

PORTFOLIO

BY: ANUSKA SAHU

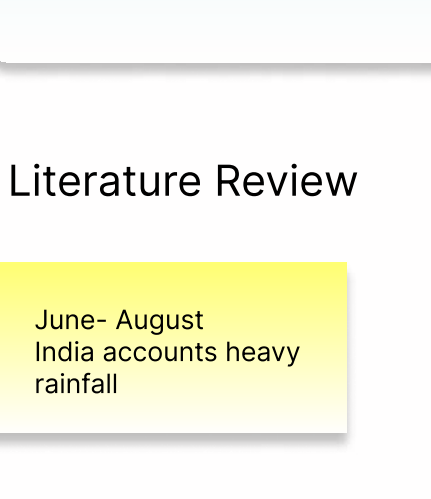
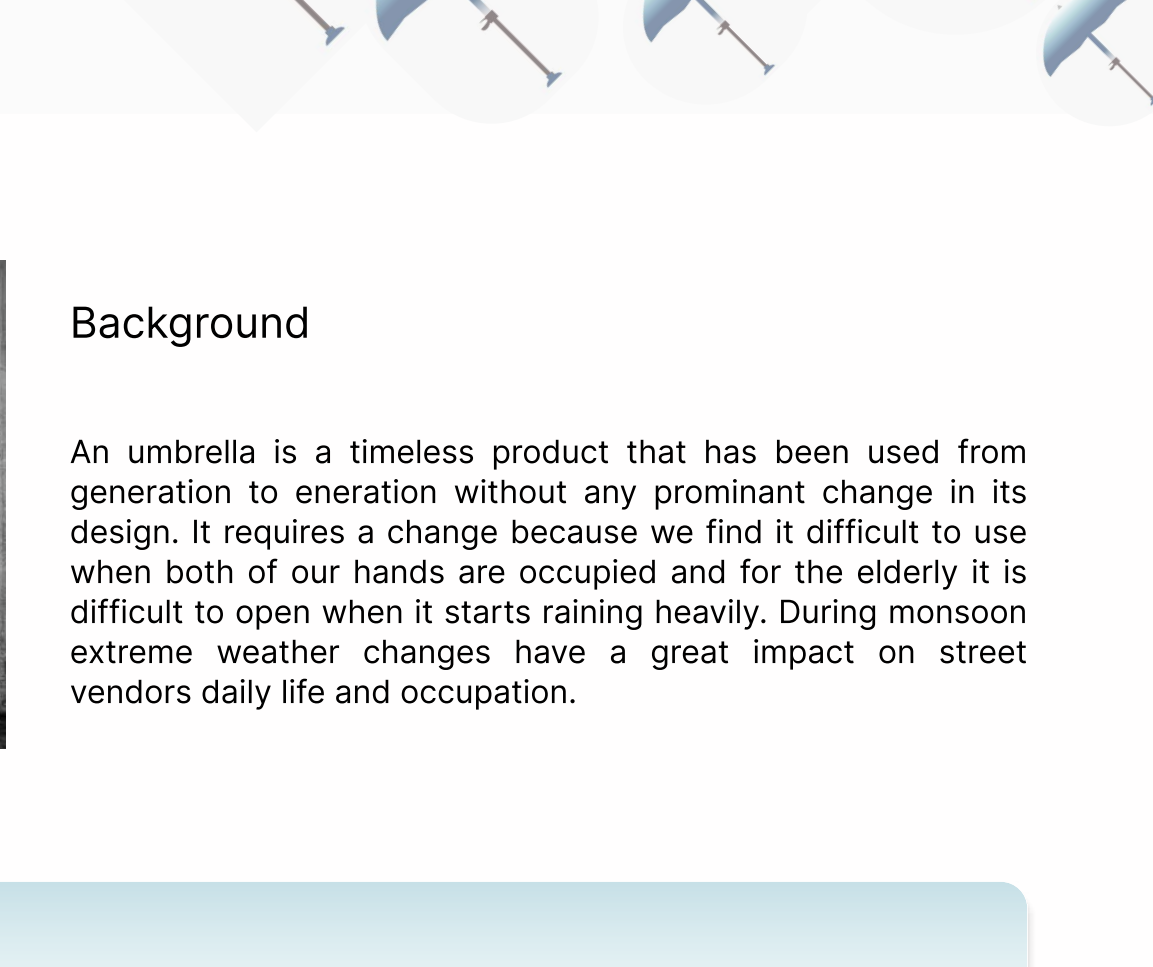
CONTENT

- 01 ----- Jalasah- Inclusive umbrella
- 02 ----- Natural Farming- Logo design
- 03 ----- Akshar- Book cover design
- 04 ----- Artworks- Poster

JALASAH

AN INCLUSIVE MULTIPURPOSE UMBRELLA

Product Design



Background

An umbrella is a timeless product that has been used from generation to generation without any prominent change in its design. It requires a change because we find it difficult to use when both of our hands are occupied and for the elderly it is difficult to open when it starts raining heavily. During monsoon extreme weather changes have a great impact on street vendors daily life and occupation.

