

Packing the Indian Tiffin

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Contents

Previously...

Check

The Indian Form

Ideation

Clustering

Our Champion Ideas

What Next

Following up on Chakku's 7 Cs

Cause

Designing the Indian takeout dabba, to suit Indian Cuisine

Context

The Post-COVID world has created a sudden surge in Food delivery

Concern of safety

Increase in disposable products and wastage

Indian identity

Non-dining environments

Comprehension

Primary and secondary research and brainstorming

More Visual understanding needed

Materials

Traditional methods and practices

Indigenous materials and packaging

Packaging around the world

Check

Indian-ness

Sustainability

Post-COVID Safety

Dining Experience

Affordable

Patentable

Branding/ Advertising facilities

Using existing manufacturing processes and materials

Our Check

Check

Indian-
ness

Suitable for Indian
cuisine and way of
eating, Identity,
form and
aesthetics

Familiarity

Sustainability

Post-
COVID
Safety

Reducing
contact
while
handling

Assuring
and
reliable

Dining
Experience

Easy
handling

Convenient
for eating
practices

Suitable for
non-dining
environments

Affordable

Similar
price
range

Patentable

Branding/
Advertising
facilities

Using existing
manufacturing
processes and
materials

Understanding the Indian Form

Tamil Nadu & Kerala



**Idiyaapam/
Murukku Idukki**

Pathaneer

Paniyaaram Kal (Stone)

Rajasthan



Kulhad- For lassi and tea



Sil batta- For making chutney/ grinding



Dona pattal - for serving



Surahi - for water



Imam dasta or musal -
for grinding



Ramjhara - for Poojas

Bengal and Assam



Xorai- for paan

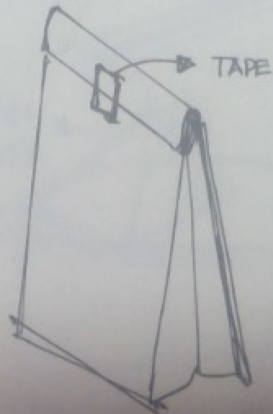
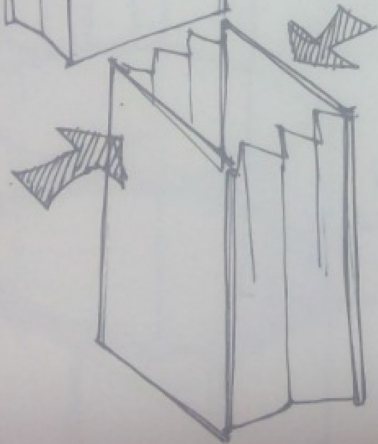
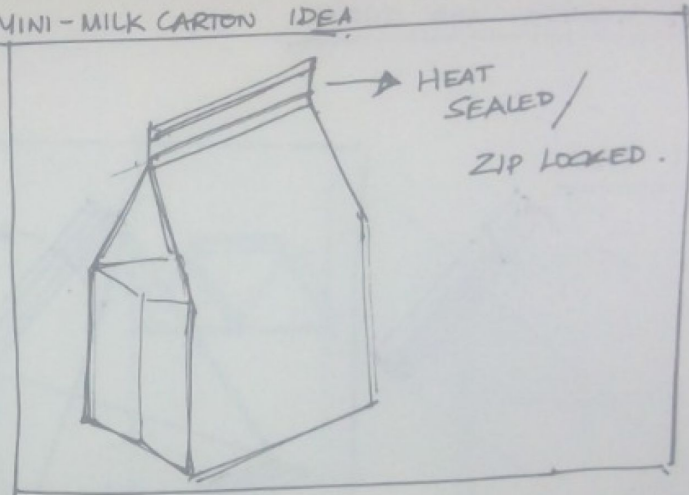


