



BHOJ

Mitalee Makwana

Semester 4

Acknowledgements

I would like to thank my professor Ms. Shweta Rai for guiding me throughout the project. Without her guidance this project would not have completed. I would also like to express gratitude to the lab assistant Mr. Mansingh for guiding me about metal as a material. Throughout the project my batchmates helped me learn through my mistakes and provided me with valuable suggestions. A big thankyou to all of them. Any attempt at any level can 't be satisfactorily completed without the support of my parents.

- Relishing The Dabba -

Lunchtime at an office is a time when many grand unveilings take place as these imposing towers of food get extracted from the bags. Each storey of food is laid out, and the process of gradual discovery begins to unfold. The lighter stuff floats on the surface, bits of salad, a little katori of dahi, a piece of lime, slivers of pickle. As we move downwards, the food quotient of the box gets dialled up, and the vegetables, dals, rice and chapattis make their appearance.

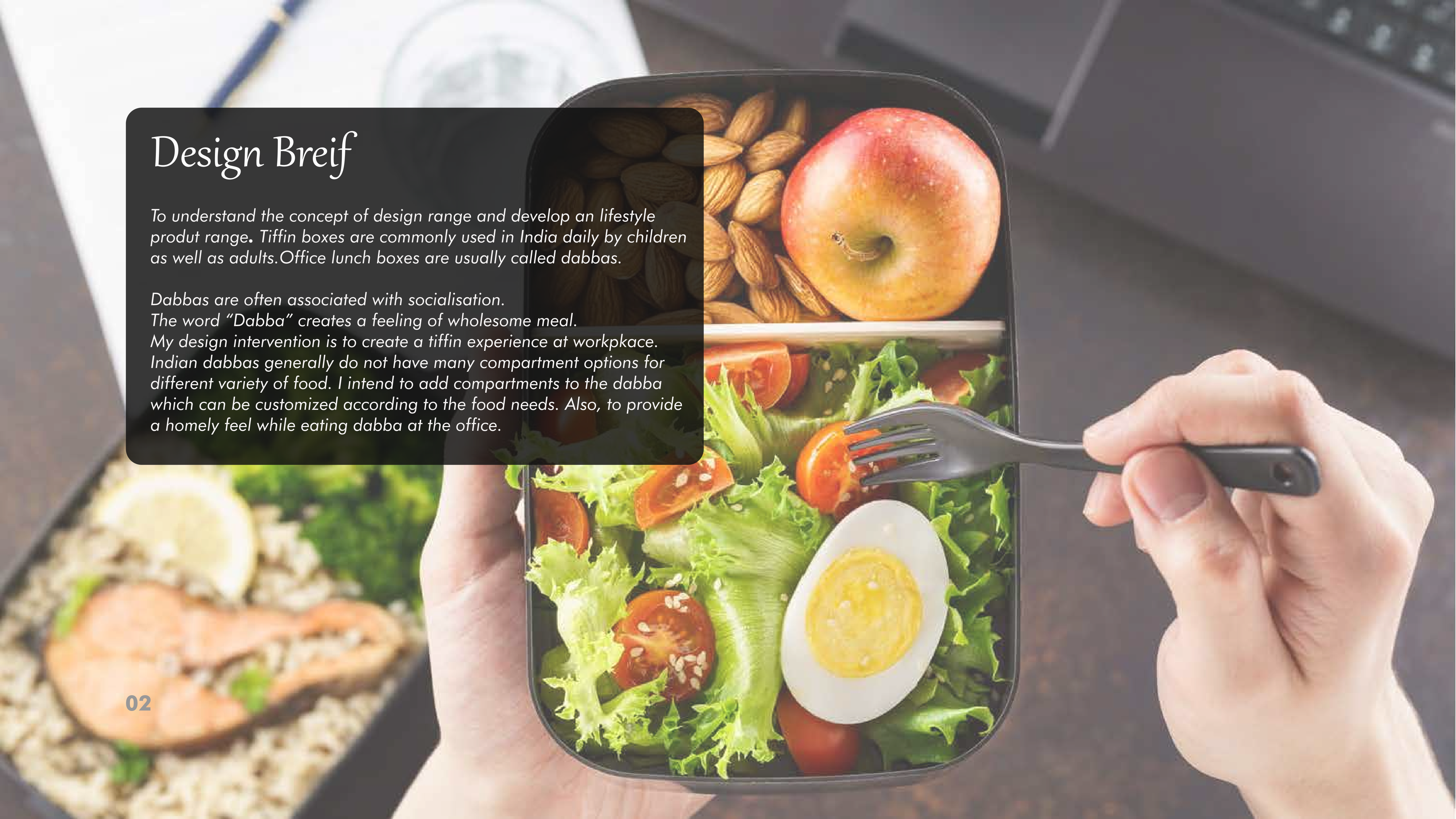
The tiffin-box beams with metallic pride, three storeys of home that one carries to one's place of work. The design of the tiffin-box recognises that lunch is a serious affair, consisting of several layers of hunger, each of which need a box to itself. The world may be large and it may be round but as long as it revolves around a tall, magnificent tiffin-box, it can never be entirely incomprehensible.

Santosh Desai

Design Breif

To understand the concept of design range and develop an lifestyle produt range. Tiffin boxes are commonly used in India daily by children as well as adults. Office lunch boxes are usually called dabbas.

Dabbas are often associated with socialisation. The word "Dabba" creates a feeling of wholesome meal. My design intervention is to create a tiffin experience at workpkace. Indian dabbas generally do not have many compartment options for different variety of food. I intend to add compartments to the dabba which can be customized according to the food needs. Also, to provide a homely feel while eating dabba at the office.



Studying The Changing Habits

- In the 21st century, **'Lunch box' has become more and more important**, and today people pay more attention to what they eat and how to eat it. Therefore, the lunch box has once again entered our lives with this new understanding.
- Employees including **young and elder employees** must eat their lunch in their working hours to be able to carry out the task the whole day. Types of foods eaten by employees varies on their age as well as regions.
- In a survey done by a diet association, it is found 52 % bring lunch from home and eat at their desks, 27 % purchase their food from a restaurant or cafeteria and bring it back to their desk, 21 % don't eat proper lunch at lunch time
- **Saving time and money** is the main reason workers eat at their desk.



52 %
Brings lunch
from home
and eat at
their desks.



21%
Don't eat
proper food



27%
Purchase food
from outside



Current Scenario

- Lack of customizable sections
- Some people do carry multiple tiffin boxes to carry side items like pickles, sweets, etc
- The roti gets crumpled.
- People eat from the tiffin itself.

Preferred Indian Meals At Work

- By the deductions of the brief survey conducted among person of the **B1 salary** in the metropolitan city of **Gurgaon, Ahemdabad, Surat, Chennai** etc. I understood that different people like to carry a variety of food on different days.
- Some like to carry **fast foods** like sandwiches, pav bhaji on certain days.
- Some people like to eat a **heavy meal** of Dal, Rice, Sabji and Roti.
- Some carry a **combo** of Dal and Rice, Chole and Rice, Manchurian and Noodles, etc.
- Some also carry **side items** like sweets, fruits ,fryums, pickle etc along with them daily.

Rajma
Chawal

Sabji + Dal + Rice + Roti

Cucumber, Tomato
Carrot salad

Lemon Rice + Curd +
Salad + Laddoo

Sabji + Dal + Roti

Chinese Gravy + Rice

Chole Chawal +
Curd + Sprouts +
Papad

Veg. Sandwich + Juice
+ Pasta

Idli + Vada +
Sambhar

Pav Bhaji + Pulao

Paratha + Flavoured
+ Pickle Curd

Thepla + Curd +
Pickle + Fruits

Poha + Protein Bar
+ Chidwa

Uttapam + Sambhar
+ Fruit + Biscuits

Vegetable Roll +
Sauce + Fryums
+ Dry Fruits + Juice

Sabji gravy +
Rice + Papad +
Pickle + Raita +
Gulab Jamun



Emotional Connection With Food

- Eating your favourite food when your day goes bad...
- Laughing with your love over some food from a home cooked meal...
- Catching up with old friends at your favorite restaurant...
- Exploring new dishes when you have saved money...
- Having your favourite meal after having a long day...

