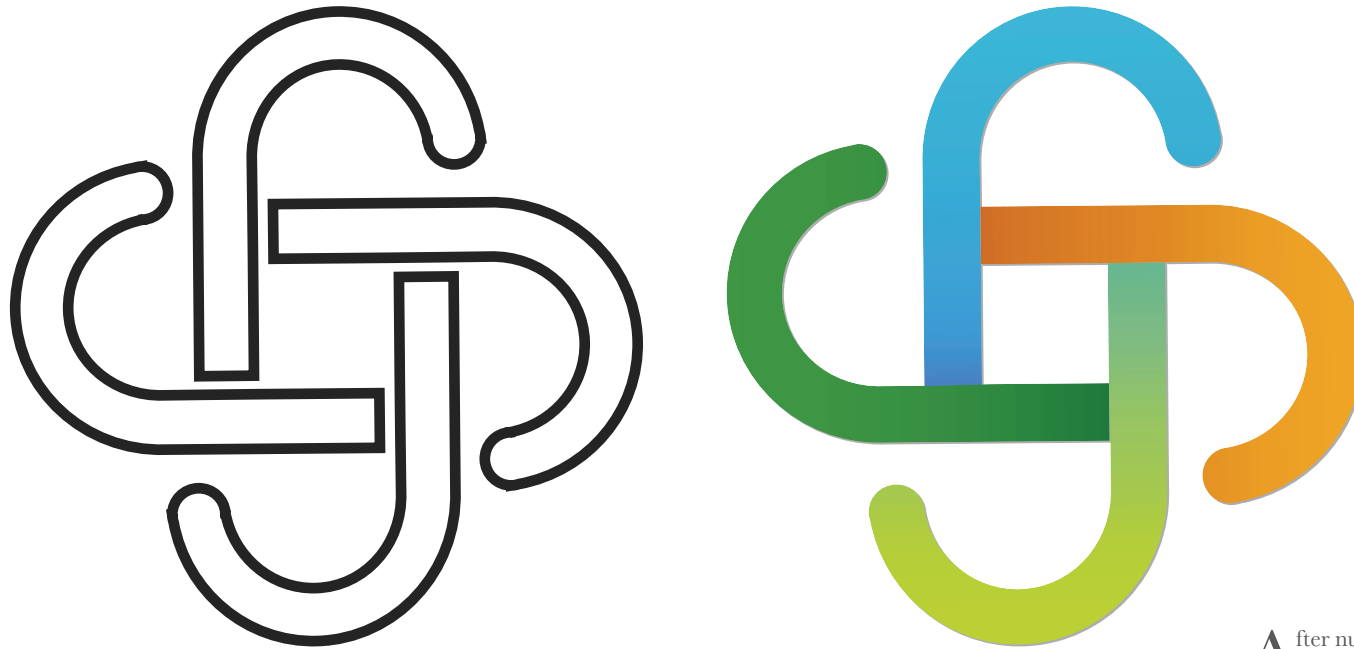
We started working with the finalized flying cart symbol and presented number of iterations to the client based on the colour scheme we finalised. Initially started working with the flying cart and slowly tried to incorporate a face of a smiling boy, with a hat. There is a feather on his hat. This boy is considered to be the delivery boy with a feather on its hat. He claims to be the fastest delivering online grocery store.

Symbol Design



Client wanted an eye catchy symbol along with the logo. We started working with the initials of the company F & G. Working and experimentation with the initials gave an imagery of a boomerang with flies very fast and come back to its same destination where it started. Then we started developing more on the symbol of boomerang. But still there was something missing in the logo. We started experimenting more with the shape, simplified it and tried different forms along with the basic shape of initials