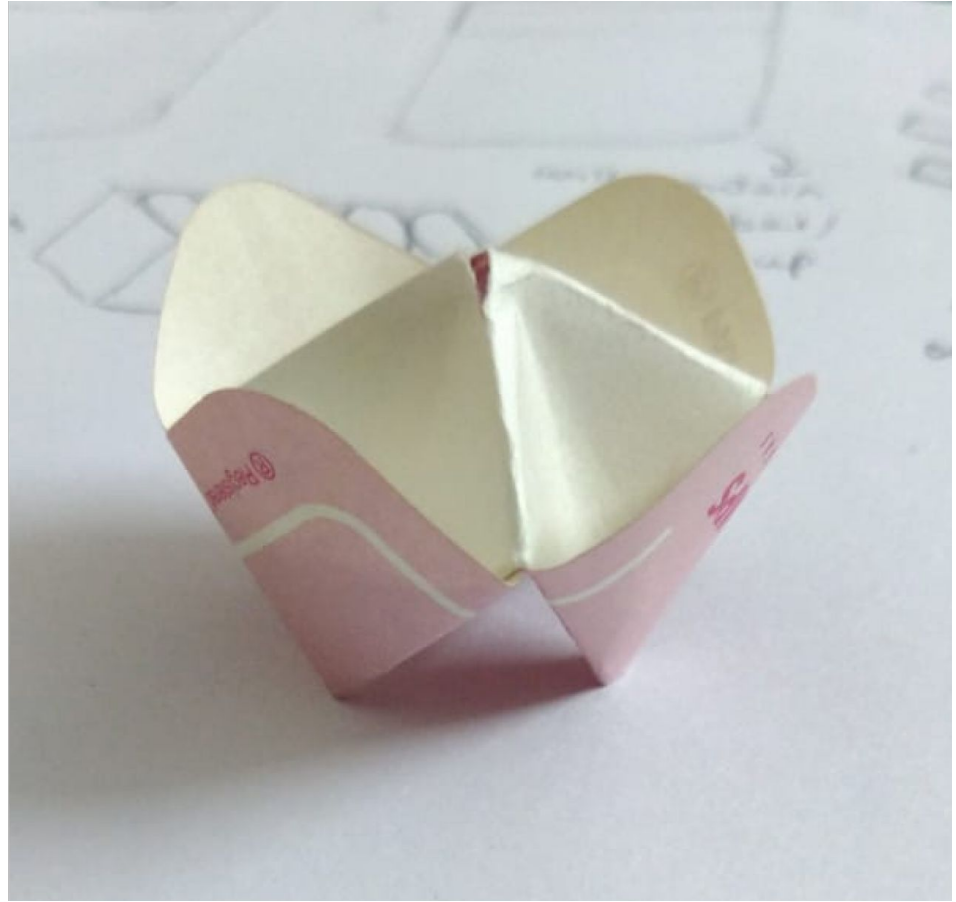
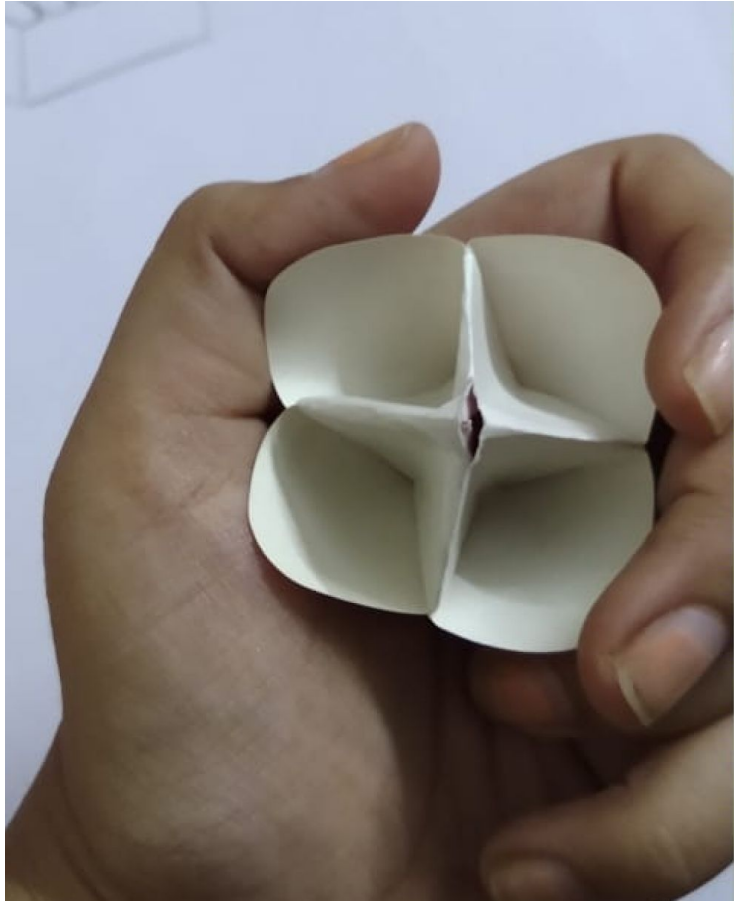
Kasha vessels- for pujas

