

# **The Indian Tiffin**

## **Our Proposal**

**Niharika**

**Avinash**

**Niharika**

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# Targeted Markets

# Targeted Markets

Restaurants  
to homes

Restaurant  
workers

Delivery  
persons

Customers

Daily  
tiffin  
services

Sending food  
to friends- eg  
on Diwali etc.

Taking  
food to  
picnics

Home to  
office/school  
tiffins

Catering to  
offices or  
functions

For situations  
where you would  
not want the tiffin  
back- eg food to a  
relative in the  
hospital

# Talking to Ecoware

# Ecoware

Cost should  
be around  
10% of  
food item

Think  
about  
USPs

Thickness  
of material  
and how it  
matters

bagasse  
locally  
available

Indents at  
the bottom  
of  
container

The  
manufacturing  
process

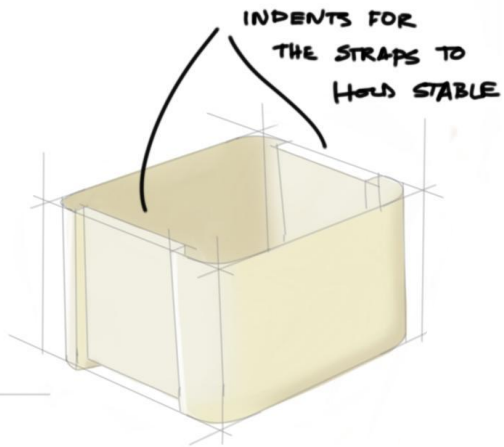
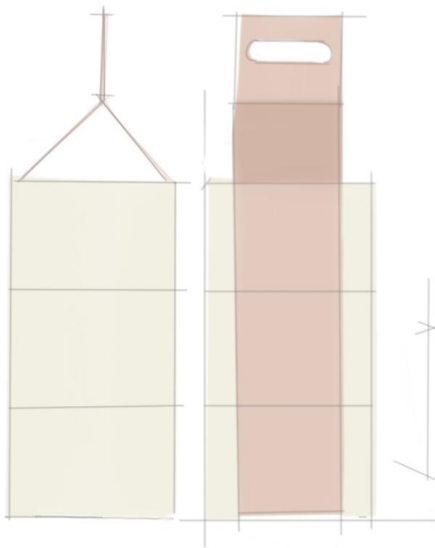
The clip-  
lock  
mechanism

think about  
stability of  
vertical  
stacking

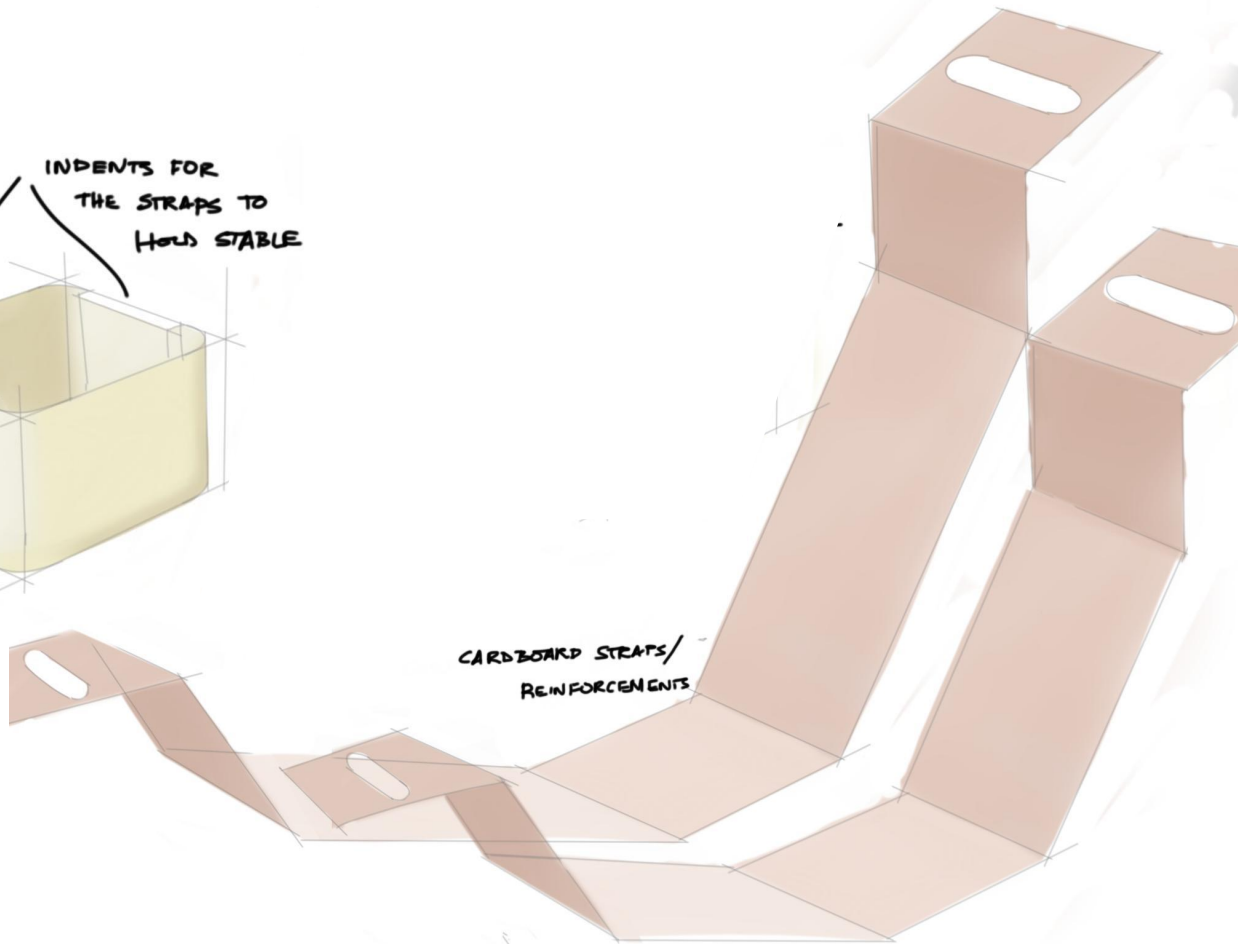
serving  
even  
outside  
India

heat sealing  
is possible  
with adhesive  
strips

# Champion Concept



INDENTS FOR  
THE STRAPS TO  
HOLD STABLE



CARDBOARD STRAPS/  
REINFORCEMENTS

MULTIPLE SIZES  
(EX. 2/3 TIERS)



