

आपके संग परिवर्तन

'Aapke Sang Parivartan' is chosen as the name for the campaign because it tries to hide the paradox which can often come out of the name 'Parivartan' itself.

The campaign aims at improving the image of Parivartan in local public perception.

Since the campaign aimed at initiating dialogue with the locals, appropriate symbols based in the reality of the local were tested. Khatiya or charpai, which is an Indian daybed, seemed like a symbol that could truly work.

A khatiya is a highly functional and mundane piece of furniture based in the everydayness of the locals.

This piece of furniture also has great social utility. It is usually kept outside of homes and makes up a casual space for conversation when used.

The Khatiya also has some ritualistic significance based in the Hindu rituals. In context of Indian villages, the khatiya is usually the space for village elders to sit on and is often a part of dowry as well.

Traditionally, a charpai consists of a strong wooden frame with four legs with some woven fabric around it.

Through the medium of Khatiya, the ideology of Parivartan finds its space right in the social fabric of the locals itself.



परिवर्तन हो तोह कैसा हो?

As part of the campaign, Parivartan sets up a pop-up shop in each of its core villages for one week each. This is the khatiya shop where there are ready made wooden frames and fabric to make your own khatis. Locals are invited to do just that.

At the shop, there would be members of the Parivartan's Livelihood vertical in which local women learn the craft of weaving and make a living out of it. People of the village would be exposed to the craft of weaving when they would be given some tutorials on how to make a khatiya. Smaller models of wooden frames would be used for tutorials. Village elders, adults and children can all participate in this workshop.

On completion, people would be free to take their khatiya to their homes.



बुनियाद... परिवर्तन की

Dialogue is key to the development of our societies.

The making of a Khatiya together with the locals can be symbolic of the effort to initiate a dialogue. A dialogue about development. Parivartan, as an organization needs to be on the inside rather on the outside for both parties to benefit. There is a need to build a foundation for a strong relationship with the locals. As I imagine it, this foundation has four legs and woven fabric wrapped around it.