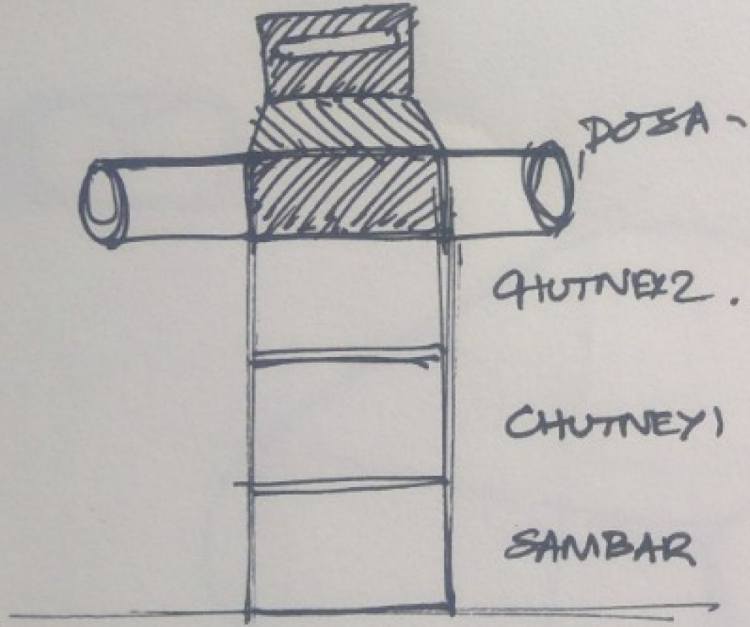
Ideation



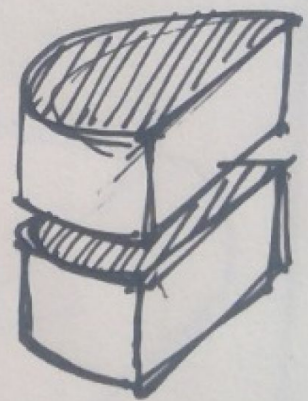
MINI-MILK CARTON IDEA







SIDE DISHES.



- DOOSA

Clustering

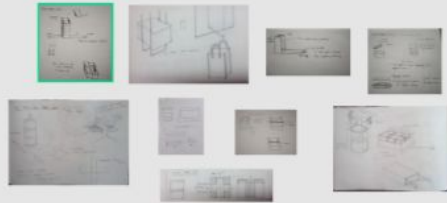
Designing for liquids



Plate



Dabba



Indian form



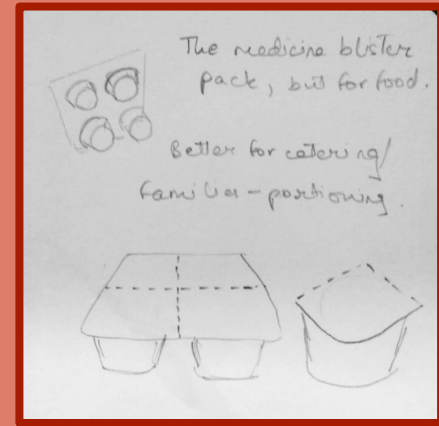
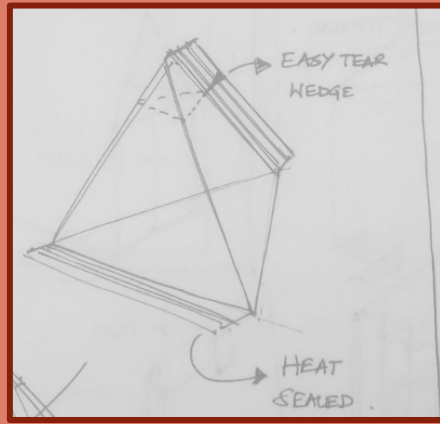
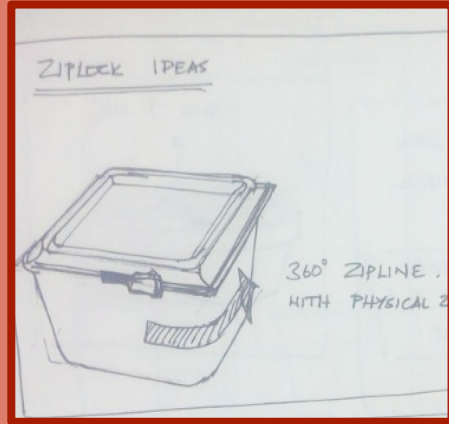
Modular