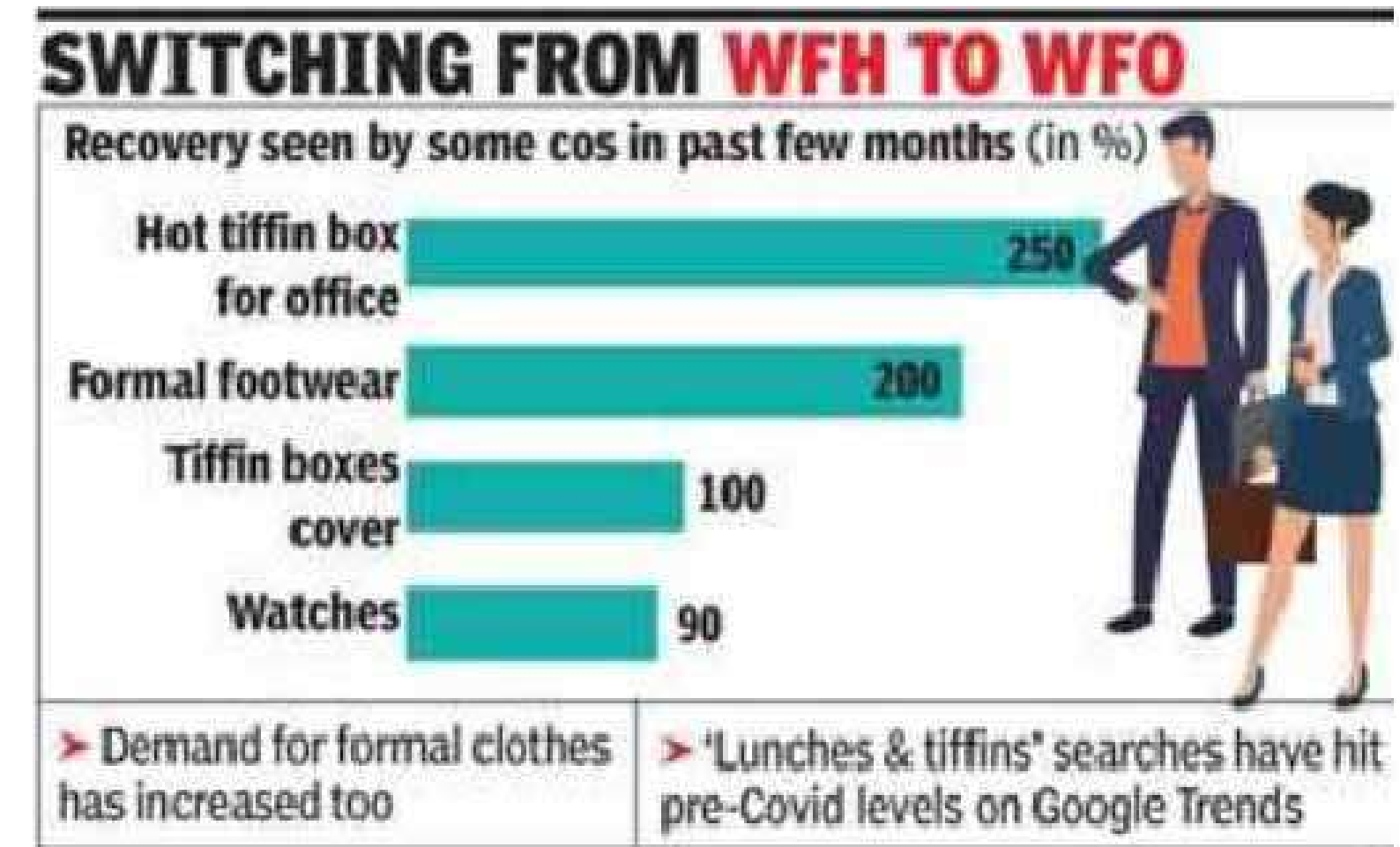
Benifits Of Carrying Lunchbox At Work

- It is a **cheaper** option than buying food from outside.
- Bringing your personalized lunch box to work, can help you **releive stress** and make you **happier** on a tough or busy day.
- Helps in **avoiding food waste**.
- It helps in **socializing** and knowing more about colleagues.



Post Covid Effect On Tiffin Boxes

- Times of India states that **lunchboxes are selling like hotcakes.**
- Over the last month, as offices started opening, we have seen a change in consumer trends with the **'hot tiffin box for office range growing by 250% and tiffin boxes cover by about 100%.**
- Tupperware said that there was a drop in the demand of lunchboxes and bottles due to pandemic.
- There has been increase in the demand of lunchboxes in the last few months. This shows how these unprecedented times have made people **health-conscious** and they now choose to carry their own food to workplace.



Material Research

- **Plastic Tiffin Box** : The quality of the plastic tiffin box is generally very light and easy to carry, but the plastic tiffin carrier with poor quality will produce certain toxicity when heated.
- **Glass Tiffin Box** : Glass tiffin box is non-toxic and harmless. Among all the tiffin boxes, its usage is the most secure one. This kind of lunch box can be heated by microwave, and it is normally easy to clean.
- **Ceramic Tiffin Box** : Ceramic tiffin boxes are leak proof and microwavable. But they are easy to break.
- **Bamboo Tiffin Box** : Bamboo is an excellent alternative to plastic which is not an environmentally safe product.
- **Steel Tiffin Box** : Stainless-steel is antibacterial and won't leach any harmful chemicals into your food. It reduces the health and environmental impacts.



Occupation and Designation

92 responses

Business - Managing partner

Business & MD

Manager- Finance, Legal & Taxation

Serviceman AM Material Managenment

Retired from L & T - Engineering Manger

VP

Freelance financial advisor

Engineer, Business Development

Manager

92 responses



Accepting responses



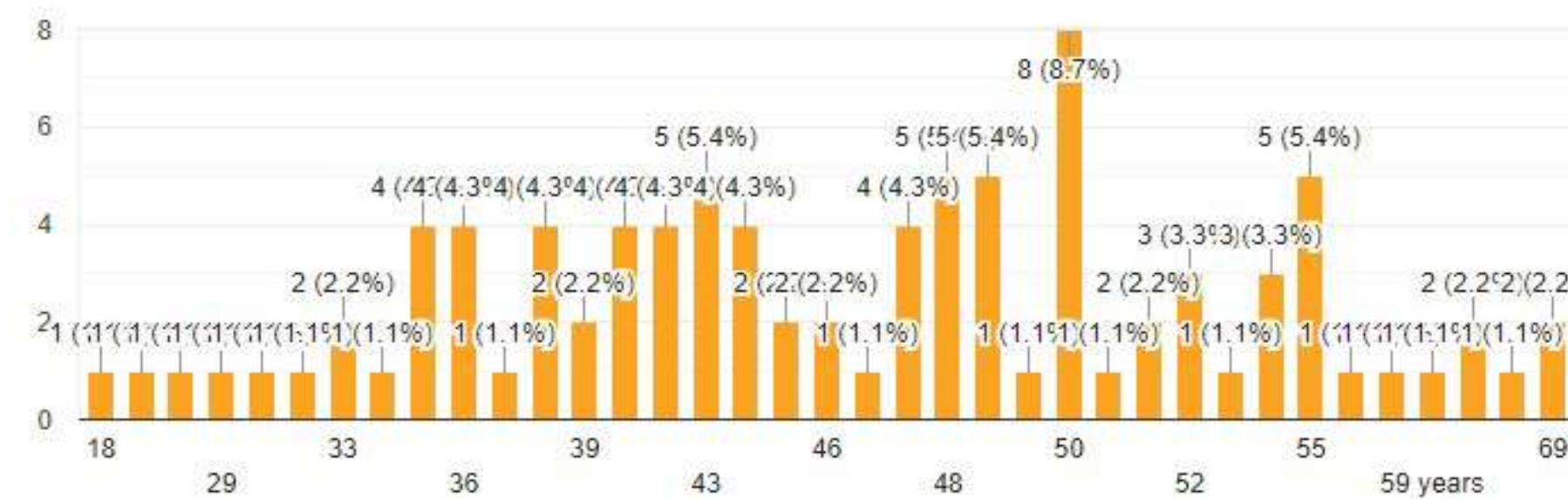
Summary

Question

Individual

Age

92 responses

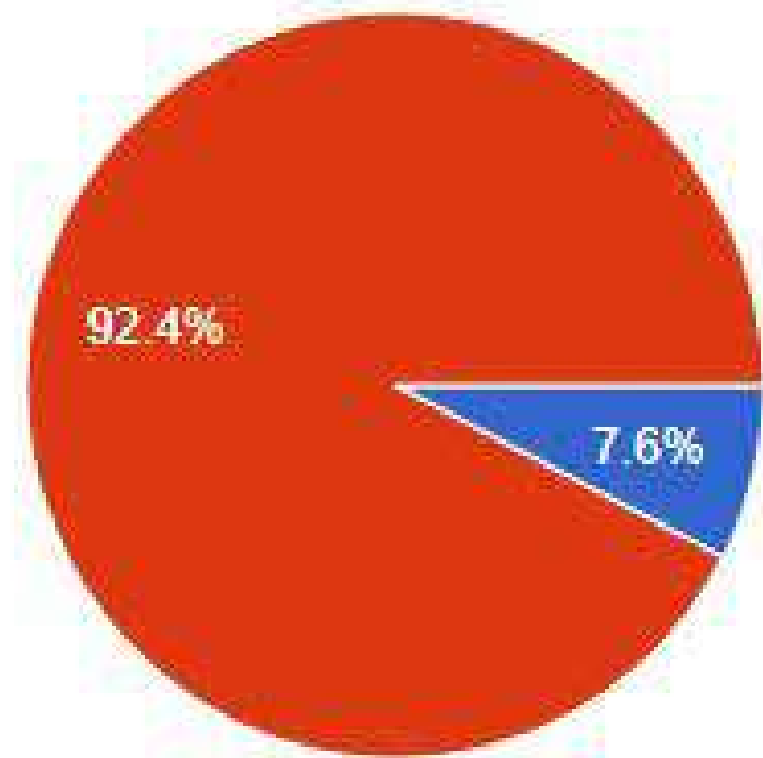


Survey Research

I surveyed the corporate office workers to understand their tiffin habits and how satisfied they are with their lunch break experience.

Do you have any long term illness?

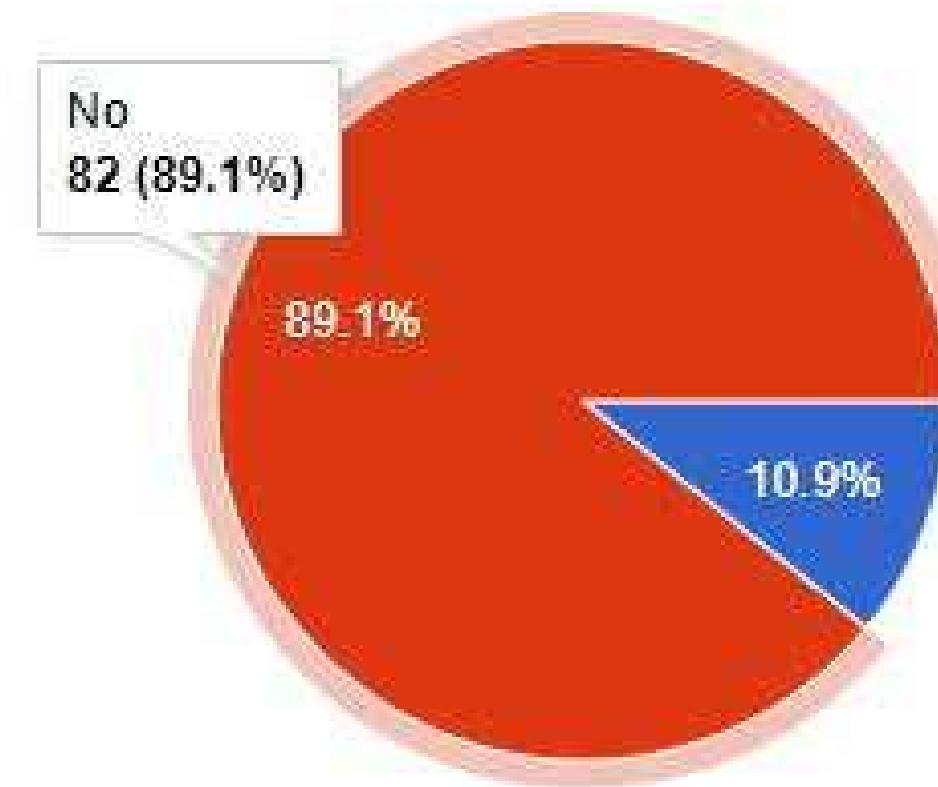
92 responses



● Yes
● No

Do you have any sort of food restrictions due to any illness?