Symbol Design



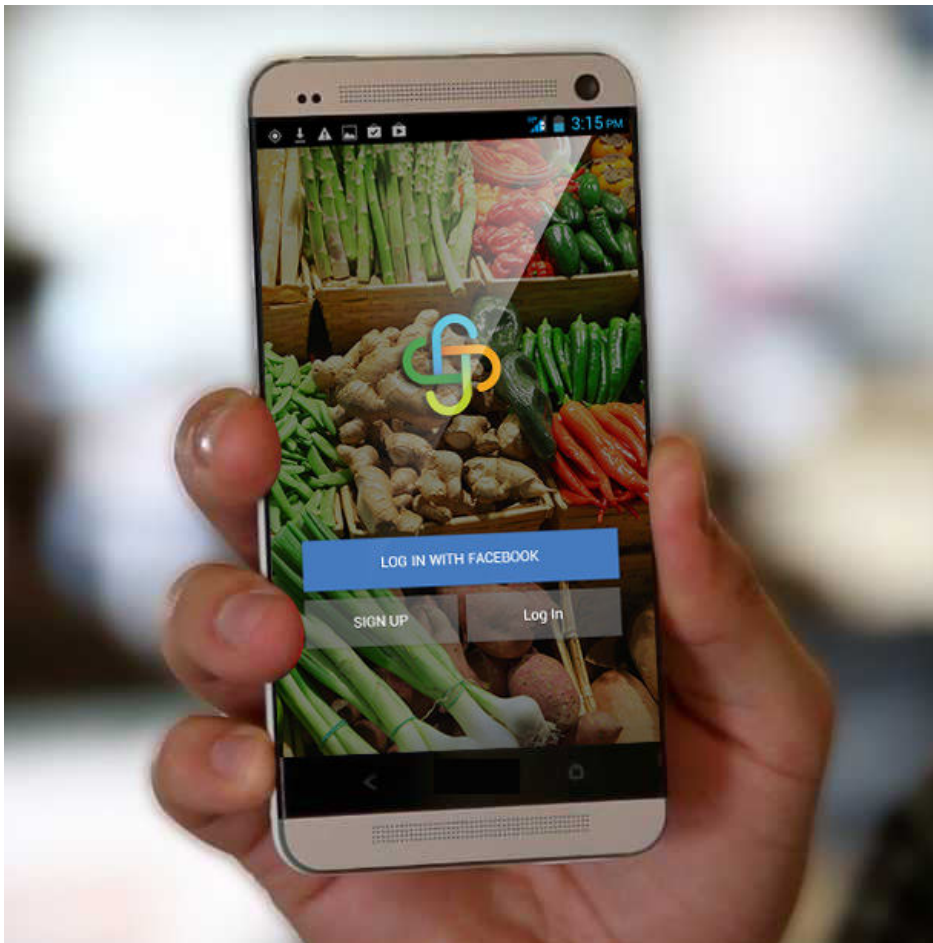
After number of iterations of symbol. We finally reached to a shape which we locked for the logo. It gives an imagery of a fan which rotates. We experimented with multiple colours and gradients in this iteration. The main thing we focussed was that all the colours were picked from the colours we usually see in a shopping cart while buying groceries. Typeface we used was by the name 'Static'. We experimented with the typeface also and modified it the way we wanted.

Finalised Logo



Project: 2

Mobile Application for Flying Grocers



After logo design, my mentor assigned me one more project. The project was to research and design the mobile application for the same e-commerce store 'The Flying Grocers'. In this application we had certain features to keep in mind, which were :

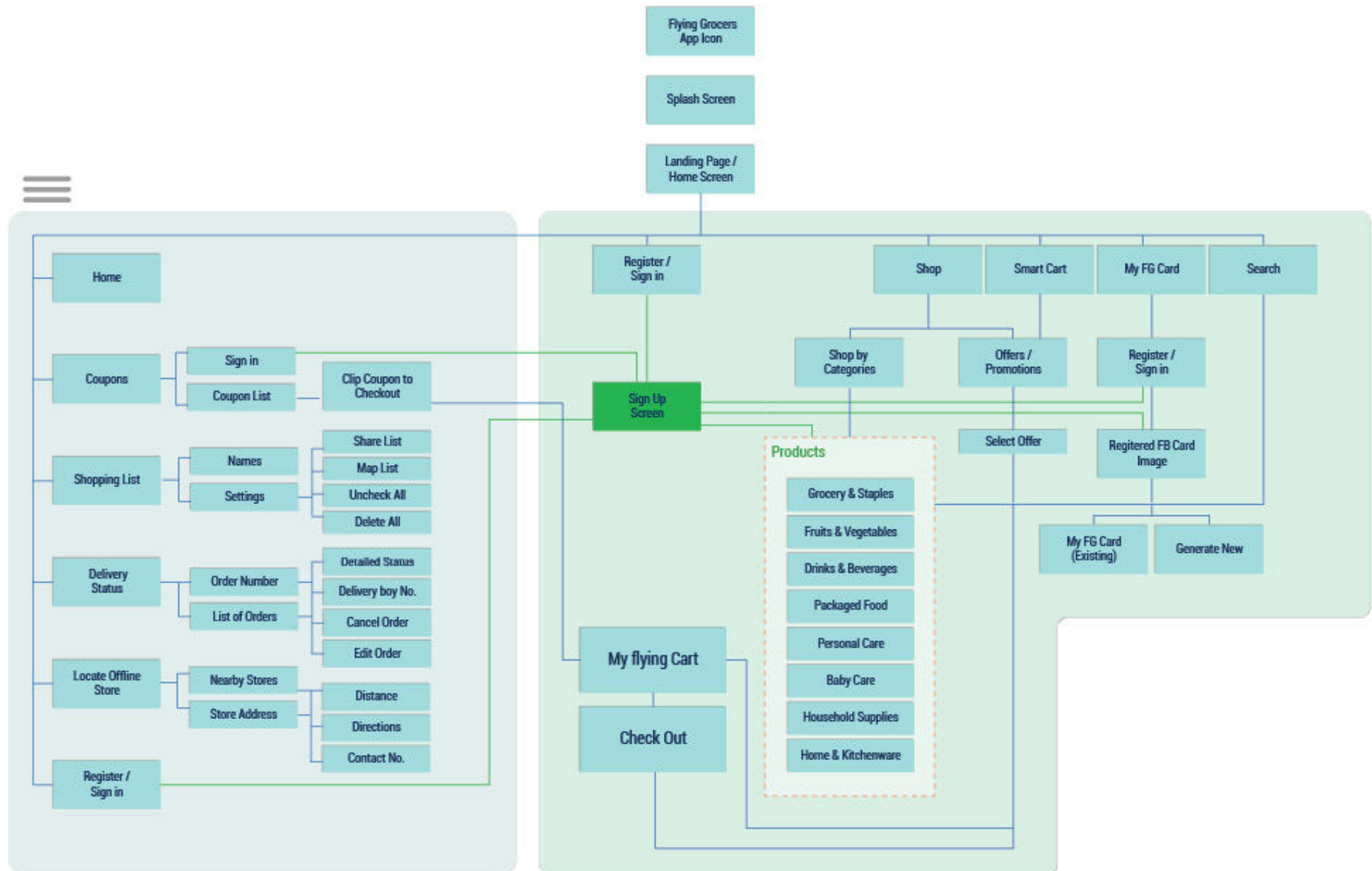
1. Initial design will be for Android 5.0 Lollipop version, Material Design.
2. It would be an Online Application.
3. Shopping List can be maintained and shared easily.
4. We can track our nearby Flying Grocers stores by Geo-Notifications.
5. It will introduce an online FG Card to avail discounts for regular costumers.
6. Digital Coupons will be available to clip with Flying Grocers Card.