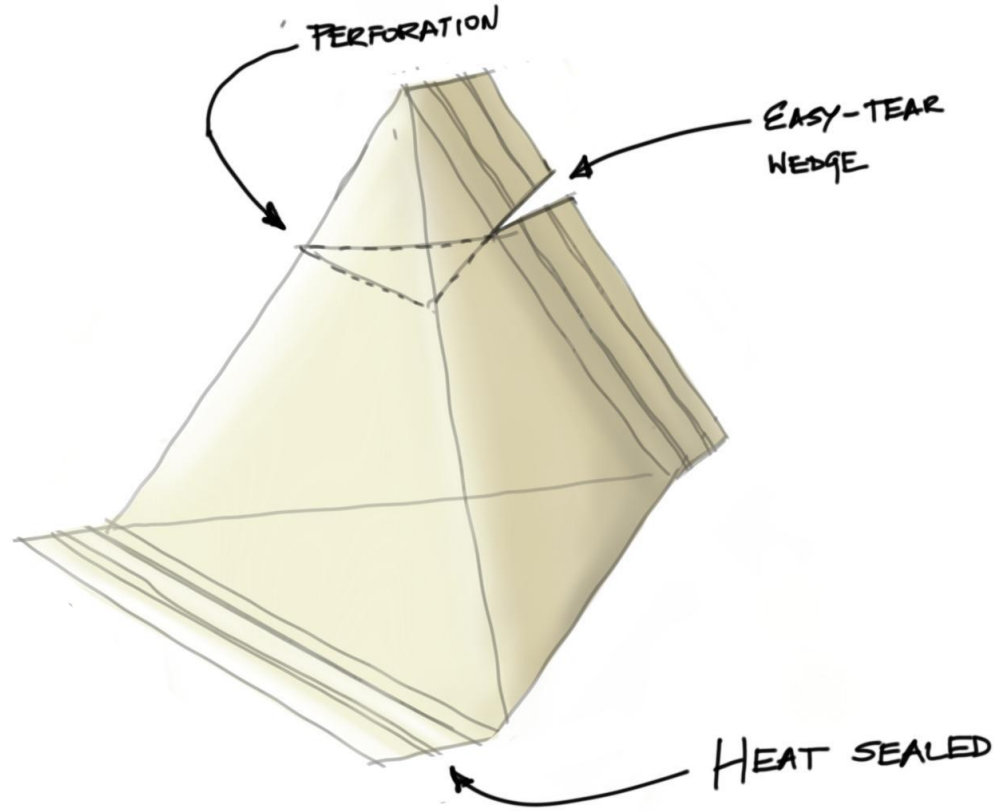
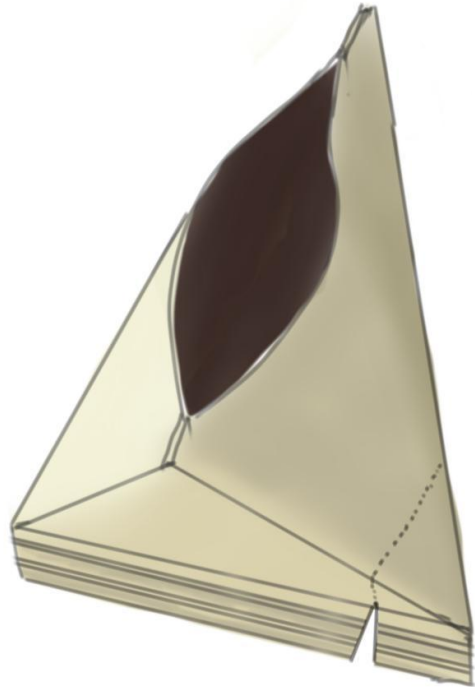
Cutlery



