



## POST CORONA PACKAGING FOR INDIAN WEDDING KITS

Rhea Rane | Nidhi Deshmukh | Anurag Soni

# Elevator Pitch

Throwing a lavish wedding party, and ensuring everyone's safety during these extraordinary times, seems like a difficult job to do. That's where we come in with our customizable kits, designed to keep the safety products, and also blend in with the traditional wedding customs, so as to not disrupt the normal functioning of the same.



# The Problem

Due to the pandemic, the gathering of crowds in various events has become a major problem area, and event planners have to consciously take steps to ensure the safety of every event.

It's difficult then, to distribute all required safety equipment to the people in a complete package, to ensure quick distribution and storage. The wedding industry is one severely hit due to the problem, with planners going through the additional pressure of making it fit with tradition and have an appeal.



# Our Journey

To begin finding design opportunities, we brainstormed to come up with multiple ideas, eventually going ahead with packaging.

Idea 1 - Packaging Covid Protection Products	Required Skillsets(10 points) (Product Design, Visual Identity Design)	Business Feasibility(10)		Access to Data/Research(10)		Novelty/Uniqueness(5)	Project Scope (10)	Total
		Marketability(5)	Investment(5)	Primary (5)	Secondary(5)			
Anurag Soni	6	4	3.5	5	4	3	8	33.5
Rhea Rane	6	4	4	5	5	4	9	37
Nidhi Deshmukh	7	5	4	4	4	4	8	36
								106.5
Idea 2 - Designing a workCafe	Required Skillsets(10 points) (Architecture, PD, Visual Design, UX design)	Business Feasibility(10)		Access to Data/Research(10)		Novelty/Uniqueness(5)	Project Scope (10)	Total
		Marketability(5)	Investment(5)	Primary (5)	Secondary(5)			
Anurag Soni	7	5	2	3	3	3	5	28
Rhea Rane	4	4	3	3	4	3	4	25
Nidhi Deshmukh	8	4	3	4	4	4	4	31
								84
Idea 3 - Game Design	Required Skillsets(10 points) (Sound Design, Character Design, Animation, Visuals, Narrative, coding/unity)	Business Feasibility(10)		Access to Data/Research(10)		Novelty/Uniqueness(5)	Project Scope (10)	Total
		Marketability(5)	Investment(5)	Primary (5)	Secondary(5)			
Anurag Soni	10	5	4	5	4	5	9	42
Rhea Rane	5	4	4	4	4	4	4	25
Nidhi Deshmukh	6	3.5	3	3	4	4	5	28.5
								95.5
Idea 4 - Workspace/Work From Home	Required Skillsets(10 points) (Product Design, Visual Design, UX design)	Business Feasibility(10)		Access to Data/Research(10)		Novelty/Uniqueness(5)	Project Scope (10)	Total
		Marketability(5)	Investment(5)	Primary (5)	Secondary(5)			
Anurag Soni	5	4	4	5	4	2	5	29
Rhea Rane	6	3	3	3	4	4	2	25
Nidhi Deshmukh	8	4	4	4	5	3.5	8	36.5

# Our Journey

We redefined our design brief to spell out:

**To Design a COVID protection package/kit for organizations to provide to employees, and customers, majorly targeted towards the hospitality industry, and provide with customization options according to the organization's need and brand.**

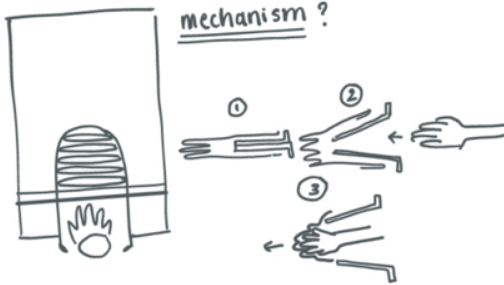
We eventually again redefined our target audience to the wedding industry, and looked for ways to integrate our product into the cultural context, by extensively researching into weddings.



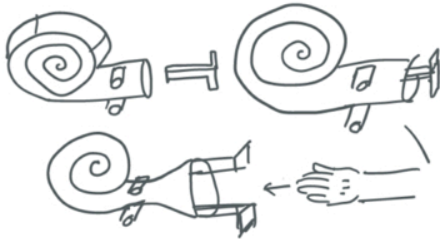
# Initial Concepts

glove dispenser

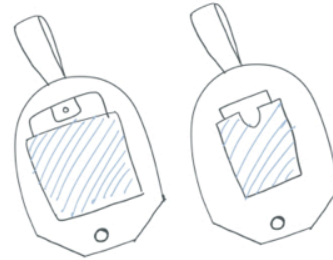
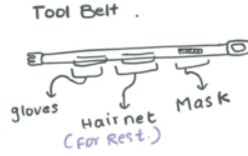
For Employees



Rollers



FOR REST. & HOTEL EMPLOYEE



# The Research

- existing solutions being carried out to solve covid safety issues
- guidelines and requirements of weddings and safety measures
- journey map of a maharashtrian wedding
- viability of our concepts
- cultural significance research
- outsourcing details
- Indian wedding aesthetics
- discussion with a wedding planner
- peoples habits during weddings
- assembly of our products (kiosk, distribution, etc)
- budgeting



# The Competition

There are not many such kits already in the market, and hence people have to locally source each product themselves. The kits already available lack easy accessibility, and do not fit the needs of an occasion such as a wedding.