Platform for the Application (Material Design)

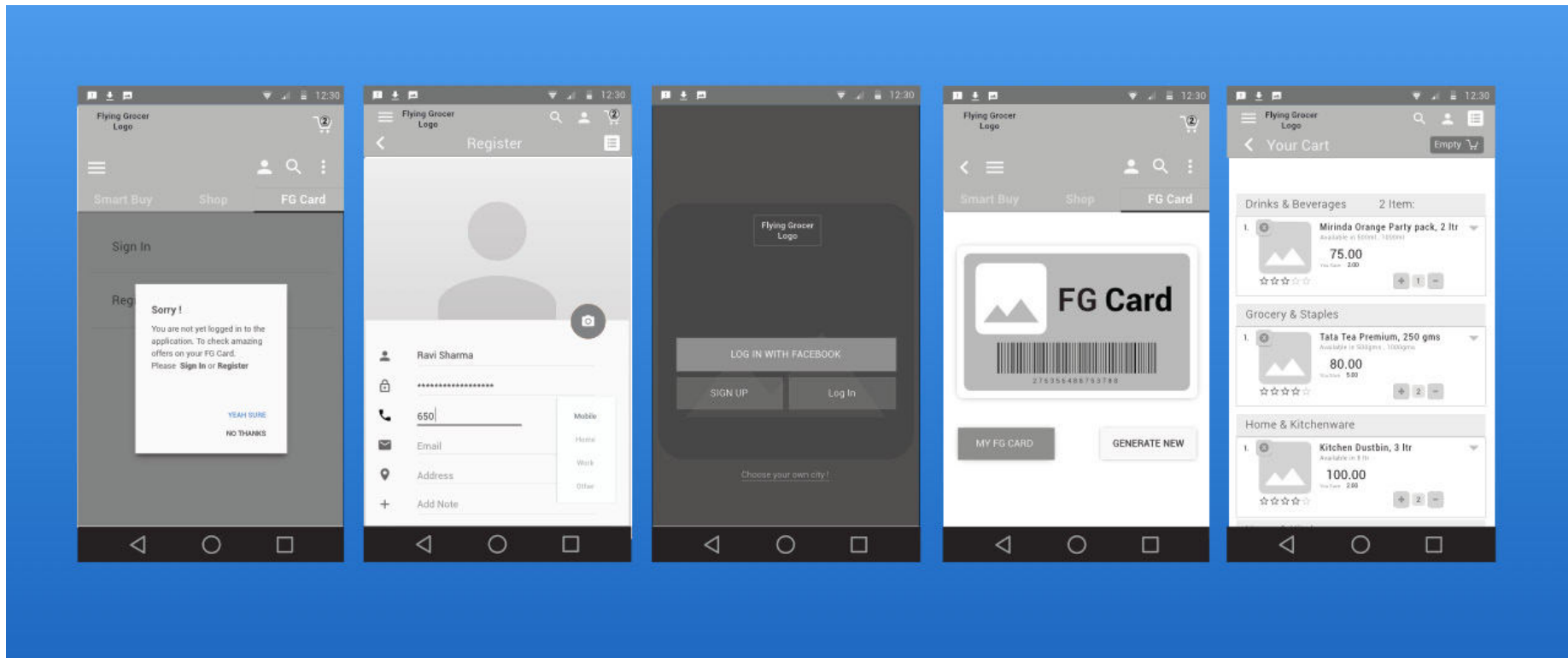


The initial version of the application has to be designed for android platform by using the latest guidelines of google. This version is called android 5.0 lollipop . The design for this version is called Material design. This was totally new space for me to explore. I have never worked in this area of application design. So I had to read everything from the very basic. Come up with the fwork low chart of the application, design wireframes and finally design of the application. It was too much to study and learn. One month of internship was very short duration for this project. Most of the work is still going on in the company.

Workflow of the Application



Wireframes of the Application (still in process)



Wireframes of the Application (still in process)