The Aim

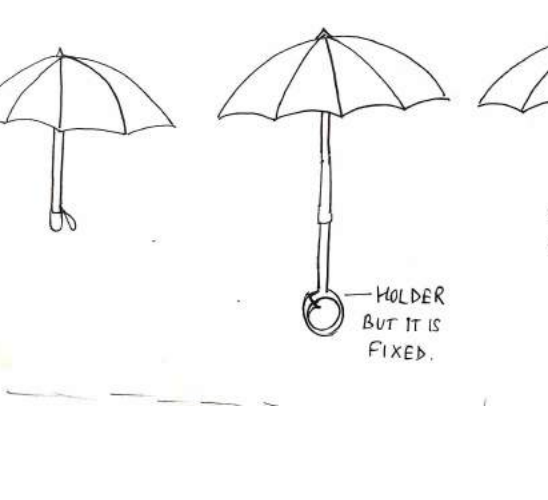
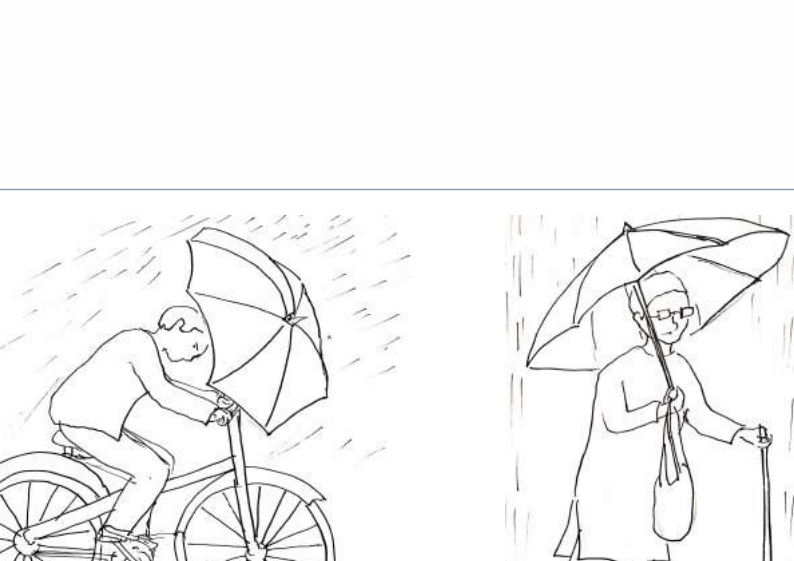
To design a product that would ease the process of opening and using an umbrella for elderly and street vendors.

Literature Review

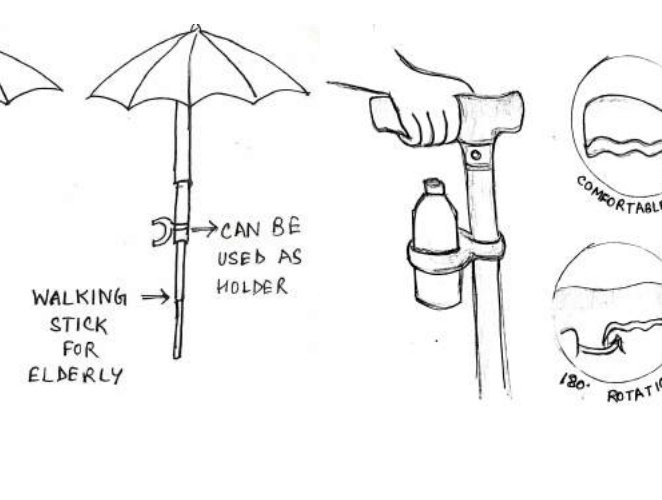
June- August India accounts heavy rainfall	11000 mm Average annual rainfall in the wettest parts of India.	60% Street vendors do not use umbrella during rain
1.39 billion population of India	104 million population above age 60	80% of elderly require mobility aid

JALASAH

Jalasah is a Hindi word meaning waterproof hat that protects the head and the back of the neck marine. The umbrella here represents something that will protect people from rain.