# Whats Included?

## things in the kit that are necessary

masks  
sanitiser  
gloves  
tissues/wet-wipes

## things in the kit that the couple might want to add

itinerary  
toothpicks  
uncooked rice  
bangles  
turban/ feta  
paper soap  
tissue pack  
handkerchief

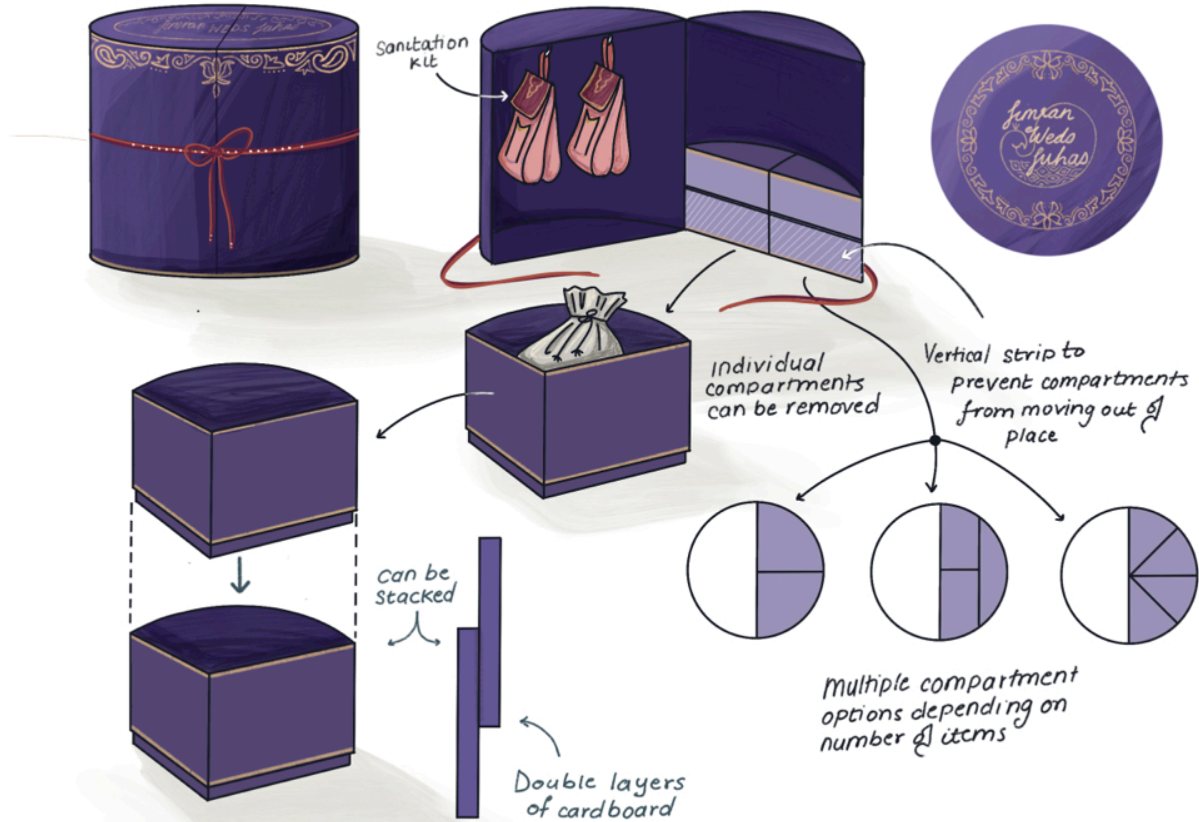
## surprises in the kit?

flowers  
sweets  
dry fruits/nuts  
gifts  
camphor  
thermal flask  
games - treasure trail