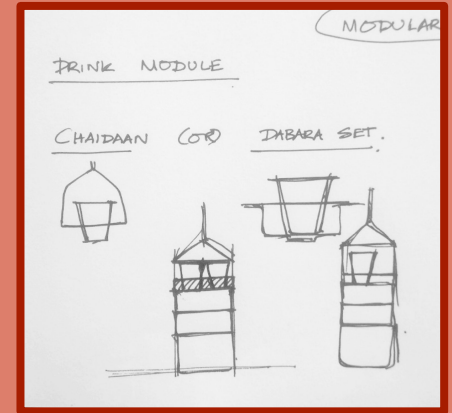
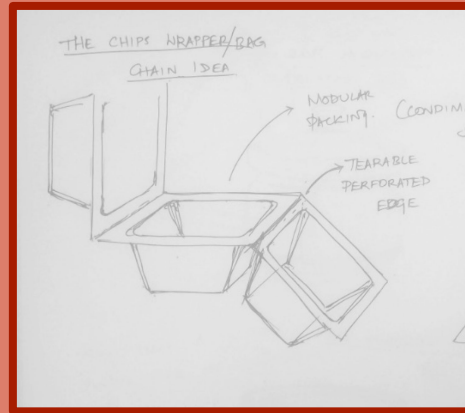
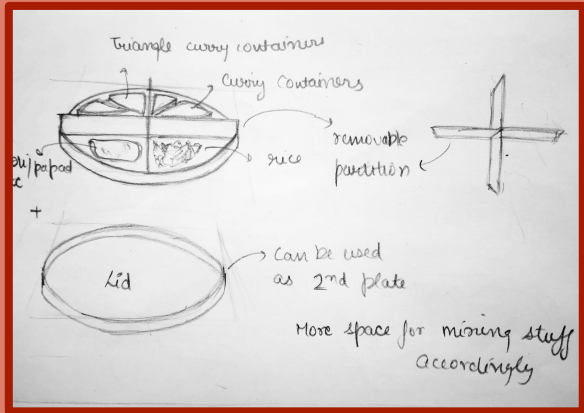
Packing Liquids Cluster