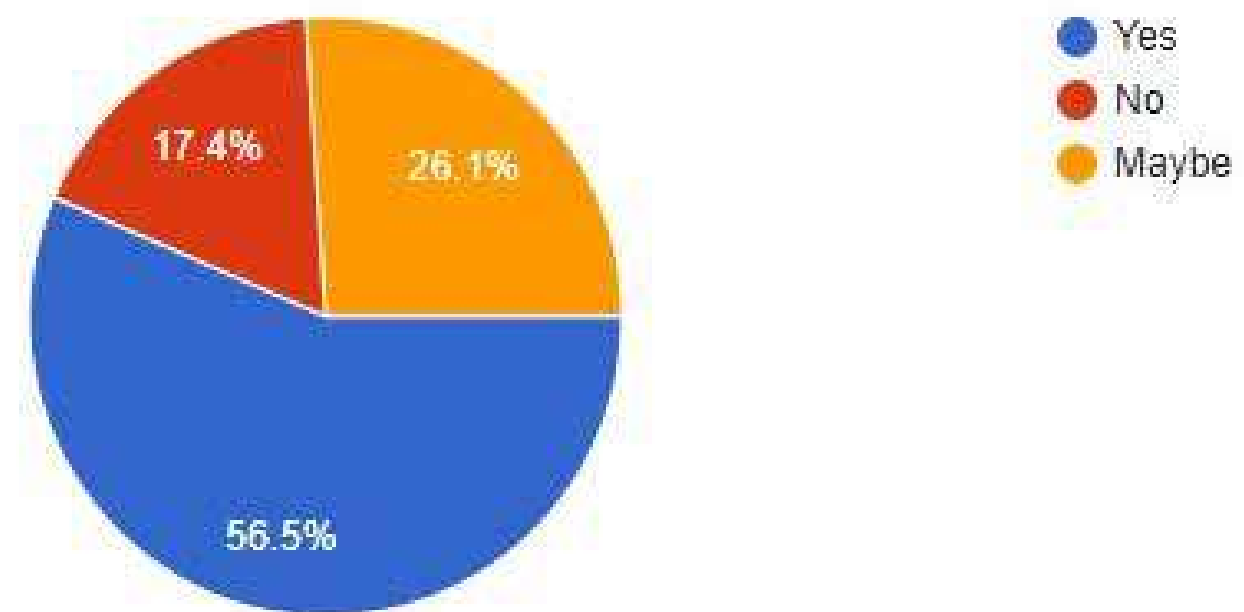
92 responses



● Yes
● No

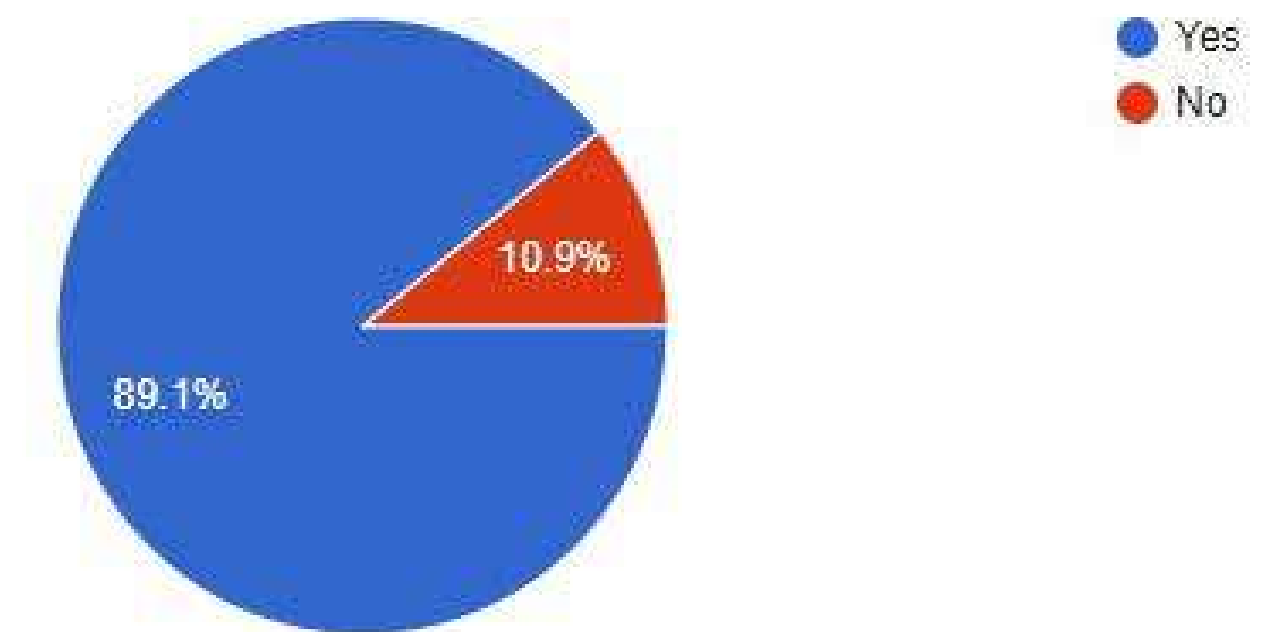
Have you become health conscious after the pandemic?

92 responses



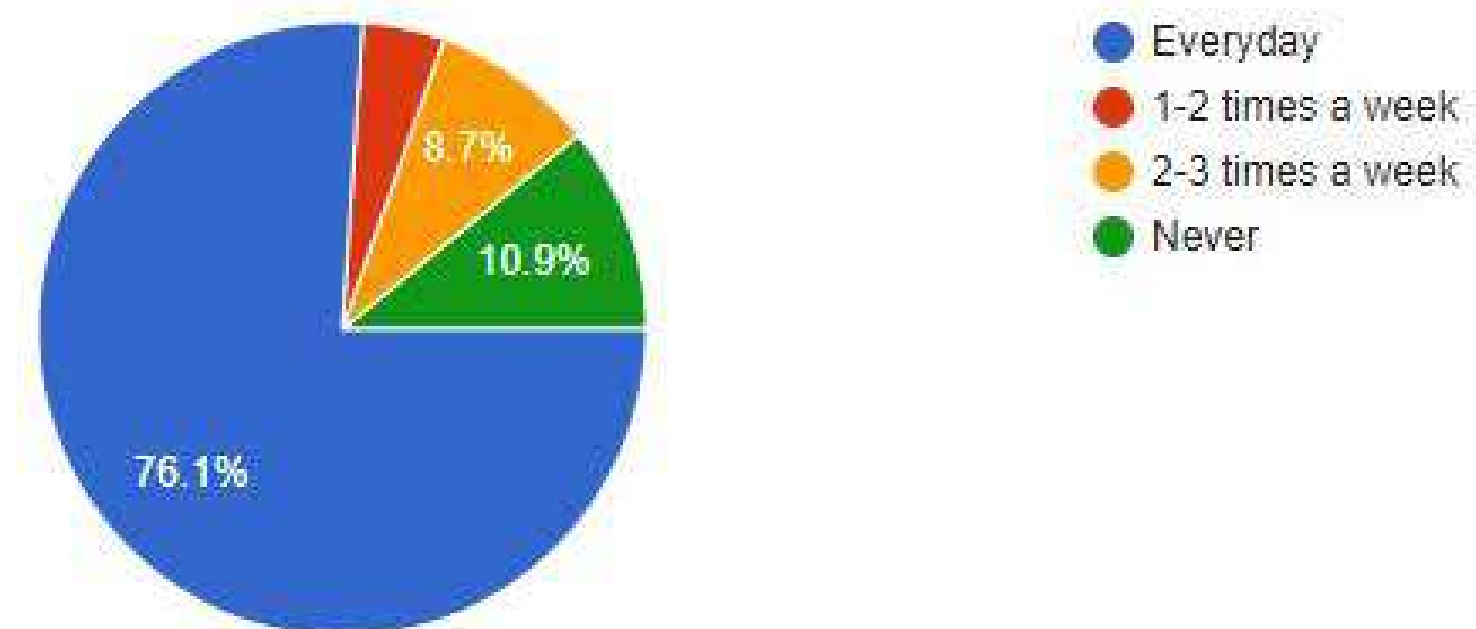
Do you carry lunchbox at your workplace?

92 responses



How often do you carry lunchbox at your workplace?

