Section I (Narrative)

The goal for the project was to leverage Medical Illustration concepts to make critical disease information available to millions of rural Indians. India is full of different cultures and languages. This diversity can sometimes create barriers and make reaching out to everyone a challenge of itself. One solution to spreading information would be finding a universal language. Being a design student dedicated to finding better, efficient solutions, I found no better way to communicate about disease information to mass audiences other than using graphic illustrations supported with simple information in India’s top 5 languages.

Over last decade, mobile phones penetration in India has increased significantly. A study by market research agency Kantar IMRB reported double digit growth to reach 627 million internet users in 2019, driven by rapid growth in rural areas. Rather the rural growth is outpacing the urban growth. Use of smartphones and therefore mobile internet for education in rural India is now clearly seen as big opportunity. Social medias like You Tube and WhatsApp are enabling video education in India.

In my IB Sophomore, I made an illustrative “Stop Zika in India” brochure in Marathi language, for my project. School staff (drivers, cleaners) knew only Marathi, and benefited from illustrations.

This demonstrated that Illustrative Videos in local Language is the best way to deliver medical information. Availability of mobile internet in rural India provides a 24x7 medium to reach out to remote most of rural India and thus will serve as a convenient distribution channel for my project.

I believe my project is responding to a current issue because as the project went on and we uploaded information regarding Zika, we learnt about the first Zika case that made a reappearance in India after a good while. If people realize how to combat diseases and stay protected in general, avoiding such situations would become a lot easier.

Because this project was targeted for people living in India, it made sense to carry out the project in India where the doctor for this project was also based.

Due to heavy lockdowns, we were worried about finding translators and being as socially present as mentioned in the goal. Luckily, the area where we were based and word of mouth, helped us meet up with other doctors from the Serum Institute of India based in Pune.
Growing up I defined peace in a very literal context. Harmony and anti-violence seemed to be the only answer and context peace could be seen in. However, as I’ve matured, I realize peace is more of an attempt to restoring what has been broken, being content with oneself and others around you.

My hope is that having medical information available in a universal language helps others get a peace of mind when it comes to finding approved, accurate information from the internet. By creating a social base which people can rely on, I will be on an eternal mission to try and reduce the possibility of others getting scammed and/or wrongly diagnosed, especially in the rural regions.

Section I (Narrative continued)

“Small, good deeds collect and come back to you in big ways” – Uma Kamat and Alka Kamat

We felt this was apt for the situation as working on this project and getting it to where it is now has been a long journey. We are thankful that Projects for Peace believed in our work and helped fund it so that we could take it to the next level.
Section II