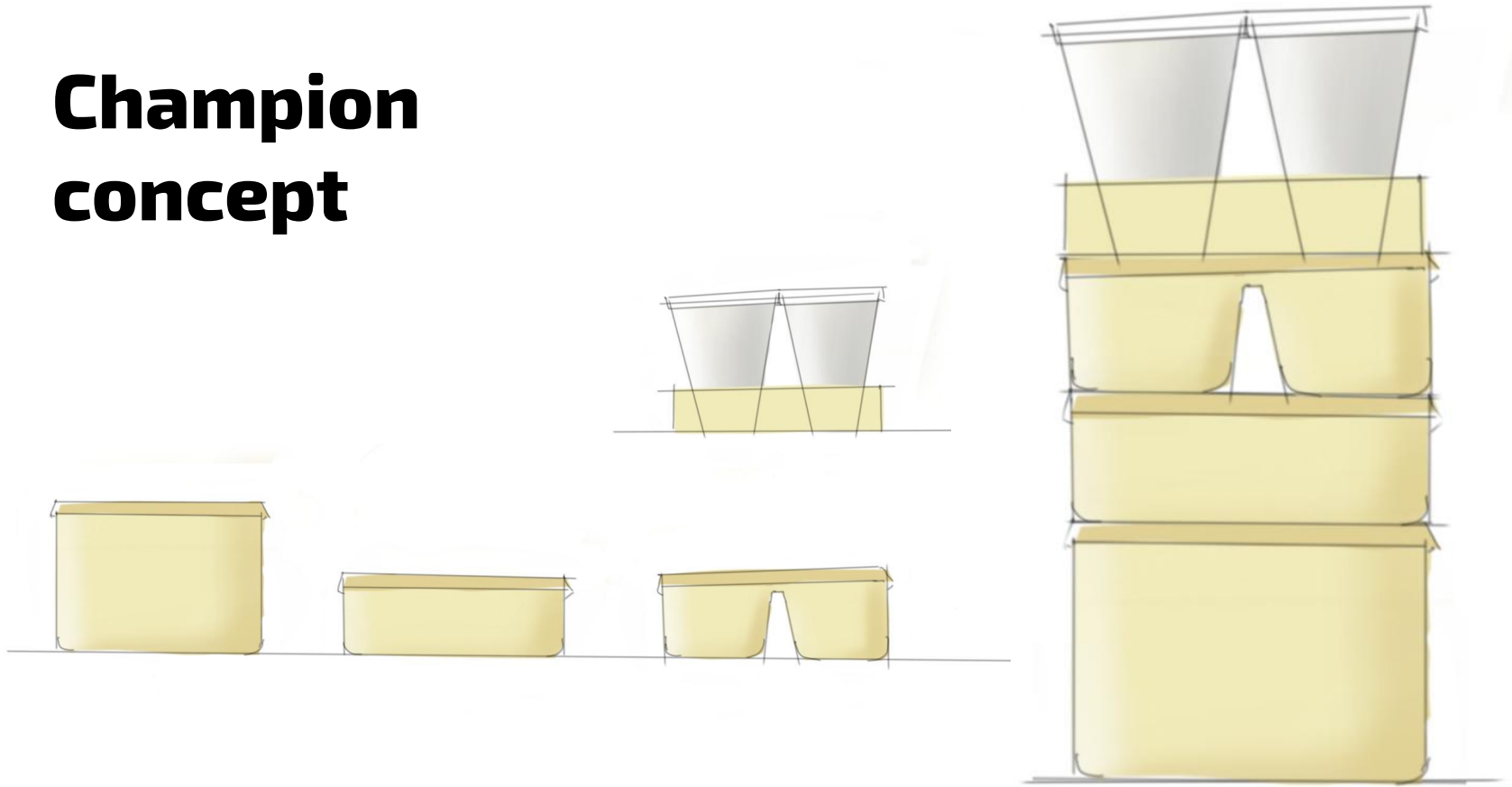
Champion concept



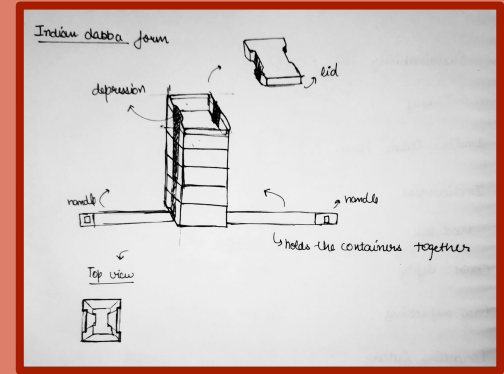
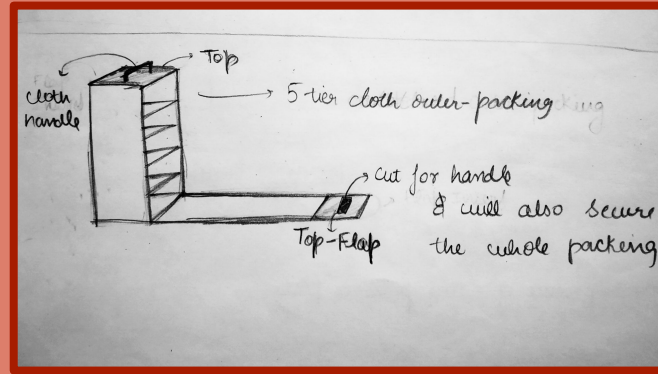
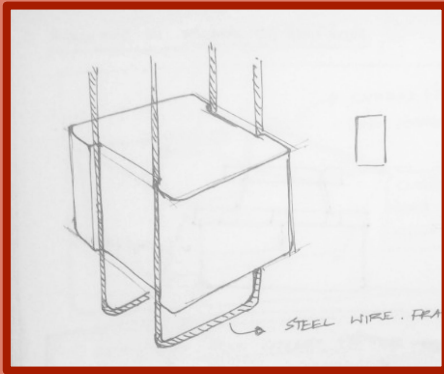
Modularity Cluster