# The Check

## Check - Indian Dabba

Should cost no more than 20 Rs (a tenth of food cost)

Made of bagasse-  
biodegradable

Modular- full,  
half-height,  
half-breadth,  
glass holder

Tentative  
dimensions-

Indents to  
increase  
strength, also  
for the belt

Outer  
Brown  
covering

Bagasse  
belt

Drink  
like lassi

Contents-  
the north

Pickle/  
salad

Dal

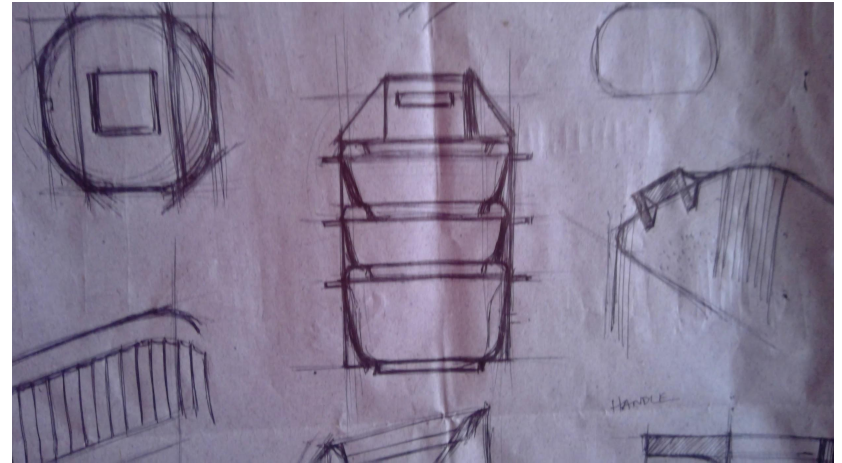
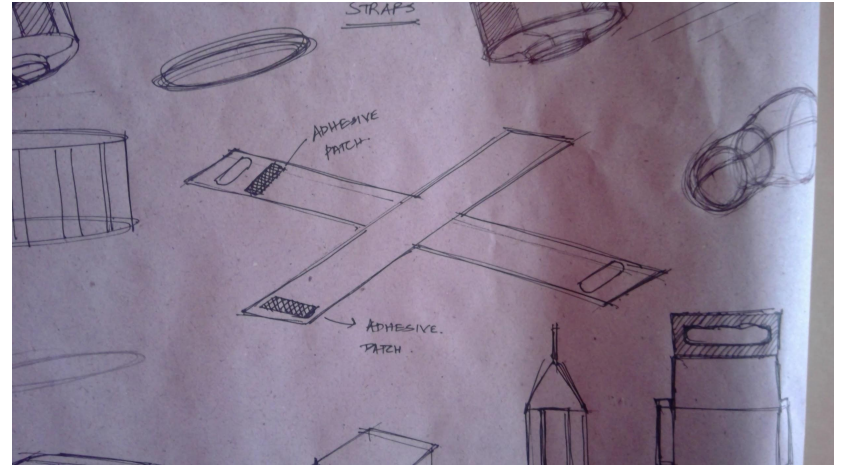
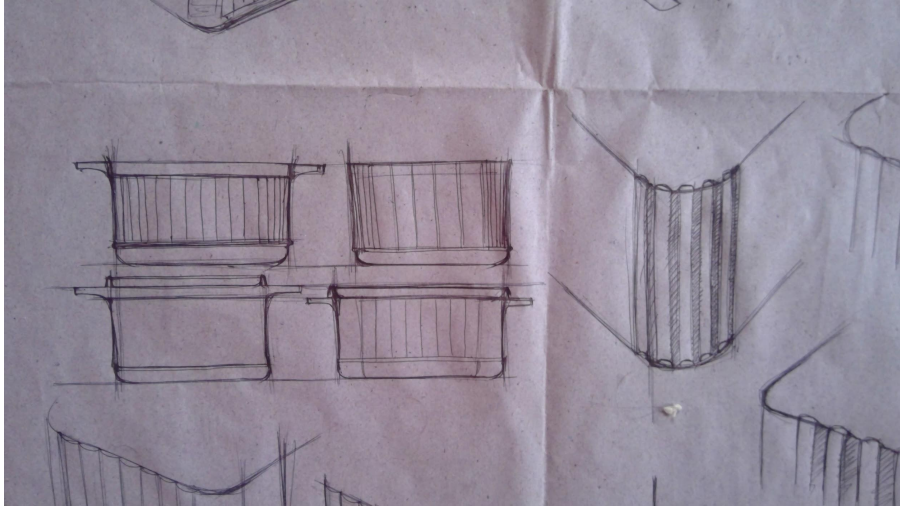
indian meal