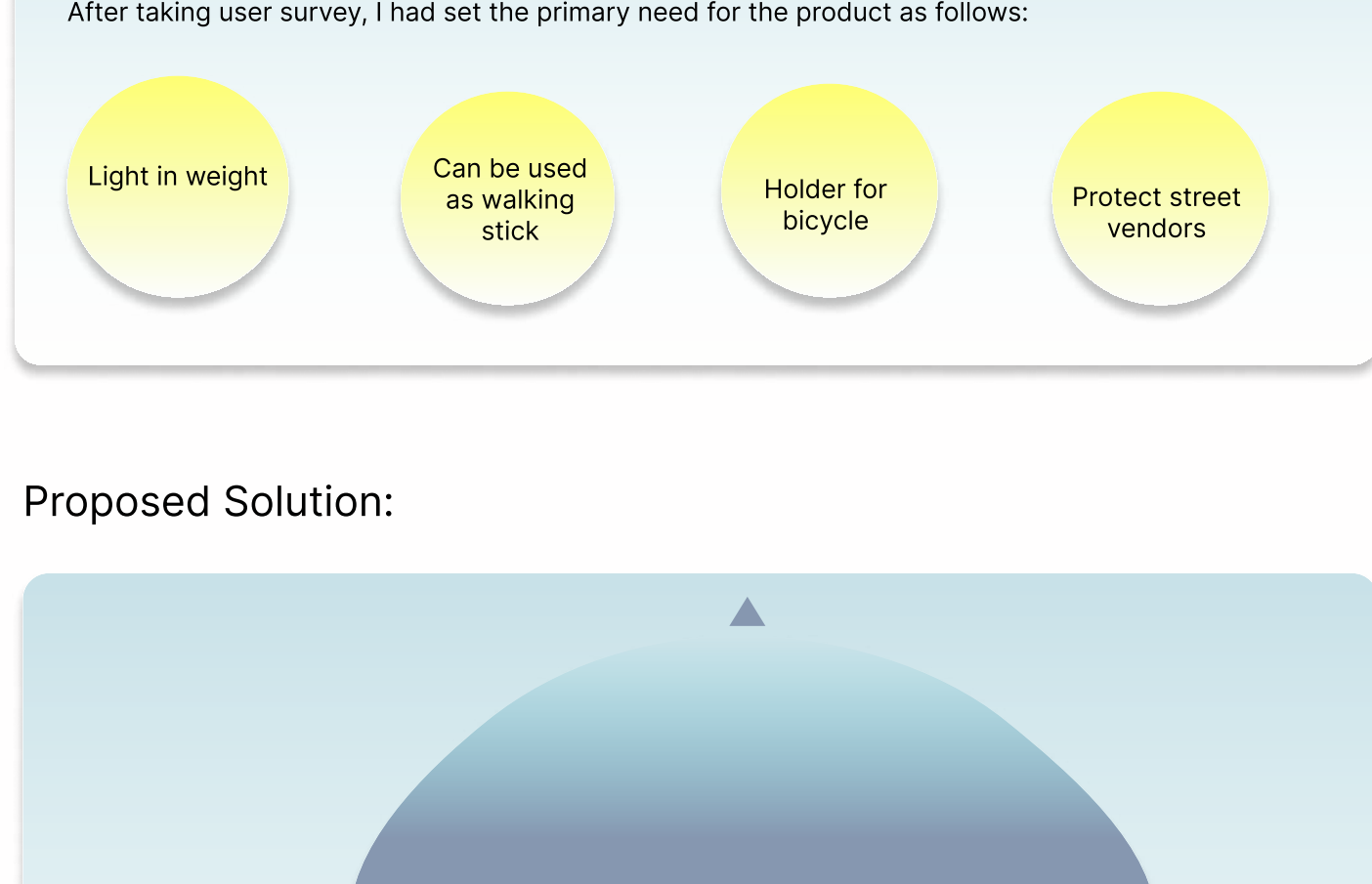


It is difficult to hold an umbrella while riding a cycle.



Street vendors are most affected because of not having any instant solution.