92 responses



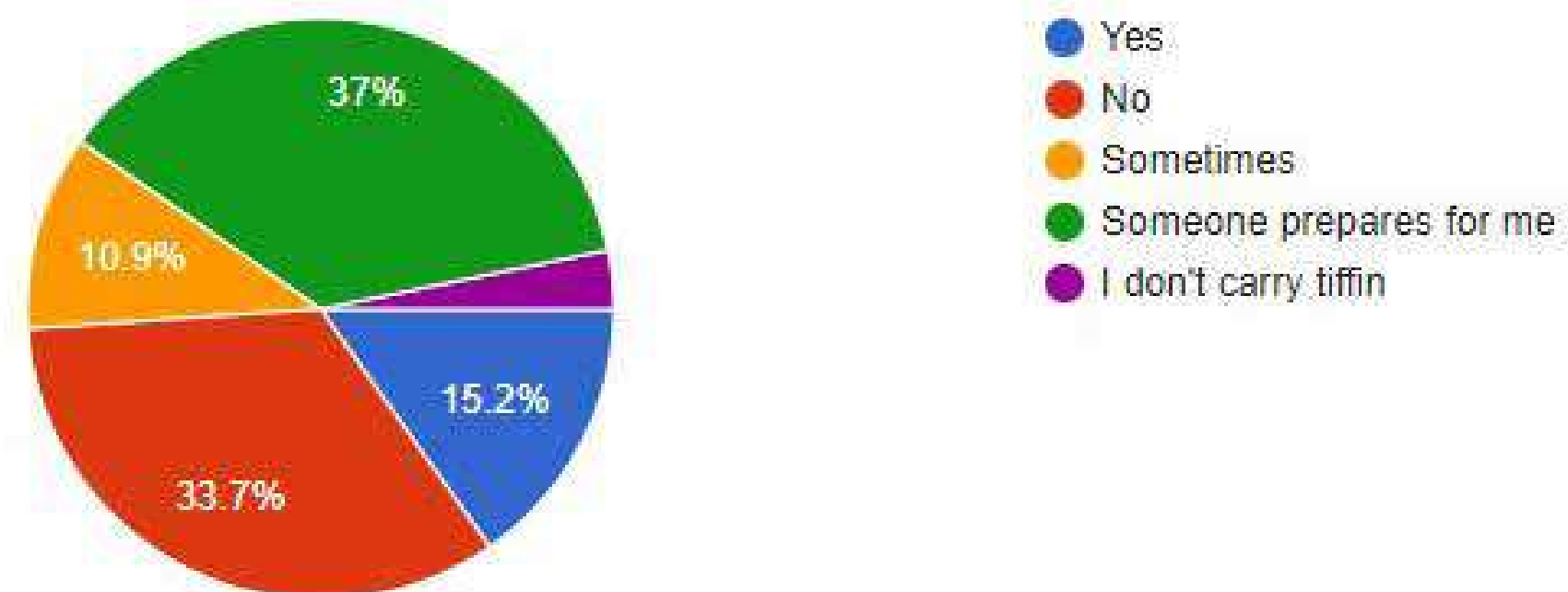
What do you usually eat for lunch?

92 responses



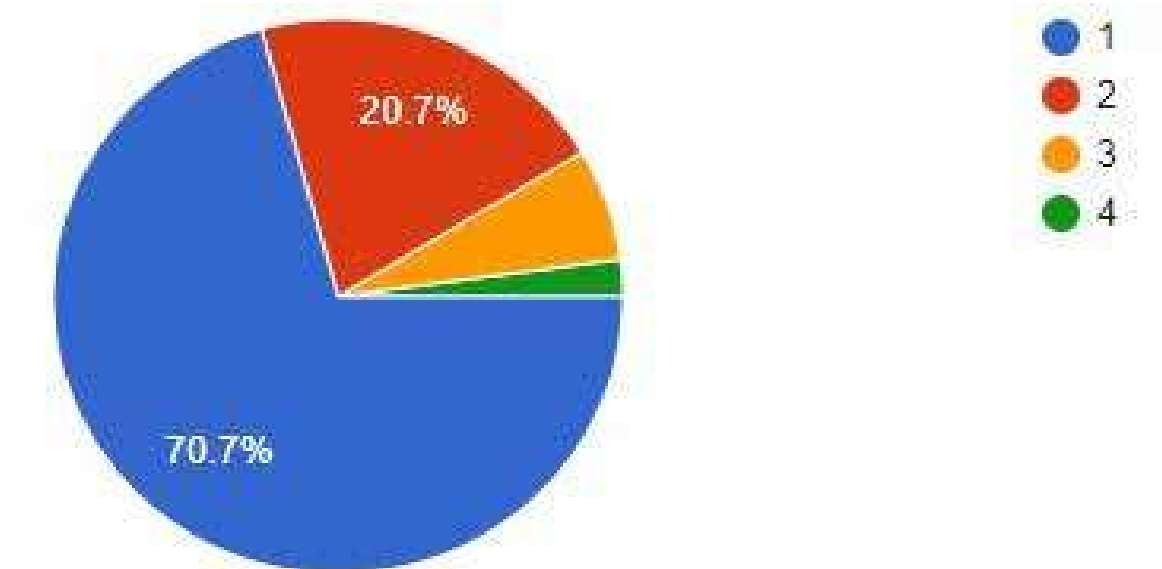
Do you prepare your own tiffin?

92 responses



How many food breaks do you get at your workplace?

92 responses



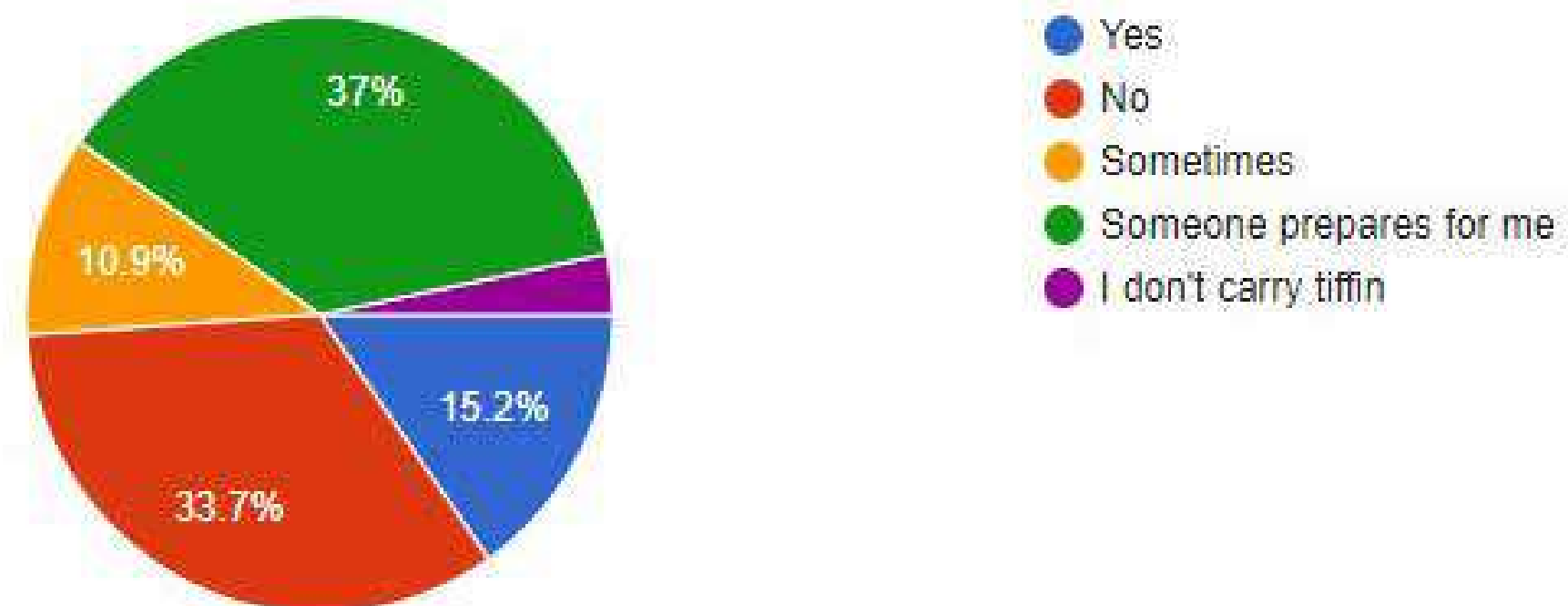
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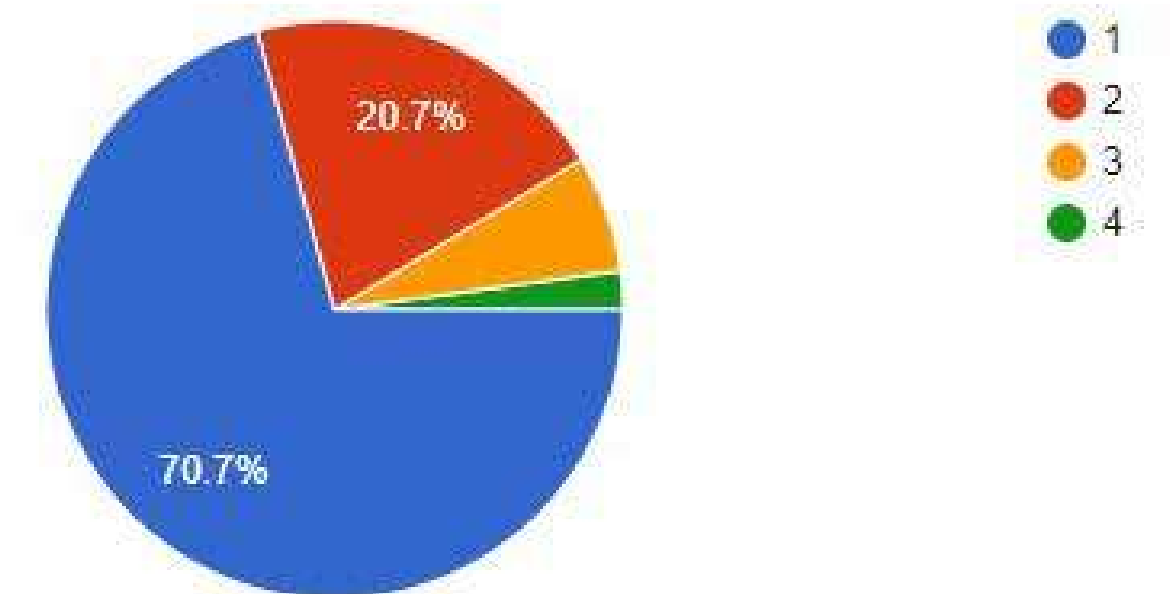
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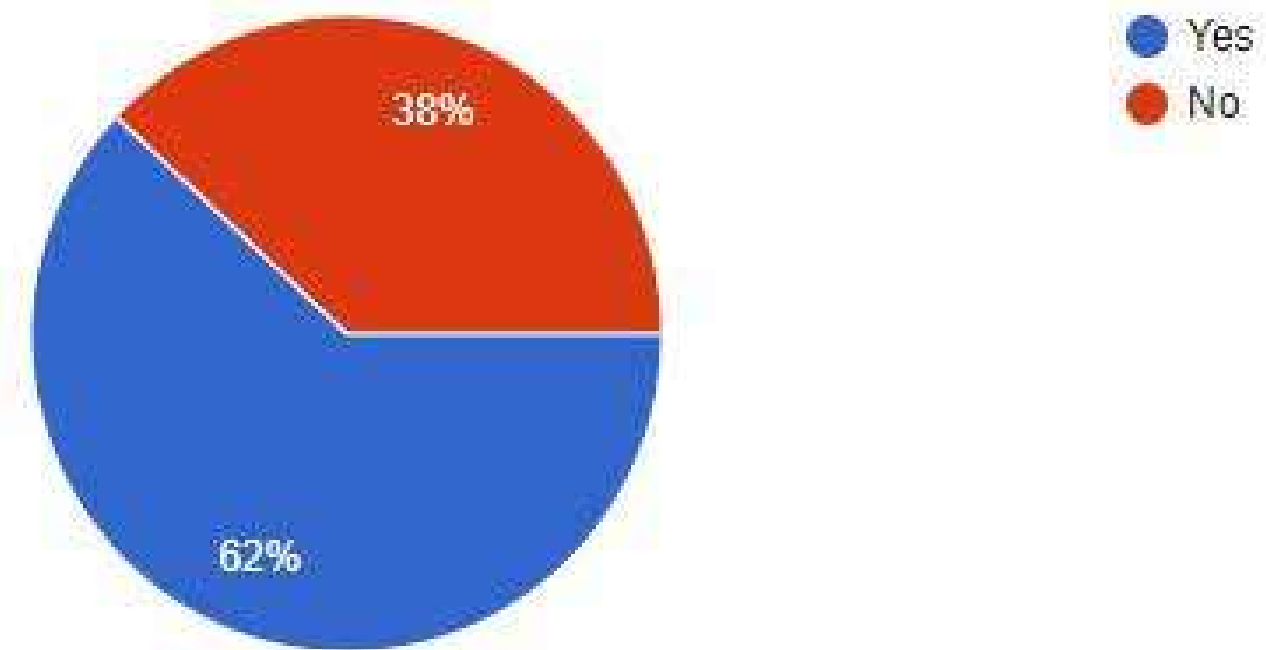
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92 responses