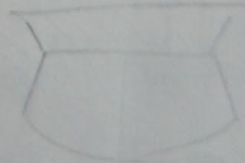
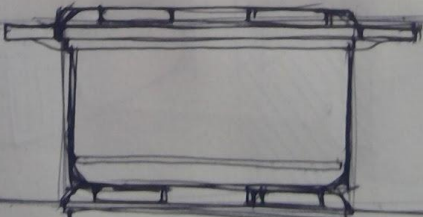
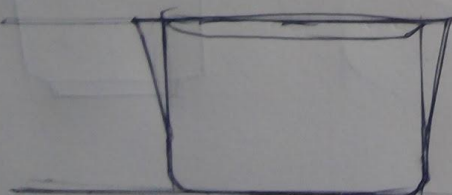
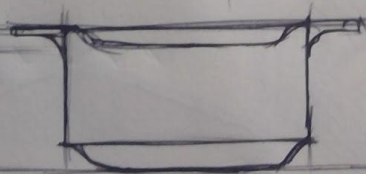
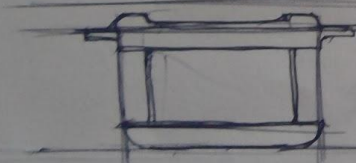
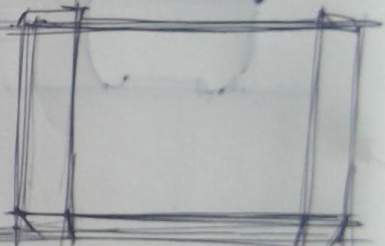
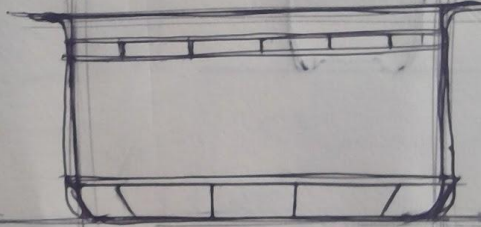
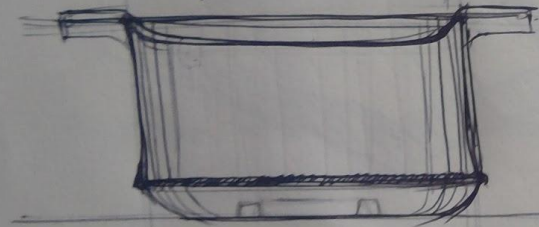
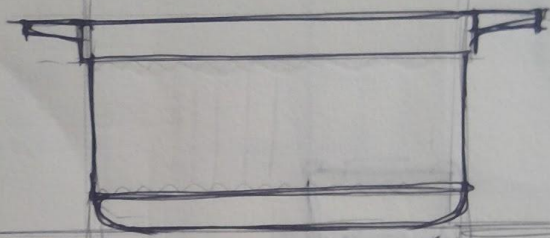
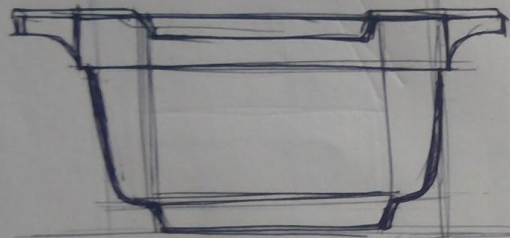
Semi-  
dry  
sabzi

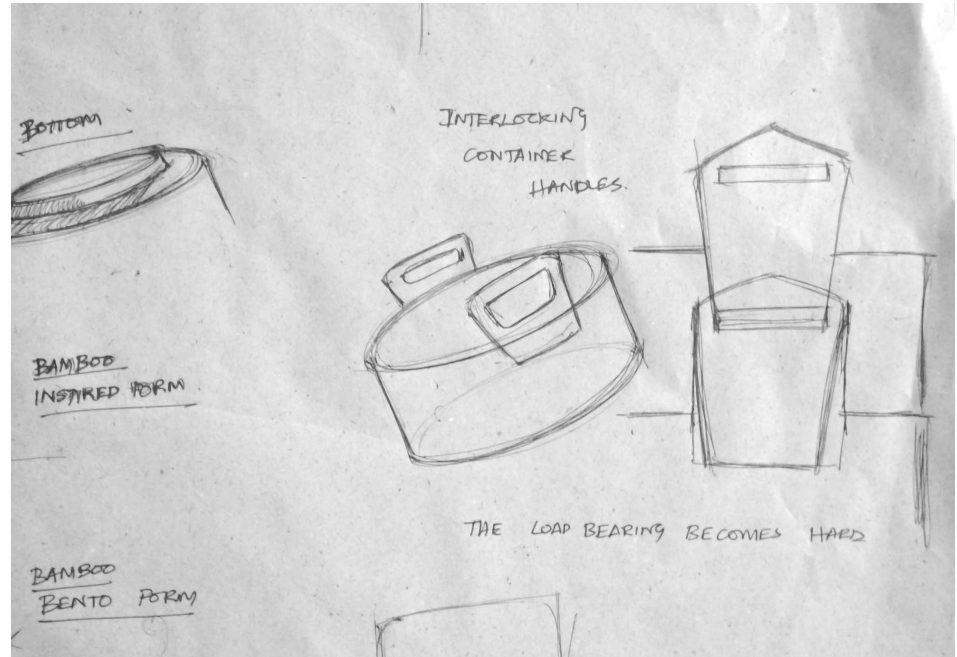
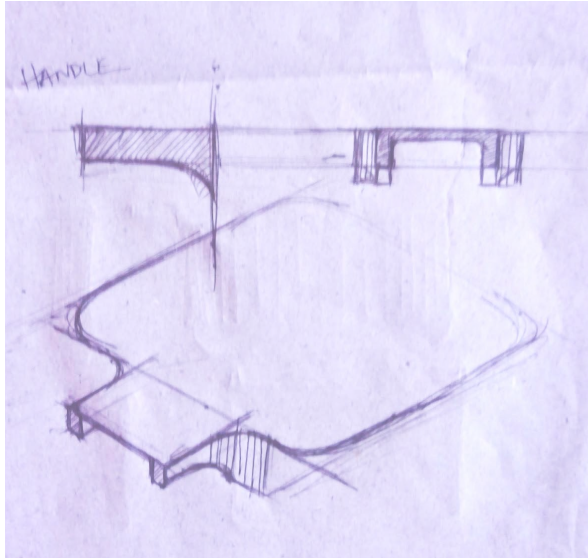
Roti Rice