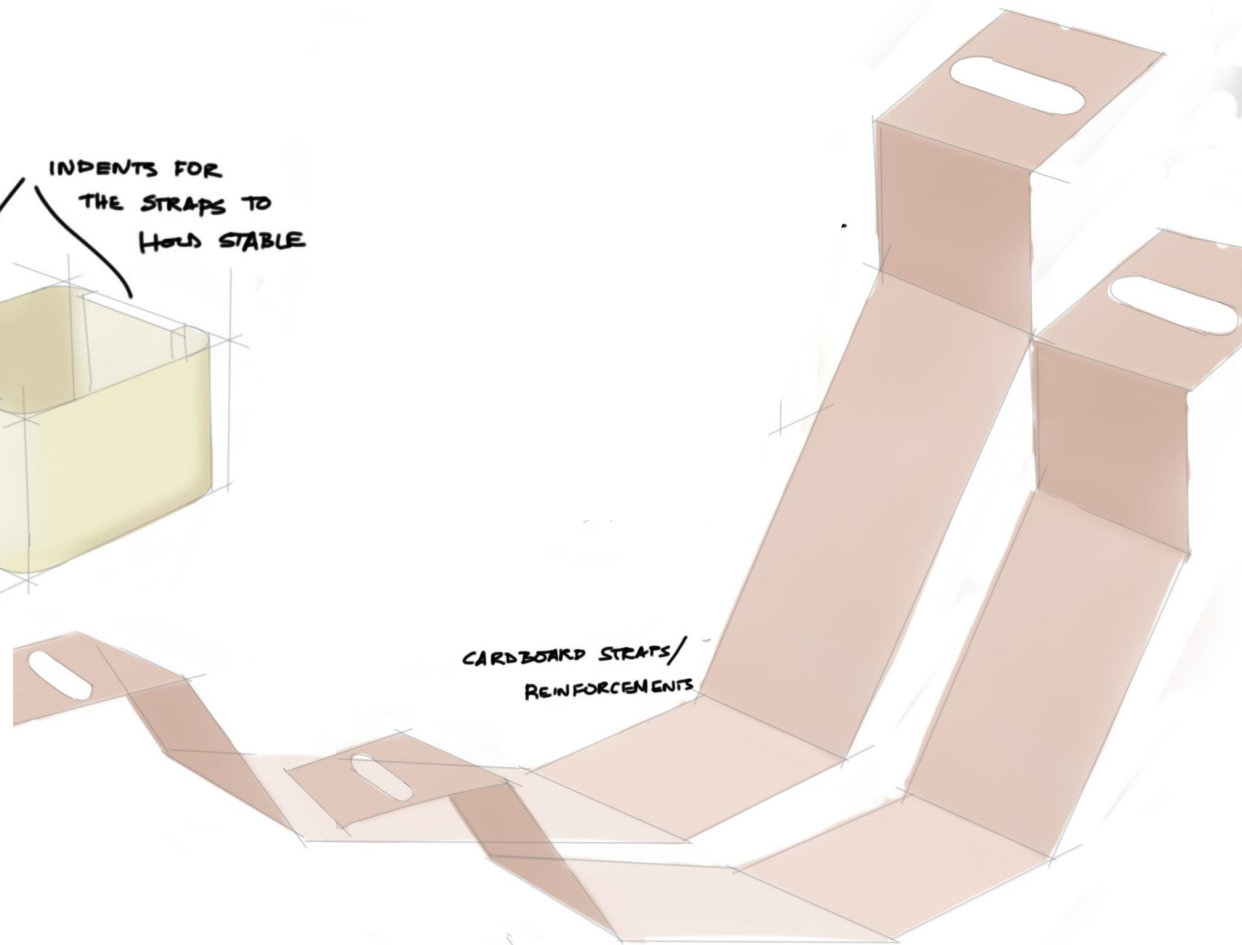
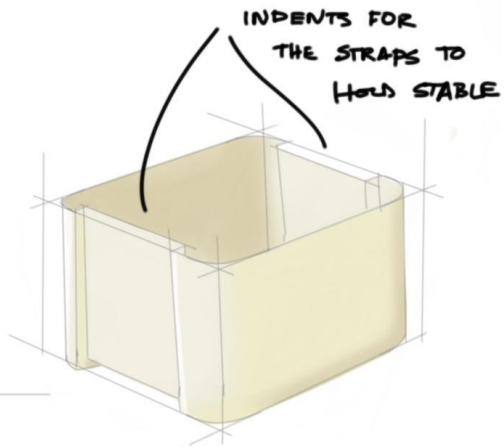
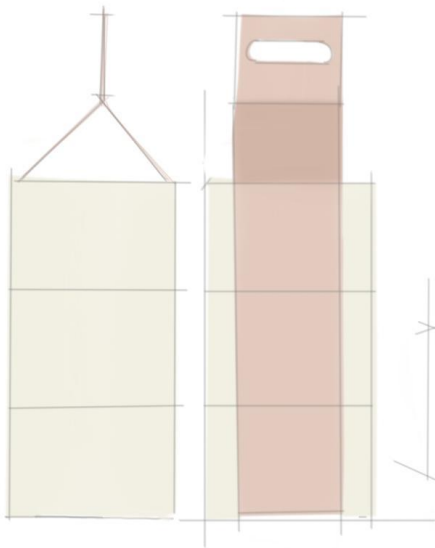