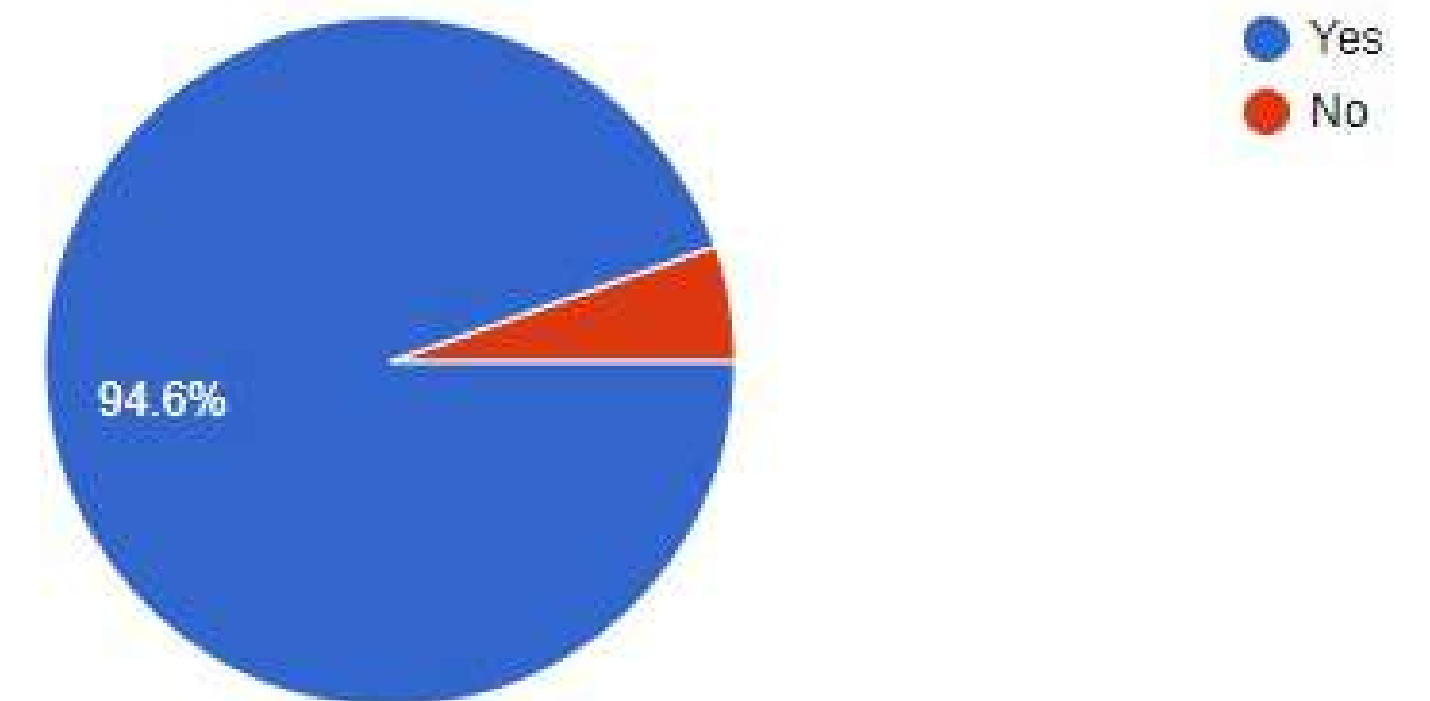
Do you keep a check on your nutrition while eating your lunch?

92 responses



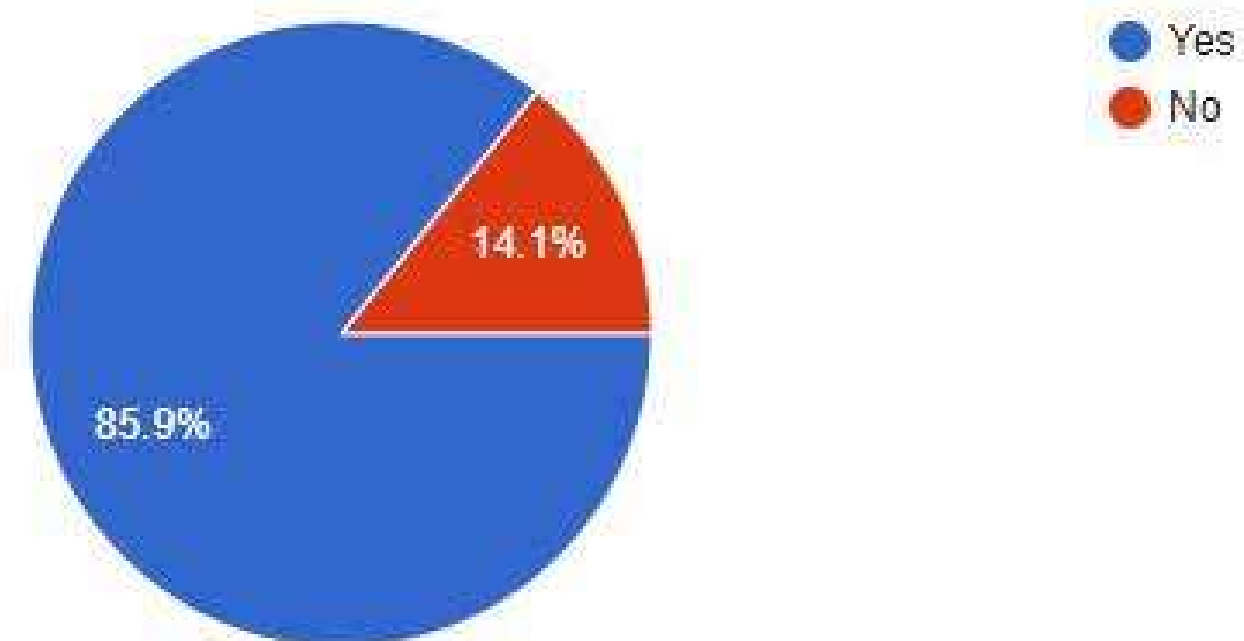
Do you agree that having lunch together, helps you socialize?

92 responses



Do you feel that your tiffin is spacious enough to carry sufficient food ?