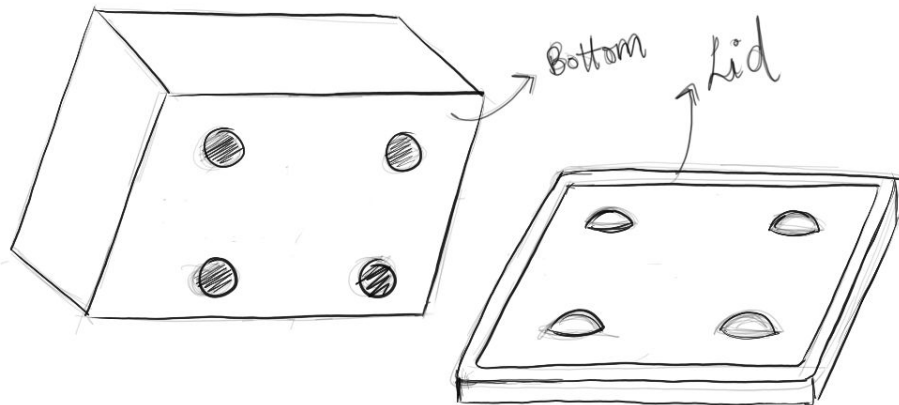
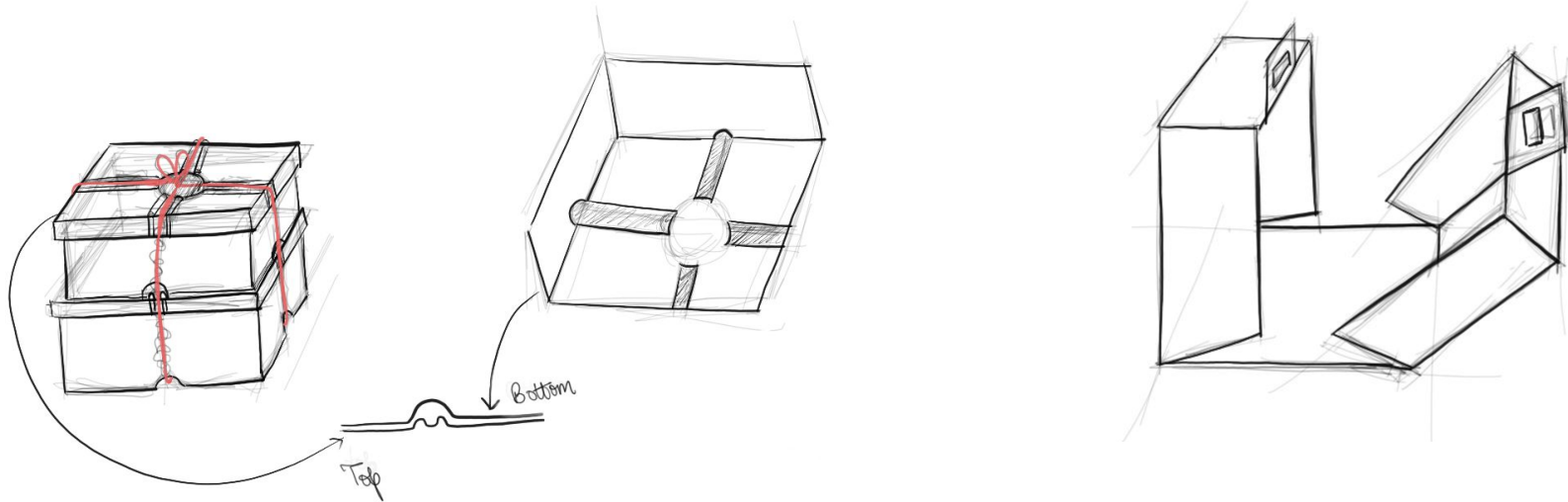
Clipping  
together  
mechanism  
for the lids