Ideation:

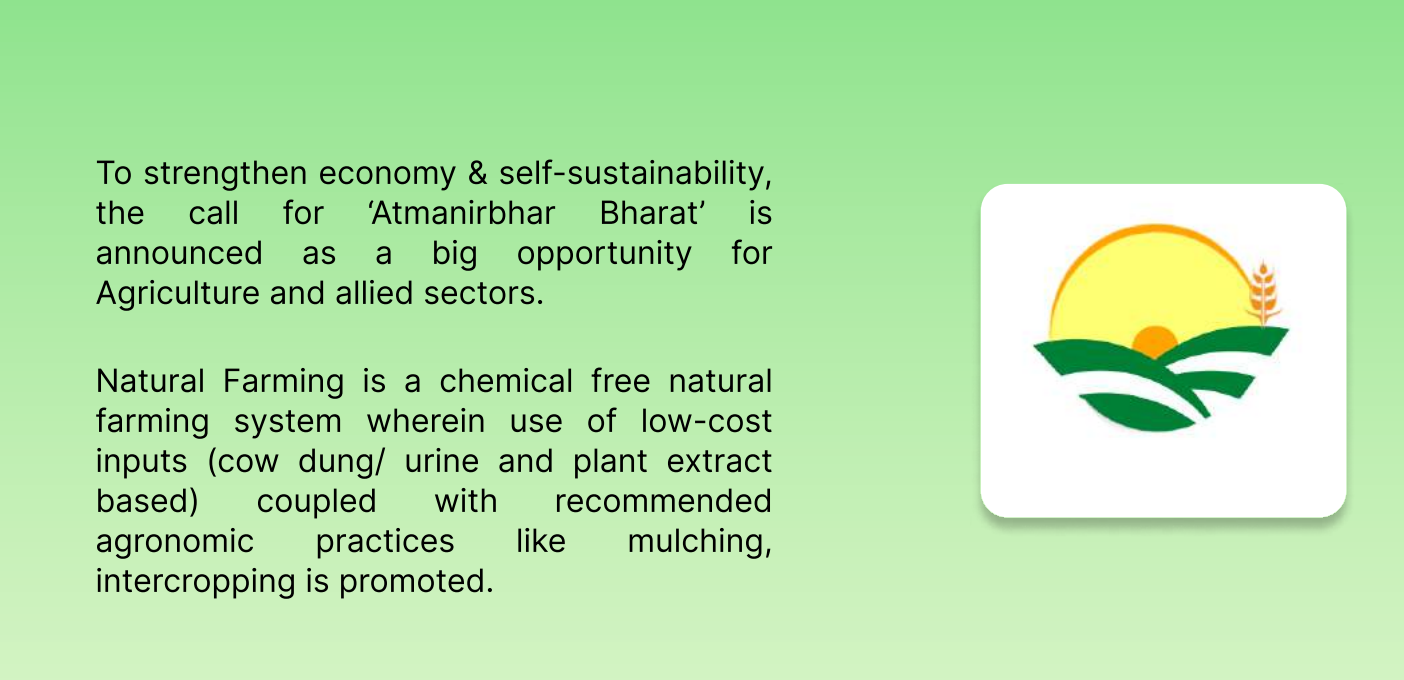


Problem Identification:

After taking user survey, I had set the primary need for the product as follows:

- Light in weight
- Can be used as walking stick
- Holder for bicycle
- Protect street vendors

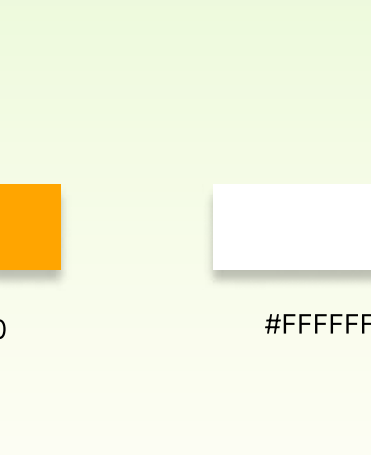
Proposed Solution:



NATURAL FARMING LOGO DESIGN COMPETITION

To strengthen economy & self-sustainability, the call for 'Atmanirbhar Bharat' is announced as a big opportunity for Agriculture and allied sectors.