92 responses

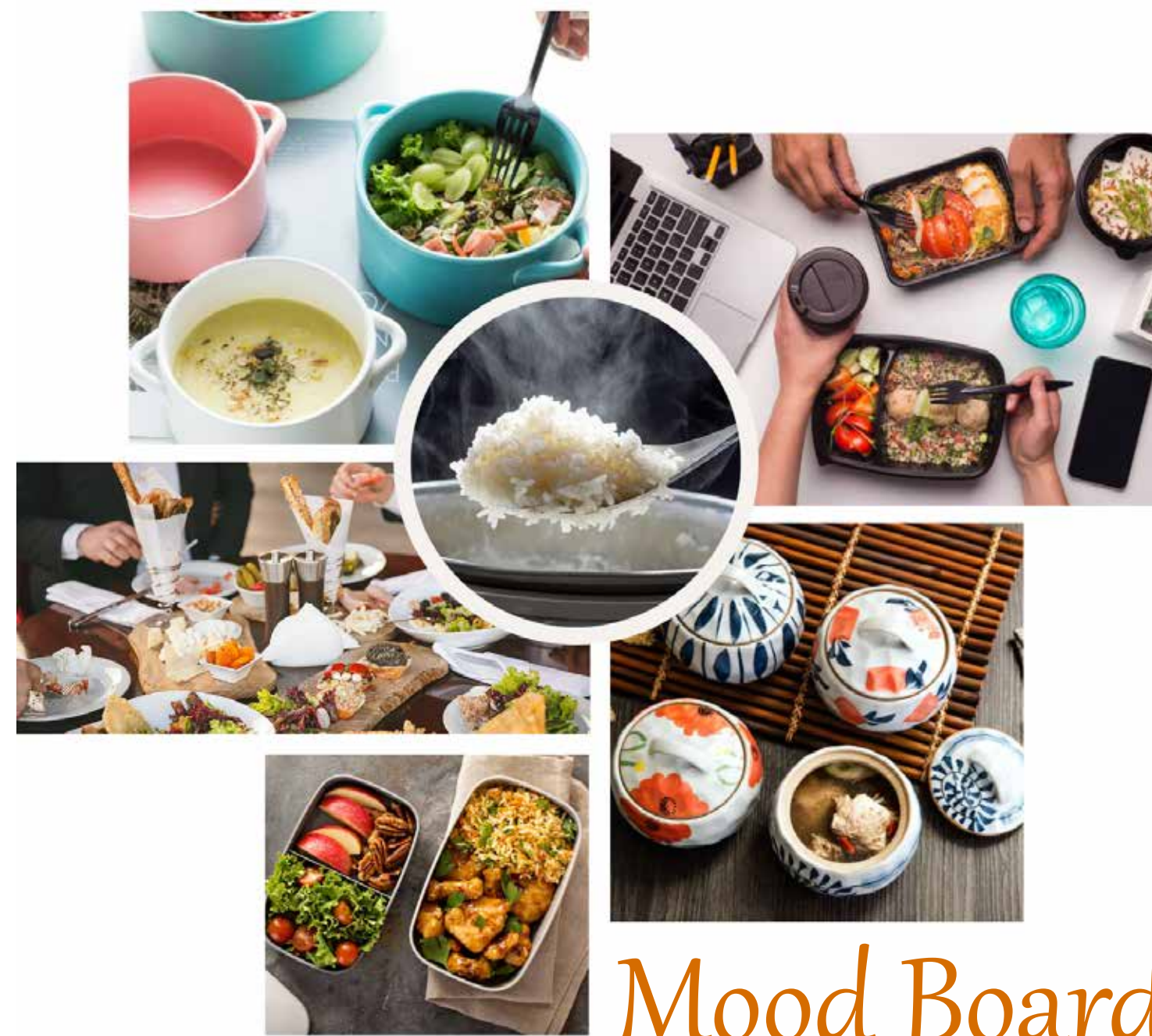


Material - Bronze

Copper or brass reacts with sour food, salt and lemon which can be harmful for the body. Therefore, they are not recommended to eat or cook in. Whereas, Kansa or Bronze does not react with sour acidic food hence, it is the best metal to eat and cook in.

- **Enhances gut health** : The Kansa alloy supports in purifying and alkalizing the meals eaten and cooked which enhances the digestion process.
- **Beautifies skin and reduces fat** : Restores the skin's beauty and will make you glow.
- **Anti-inflammatory** : Kansa has copper that reduces inflammation and highers the hemoglobin level.
- **Stimulates cardiovascular health** : It eliminates anemia and controlling blood pressure.
- **Boosts Immunity** : If you will use this metal daily, then, assuredly the immunity will improve.





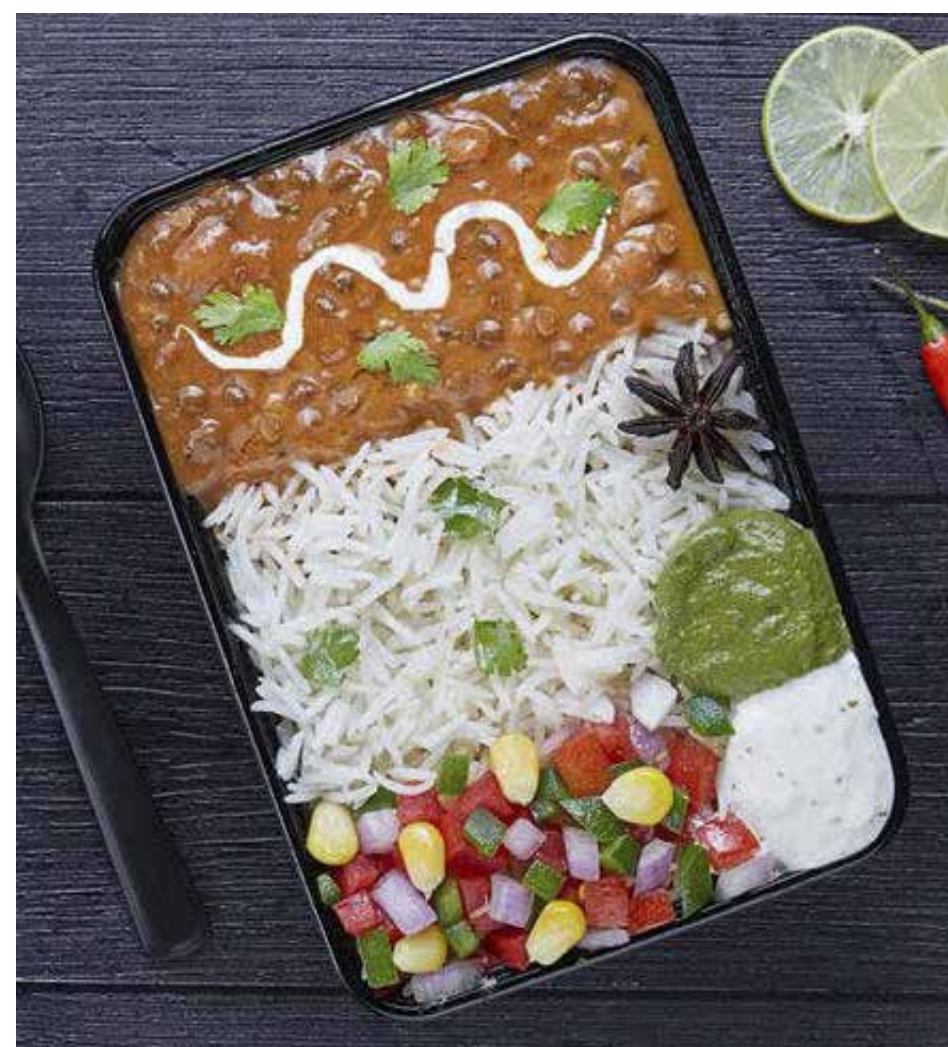
Mood Board

User Board





Stackable
VS
Flat Lunch Box

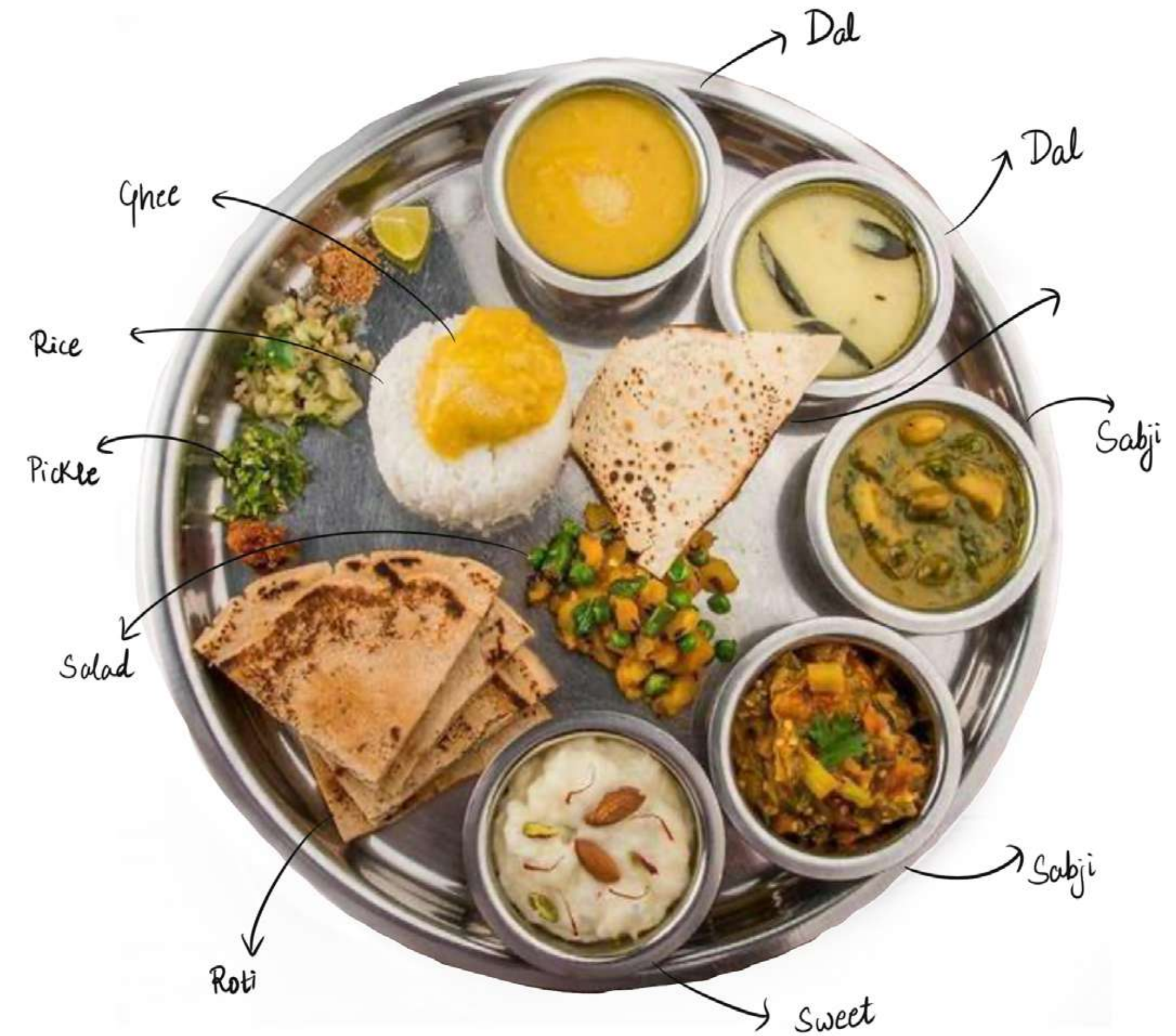


Need For Stackable Dabbas

- When I surveyed corporate officers, I understood why they prefer Stackable Lunchboxes.
- Indian meals have a heavy portion of Dal, Rice, Sabji and Roti. Along with this people also carry pickles, salads, papads etc. Flat boxes do not offer much portion size.
- Stackable lunchboxes are easy to carry than flat lunchboxes.
- Flat boxes can easily lead to mixing of gravies as well rice.