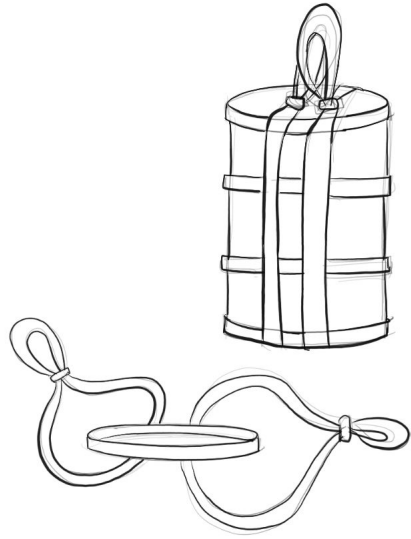
# Explorations



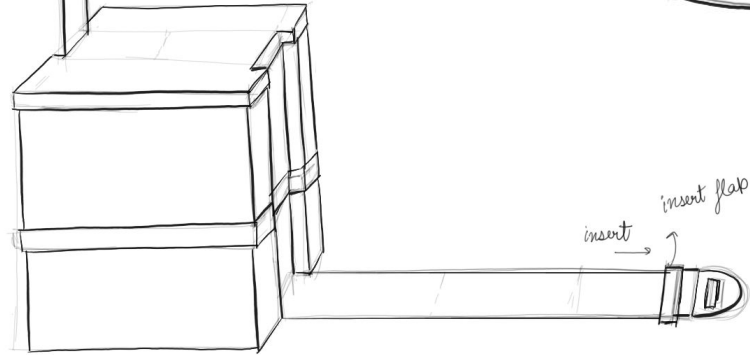








flaps → insert in the belt



insert → insert flap 1

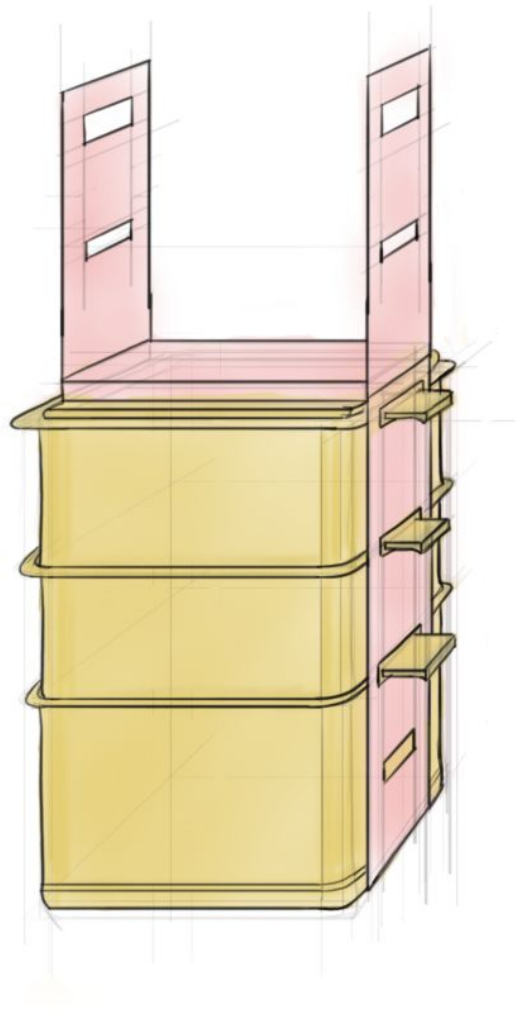
4 or 6 strap supports