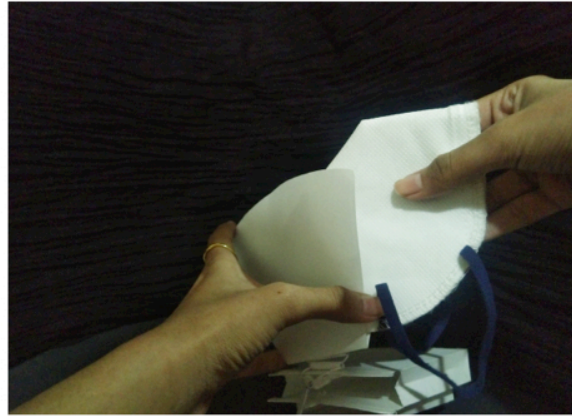
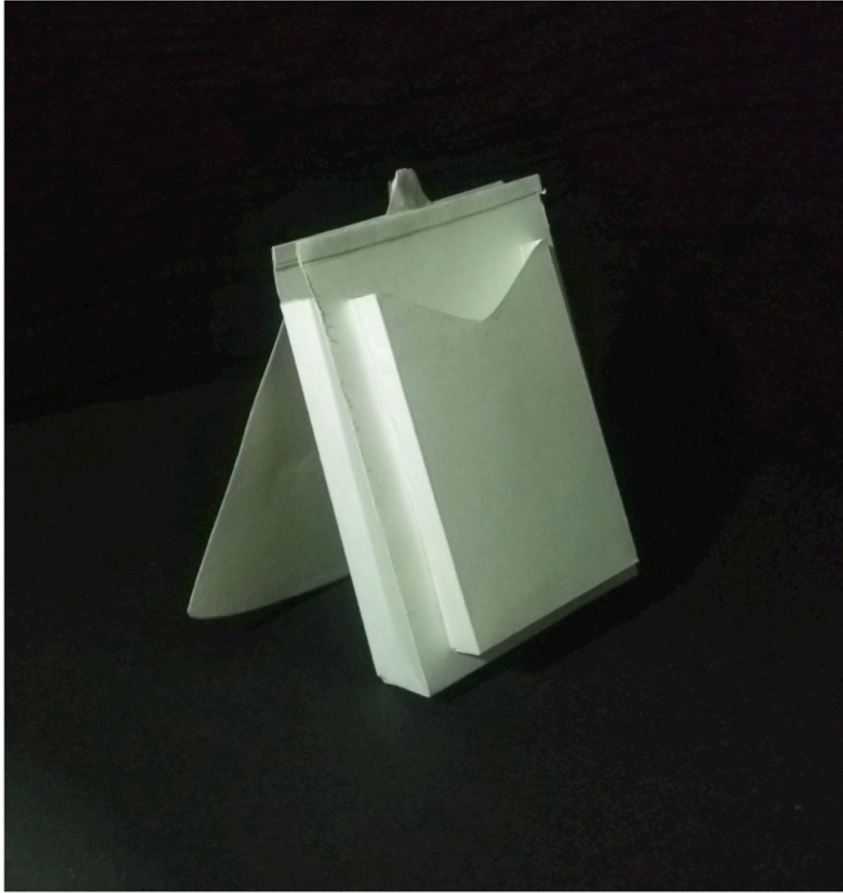


# The Product











# User Feedback

- Helpful for event planners due to lack of such kits in the market
- Safety is a major concern and people are willing to invest in it
- A viable option, but price concerns
- Suggested adding something to check temperature
- A distribution kiosk at the function would be ideal
- A support service should be added



# Business Plan

RDS Studios would act as a design studio offering consultancy, and branding services for various events, specializing in the wedding industry, and personal protection kits during the time of COVID-19.

We would also internally collaborate with manufacturers and distributors to make the products easily accessible to end-user.





# Manufacturing Process

We would work closely with textile industries and manufacturers to bring our product to fruition. The other products such as sanitizers and the special requirements would be outsourced to be brought together in our package.



# Revenue Streams

We would be pricing the customer or the wedding planner directly, based off the no. of kits that will be ordered.

People would get the option to choose from a list of items we provide for each package, and can choose according to their budget

Highly customizable options like integrating games, and adding the couple's story as a part of the packaging would cost extra.



# Distribution Channels

We would be collaborating with Wedding Planners for the most part, to understand the requirements of the particular wedding and customize the product aesthetics accordingly

We would also be accessible through our website to other event organizers, and couples who would like to directly collaborate.



# Business Expansion

We would reach out to other sectors of the events and hospitality industry to further expand our business. By collaborating with Cultural festivals, Concert venues, Restraunts, Amusement Parks and Hotels, to aid the industry survive the new normal and gain back the trust of their customers.

To do this, we will arrange a meeting with the EEMA - The Event and Entertainment Management Association of India to discuss our proposition on the onset of the restart of events in India.



# Media Channels

- Reach out to the biggest wedding planners and agencies in the country
- Work with EEMA to implement the kits in other major events
- Reach out to restaurant and hotels
- Inviting bloggers/influencers to our events to share it further
- Reaching out to comedians/musicians working on COVID awareness





# Thank You!

Rhea Rane | Nidhi Deshmukh | Anurag Soni

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All Illustrations in this presentation are designed by Freepik.com

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