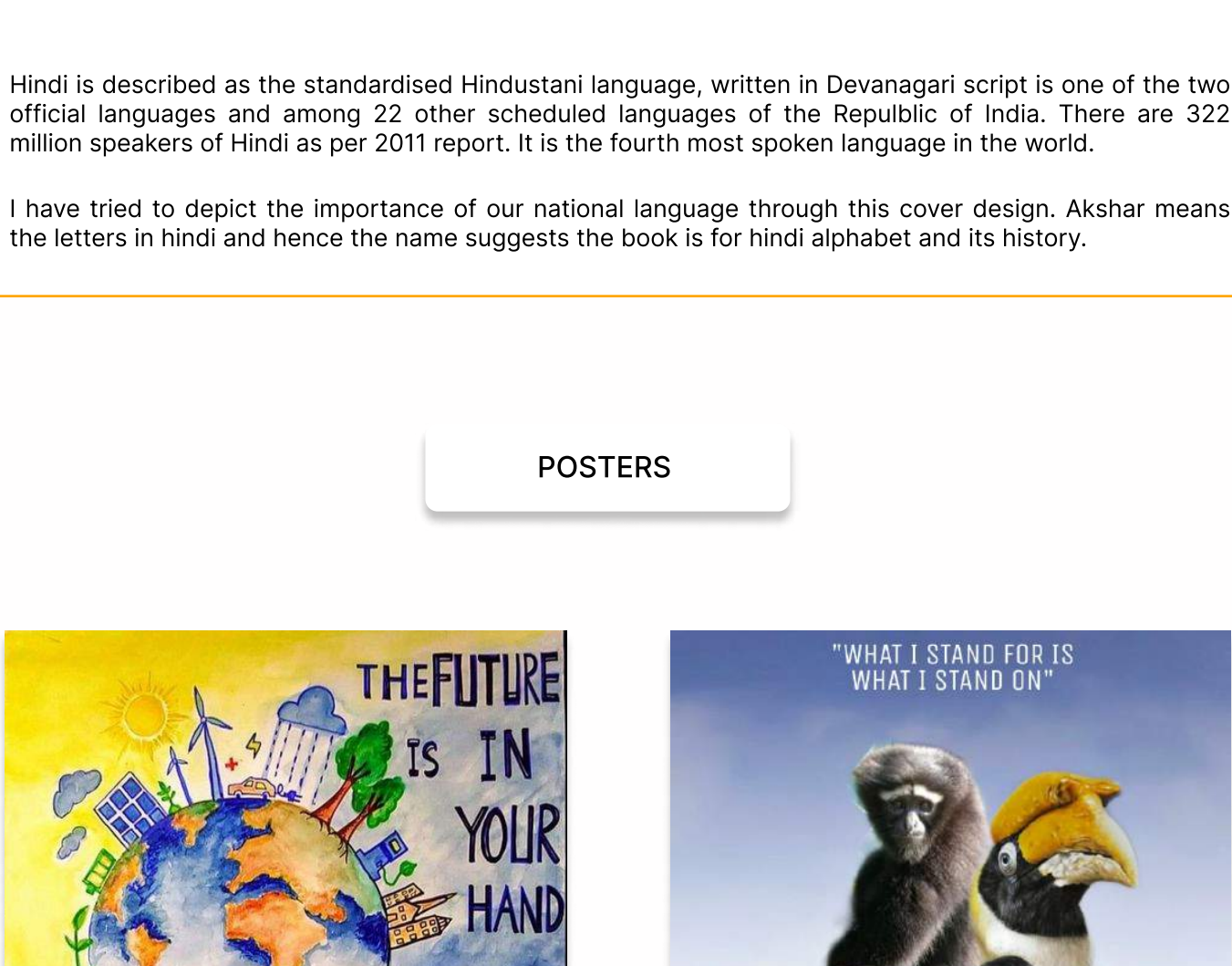
Natural Farming is a chemical free natural farming system wherein use of low-cost inputs (cow dung/ urine and plant extract based) coupled with recommended agronomic practices like mulching, intercropping is promoted.



Natural look	+	Represent Farming	+	Warm colors	=	
#008000		#FFFF73		#FFA500		#FFFFFF

MOTIVATION: My aim was to design a logo which shows natural farming is an environmentally sustainable way of growing food, founded not in practice, but in the principle that an equitable relationship of a farmer with nature must form the foundation of the farmer's actions.

HINDI BOOK COVER DESIGN



Hindi is described as the standardised Hindustani language, written in Devanagari script is one of the two official languages and among 22 other scheduled languages of the Republic of India. There are 322 million speakers of Hindi as per 2011 report. It is the fourth most spoken language in the world.

I have tried to depict the importance of our national language through this cover design. Akshar means the letters in hindi and hence the name suggests the book is for hindi alphabet and its history.

POSTERS



1st Prize, Poster design competition
Energy Club, Assam Engineering College

Come let's learn about climate change and how to help save our world as we know it. Let's work towards inspiring a better future this Earth Month and beyond.



Theme: I am Dehing Patkai

In 2020, Assam students with environmentalist took to social media and blew online bugle to save Dehing Patkai from rampant illegal coal mining. It is declared as 7th National Park of Assam.

Thank You