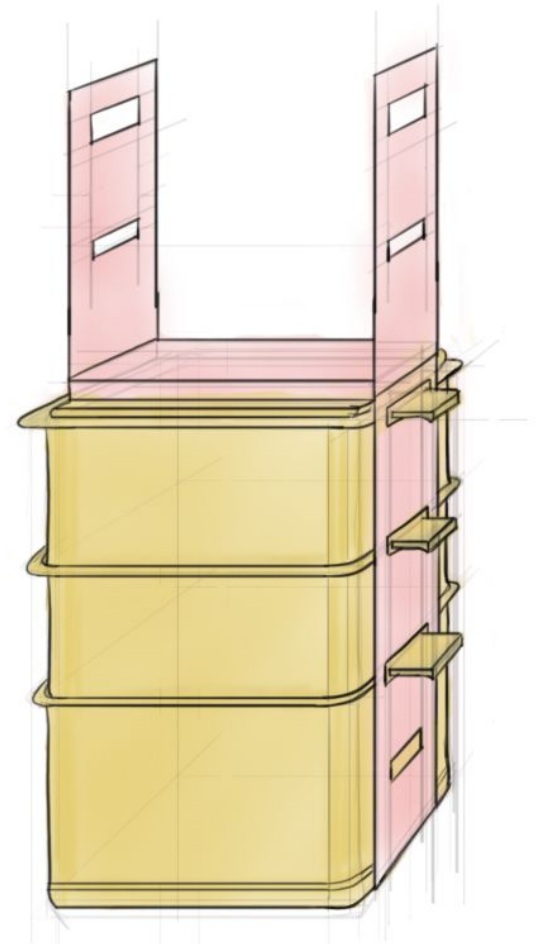


# Final Concept

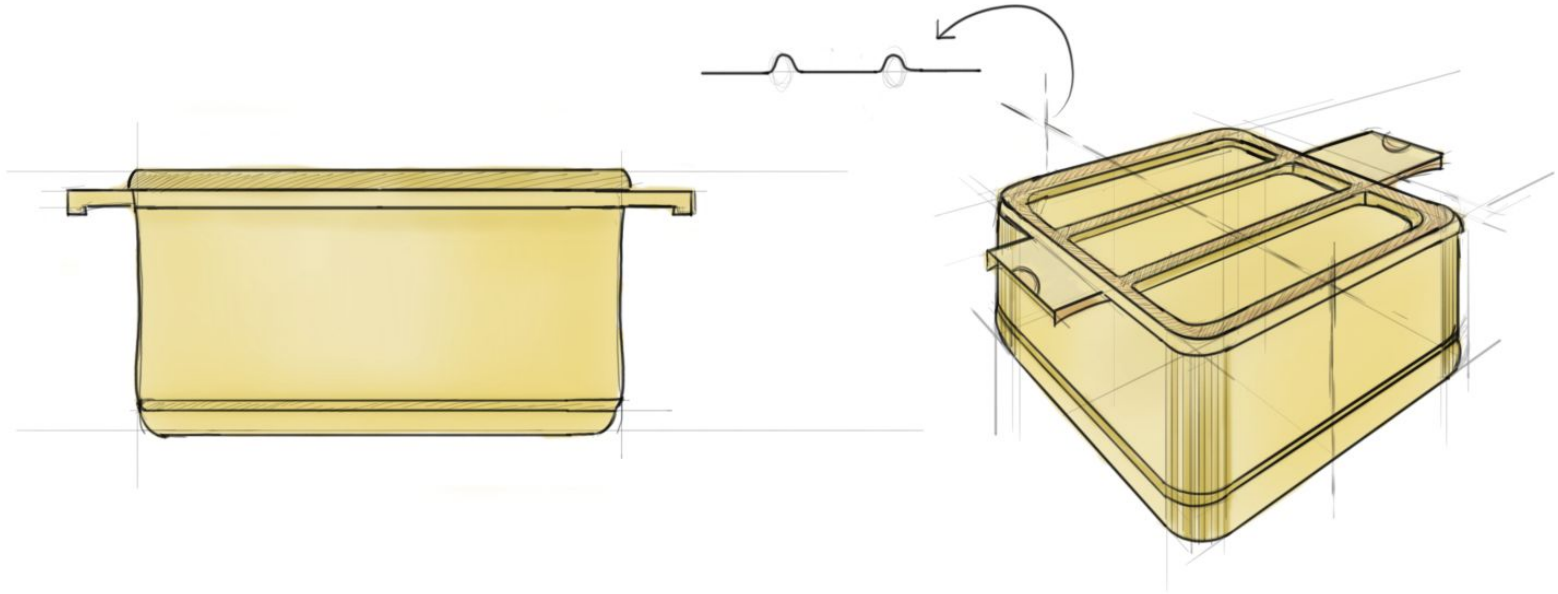
# Overall Form



# Handle/ Frame



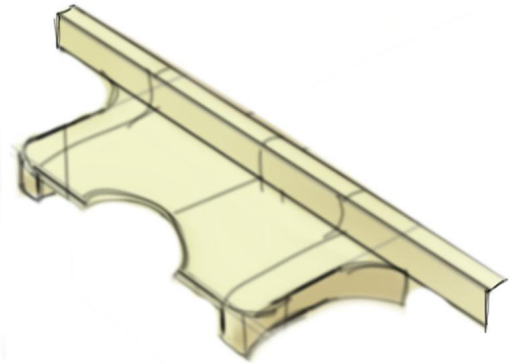
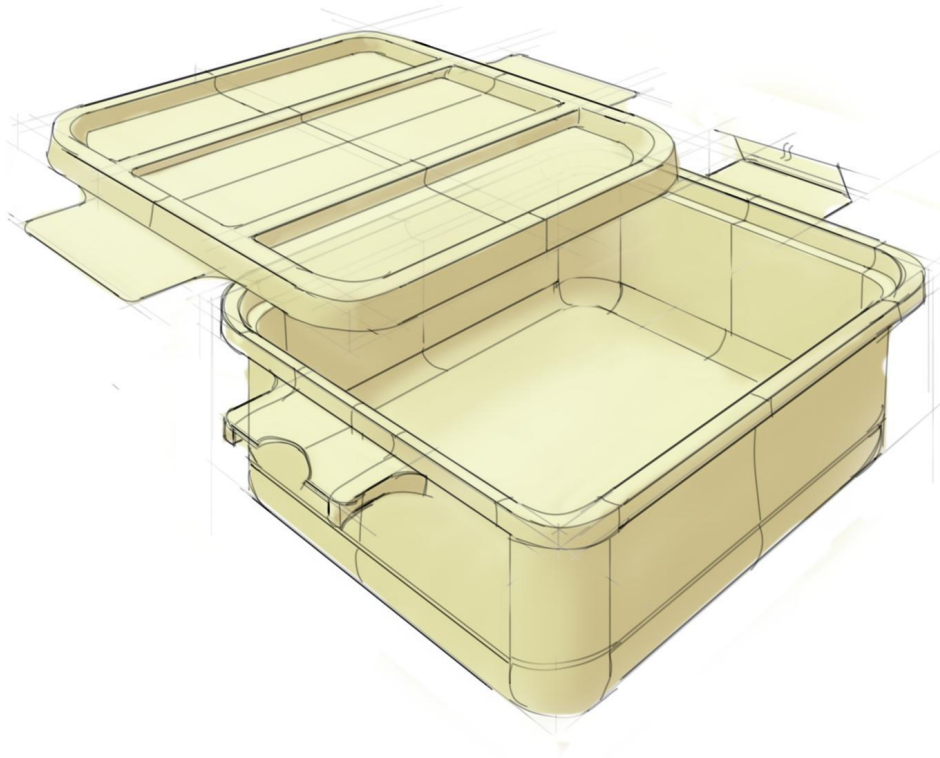
# Individual unit form



