“Dosti”
An empathic service Design strategy for personal hygiene in rural India.
Case study: Sabarkantha, Gujarat
Promoter(s).
NATIONAL INSTITUTE OF DESIGN,
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ACCESSORY DESIGN

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Aknowledgements.
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Context.

Government of India is giving importance to issues like population control, Aids and STDs preventive measures in order to strike a balance within the economic growth and health care. Over the period, Family planning and preventive measures gained a major importance and repositioned itself from well being to personal care.
The project.
The objective of the strategic intervention is to understand the Rural consumer of India and building their faith on the system, make it relevant in their day-to-day lifestyle. The Design intervention guides the brands to make relevant to the local needs and meet the regional diversity.
The design process.
| June 2008 – Aug 2008
Study of Rural part of India through Ethnographic research
| Sept 2008
Psychographic profiling of consumer and trend studies, Design opportunity Mapping
| Oct 2008
Concept generation and Scenario building
| Nov 2008
Strategic Recommendation for various stack holder.
Recommendation of product, service and system.
Recommendation for future research
Collaboration on Various health camp & workshop with GAP gave a contextual insight in sabarkanta, Gujarat. The opportunity identified came with strategic suggestion to improve the social positioning of the condoms with a service model. Further recommendation was planned for the policy maker, NGOs and the designer to improve the localization and acceptance of the so called foreign products. At present the counselor and karya karta of the NGO help the self help group to stabilize the local consumption.
A quality interaction and high consumption has reflected the empathetic exchange between the stakeholders over a time span of 5 years. Openness for learning and generating ideas among them shows a hope of ownership and respectful exchange among the gender.
Thoughtful service brings change across the community of the village. There is a social acceptance of contraceptive measures among the stakeholder for family planning and personal hygiene. The social sigma around the methods of consumption, point of purchase and angle of viewing in social context got an empathetic angle.

Rise of Indicators of personal hygine with a larger goal of Family Planning

Rise of respect between opposite gender
Design strategies had considered the complex socio cultural scenarios in the locality and create a possibility of consumption throughout the year.

Strategy by co-creation helps localization of the solution
Planning build trust worthy accessibility among gender
The acceptance of knowledge and conscious consumption brought in personal hygiene. An informed choice in various personas brings a mutual understanding among the gender, caste. The increase consumption Patten of condoms brings and edge over integrity, trust and mutual decision on family planning.
The Design education at NID gave a noble perspective to see within and discover the world around us in a very new perspective. Such nature of the project gave immense challenges and nearly inestimable, comprising of cross-disciplinary learning, systems thinking, understanding user emotion, reflection and feedback. One of the most significant thoughts developed in the project was Design for Social responsibilities bring an invaluable and lasting experience.
Job Creation

Cross polination of knowledge to look at social good

The Design process envisioned to create a new job opportunities and social orientated business. The service design opportunity considered participation of both gender, fulfill the local demand and economic opportunity in local market.
A strategic service solution with an intention, true to rural Indian helping the NGO’s, stack holder, policy maker to see this complex problem as creative challenge. The Design thinking exercise helps the stockholder to push beyond the boundary of known and connecting the dots which is otherwise not connected.

Envisioning a Design strategy true to rural India
A trigger for learning by sharing