Champion concept



The Dabba Form Cluster

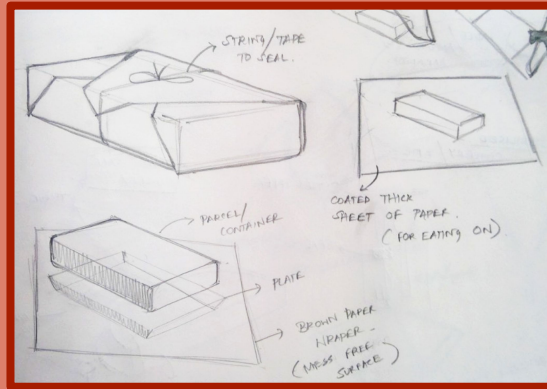
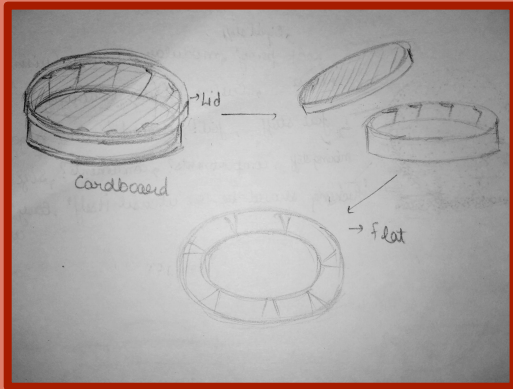


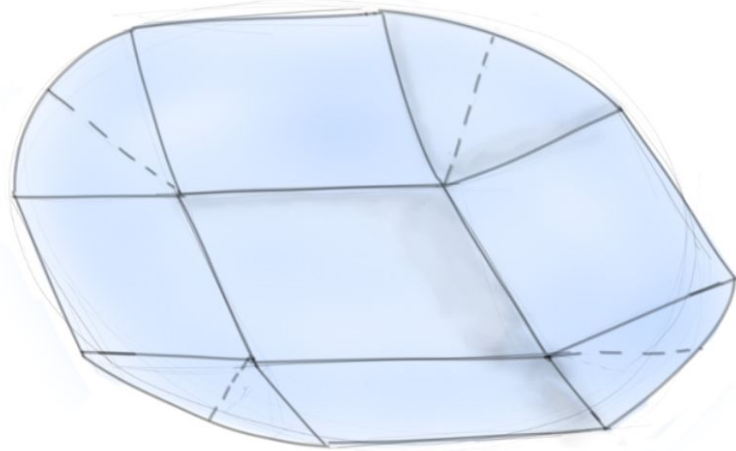
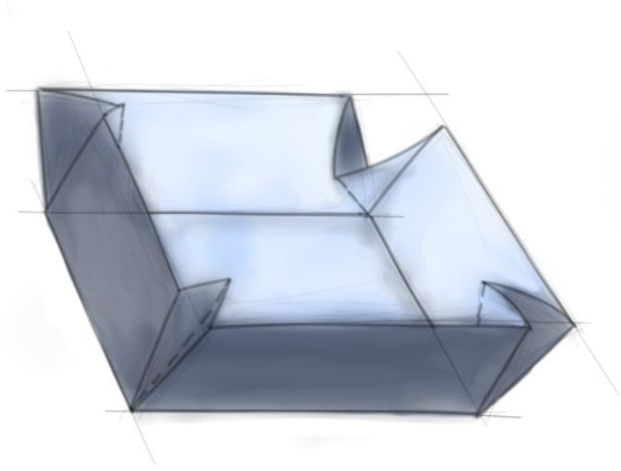


CARDBOARD STRAPS/
REINFORCEMENTS

MULTIPLE SIZES
(EX. 2/3 TIERS)

Plate Cluster





**Champion
concept**

What Next

**Meeting with
ECOWARE regarding
collaboration**

**Final Concept
Development &
Prototyping**

Thank You