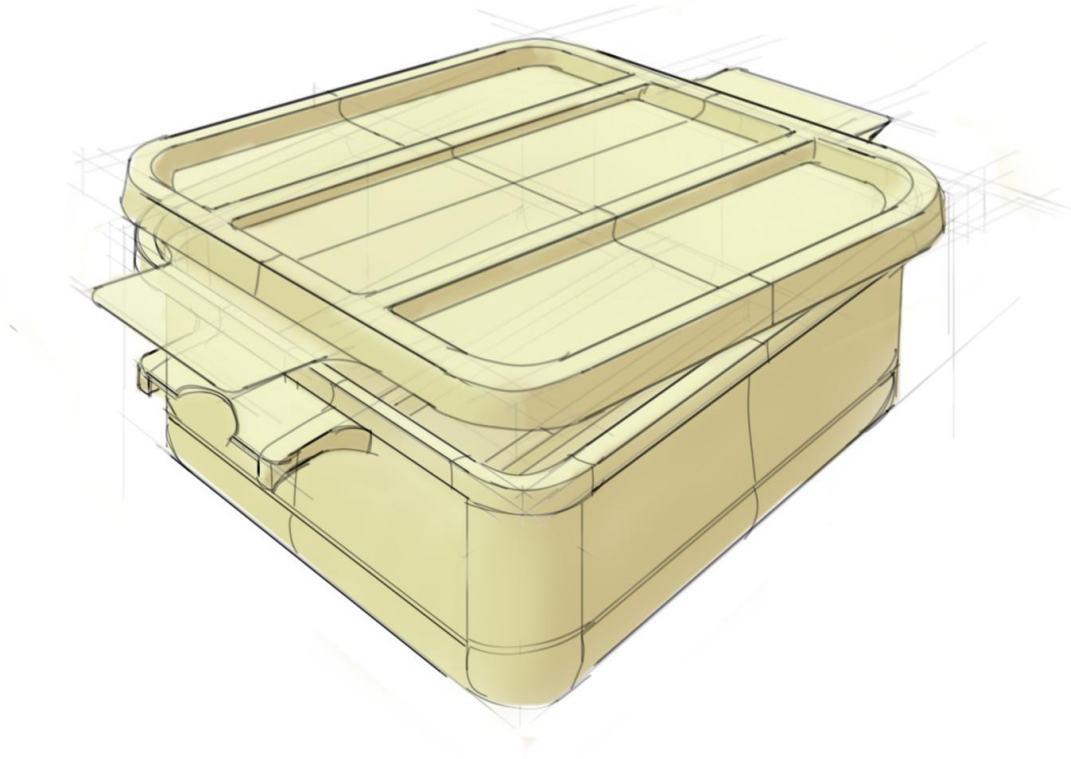
# Patila form



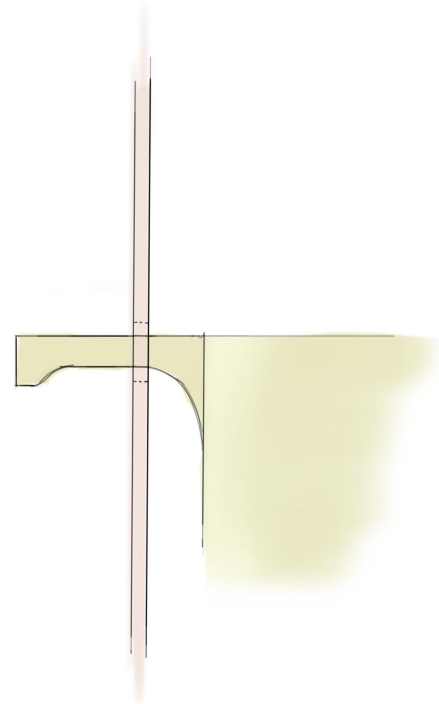
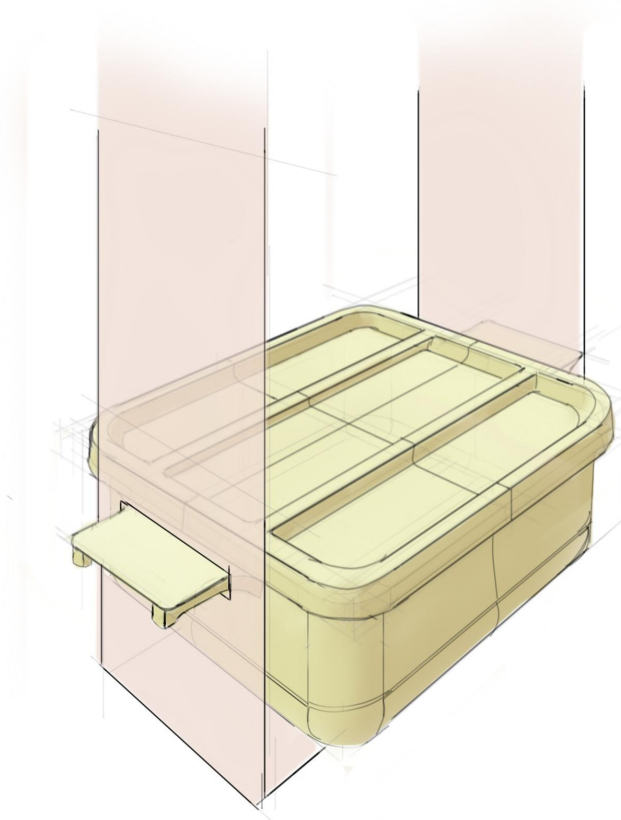
# The Lip and the Handles



# Connected lid

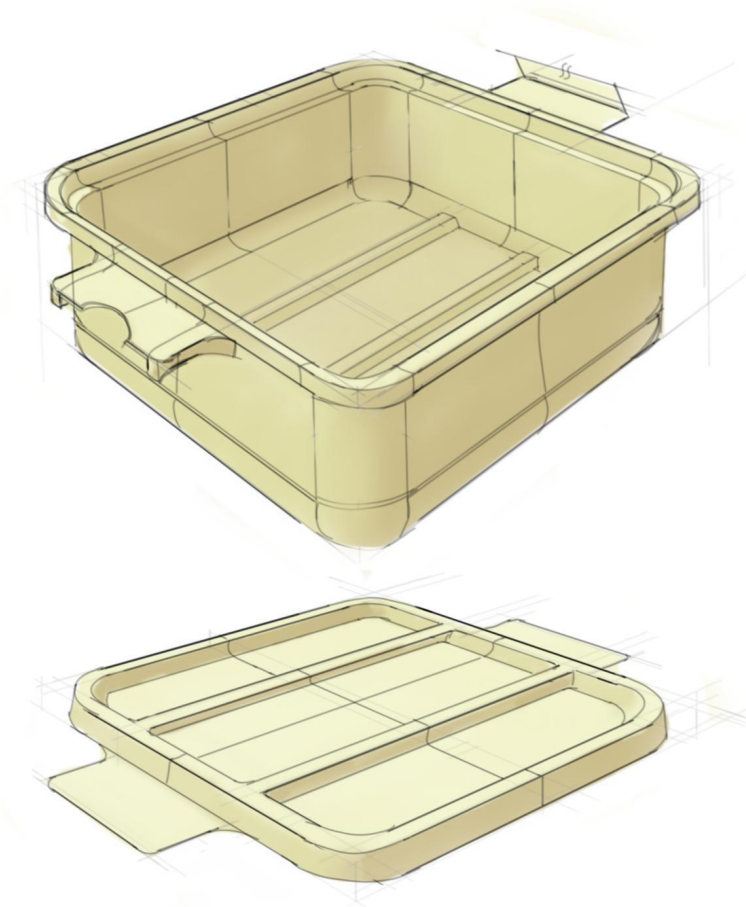


# Cardboard locking on handle

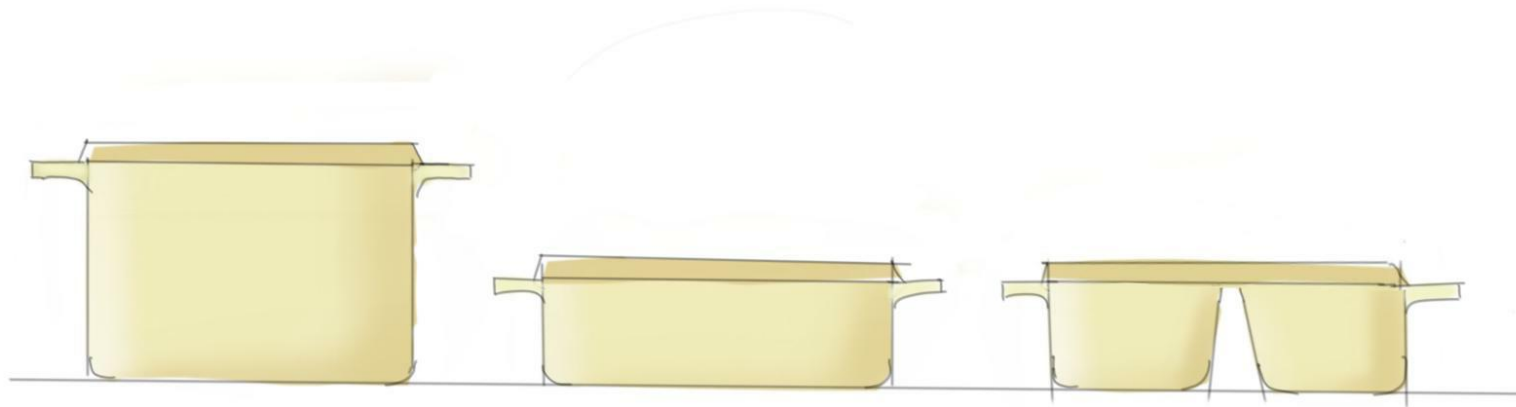




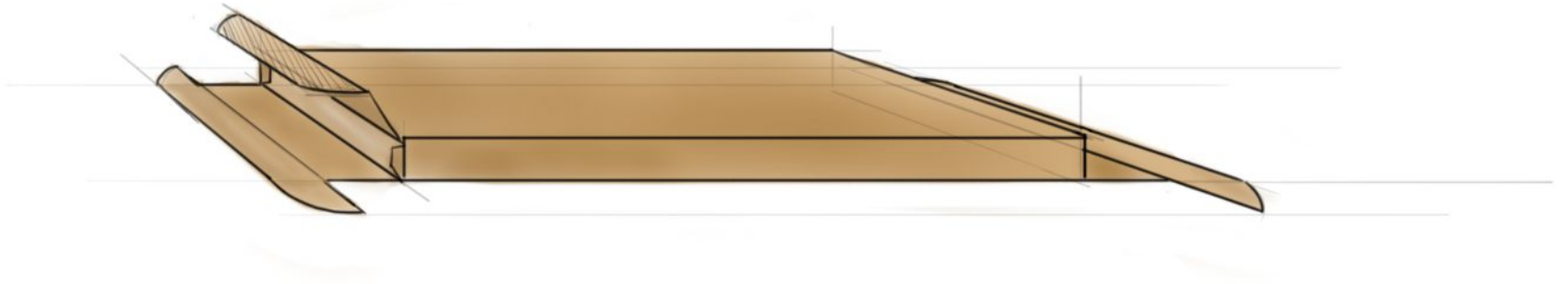
# Stacking



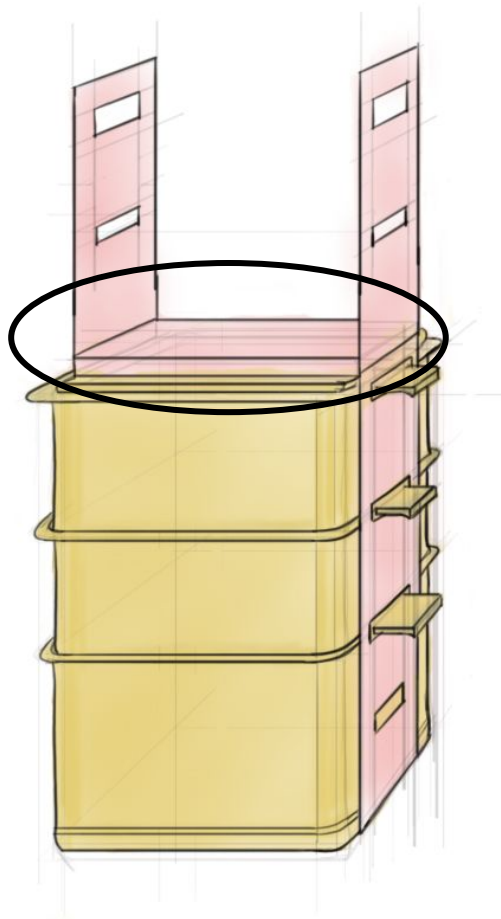
# Modularity



# Cutlery box

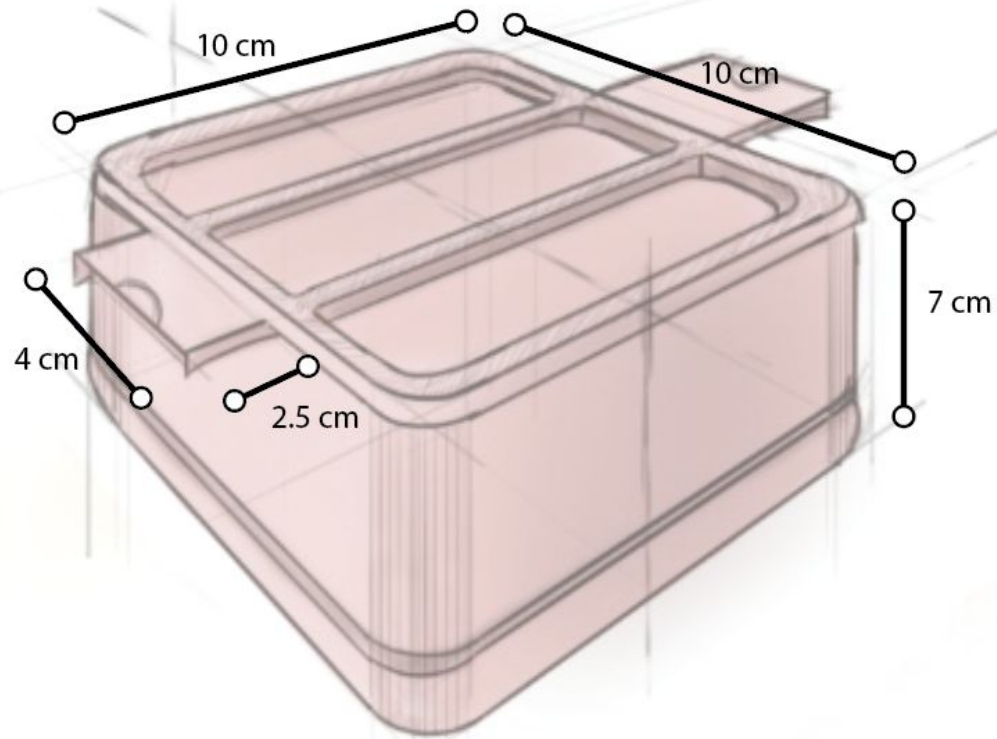


# Lock



# **Anthropometric Dimensions**

Dimension	Measurement	Percentile	Value
Height, dabba	Finger length	5th percentile	< 6.9 cm
Width, dabba	Hand grip length	95th percentile	> 6.4 cm
Width, dabba	Handspan	5th percentile	< 9.3 cm
Width, handle	Two finger width	95th percentile	> 3.4 cm
Length, handle	Phalanx length	95th percentile	> 2.5 cm



**What Next**

**3D Digital Prototyping**

**Creating a Business Model**



**Thank You**