The Thali Emotion

- An Indian thali is **riot of colors**. A Thali is a round **stainless steel plate** used in India. It is usually made up of steel or any other metal. No Thali is complete without the small **round "katoris"** or little bowls made of the same metal.
- Round thali creates an **emotional bridge between food and Indians**.
- Therefore, I decided to keep the shape of the tiffin round, to give the consumer a **homely feel**.

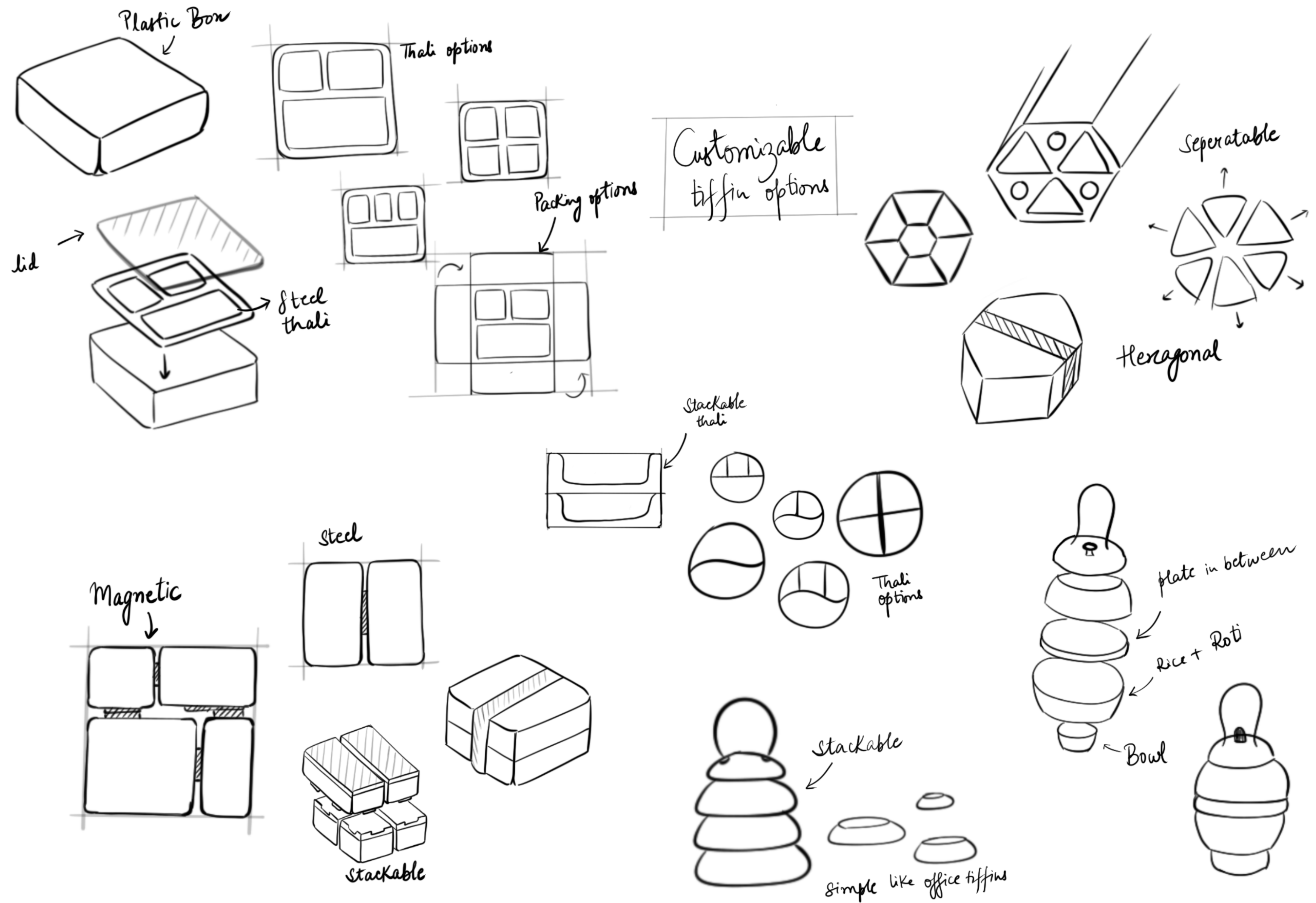


Inspiration Board

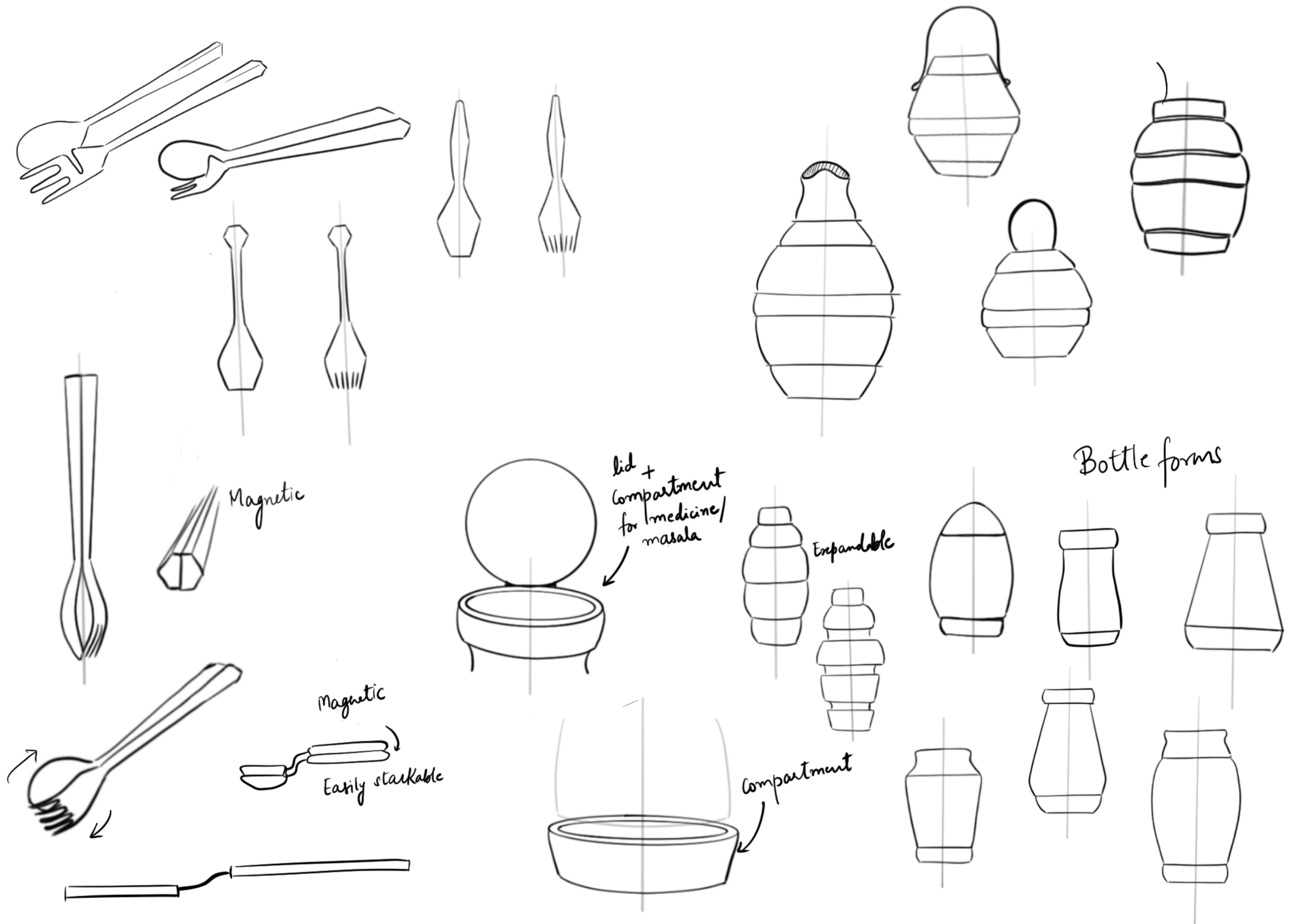


Food Is Not Just
Eating Energy,
Its An Experience

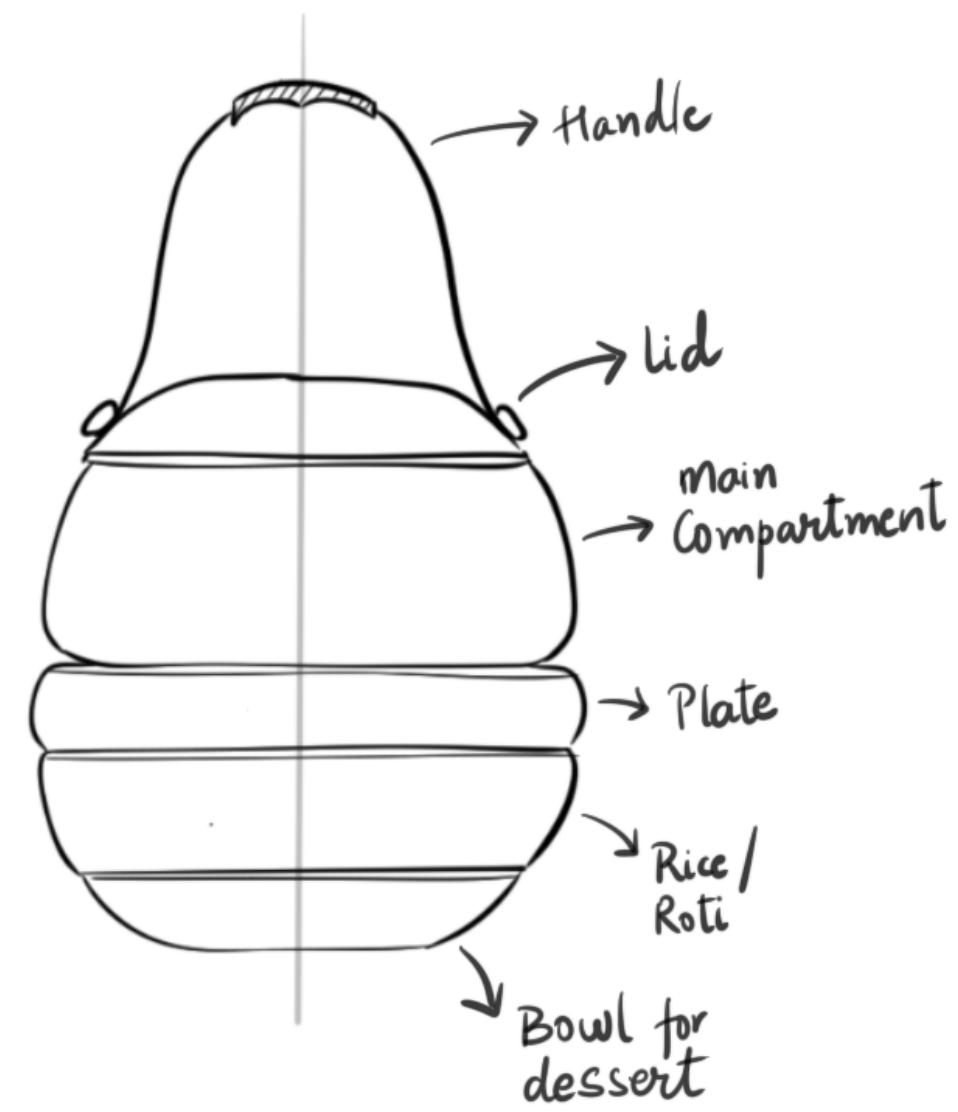
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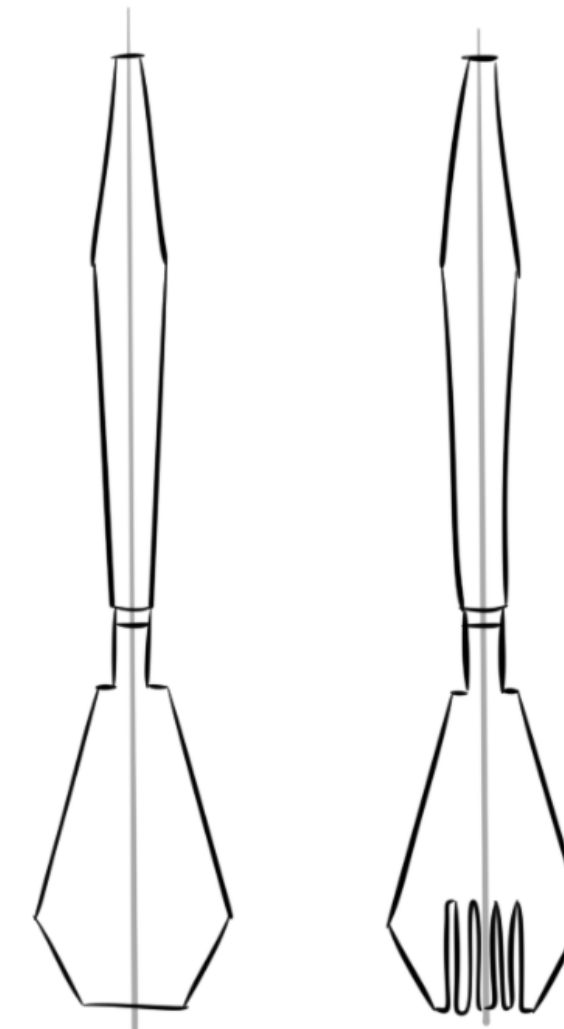
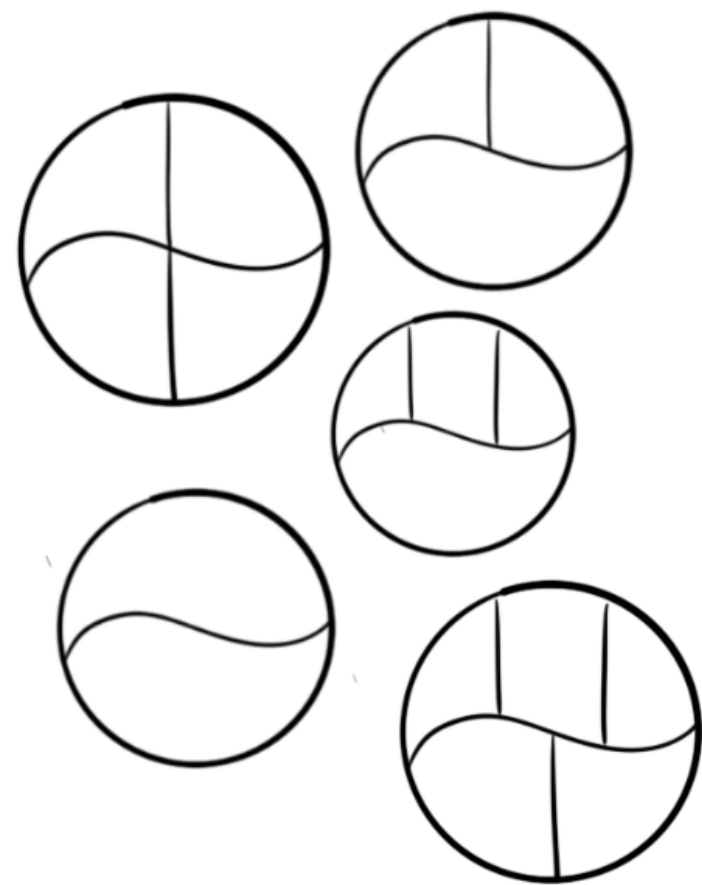
Design Ideations



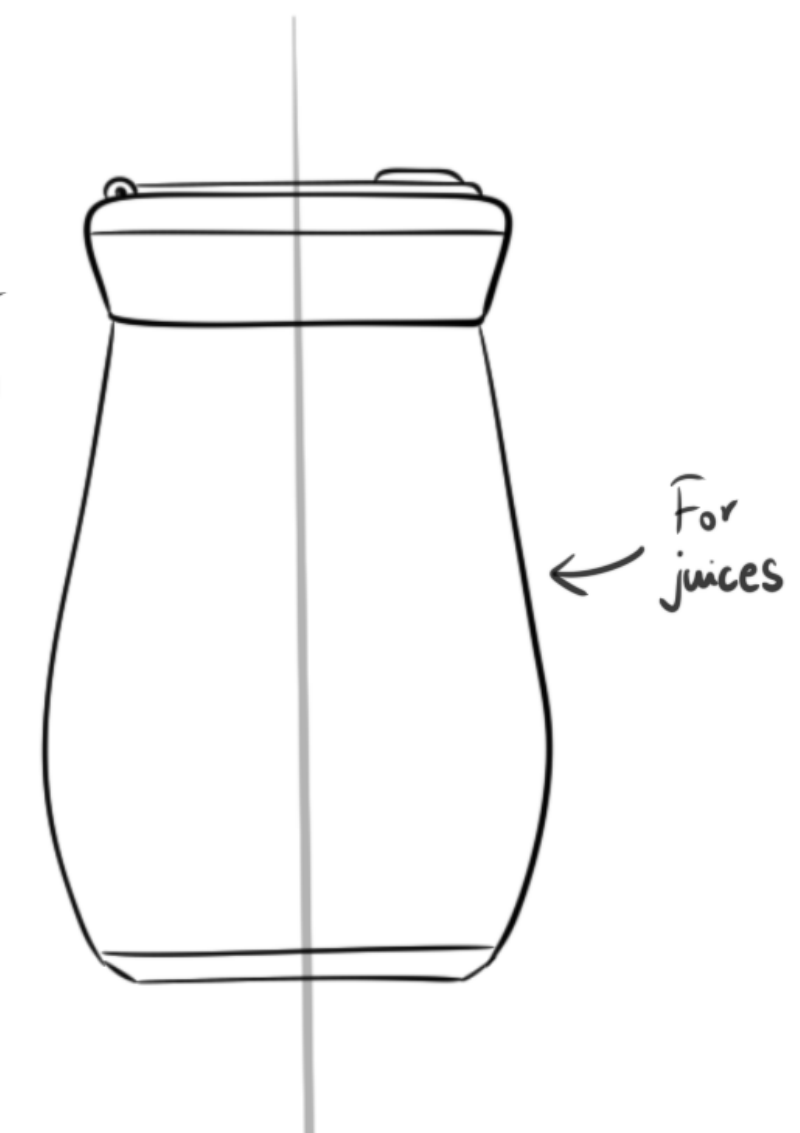
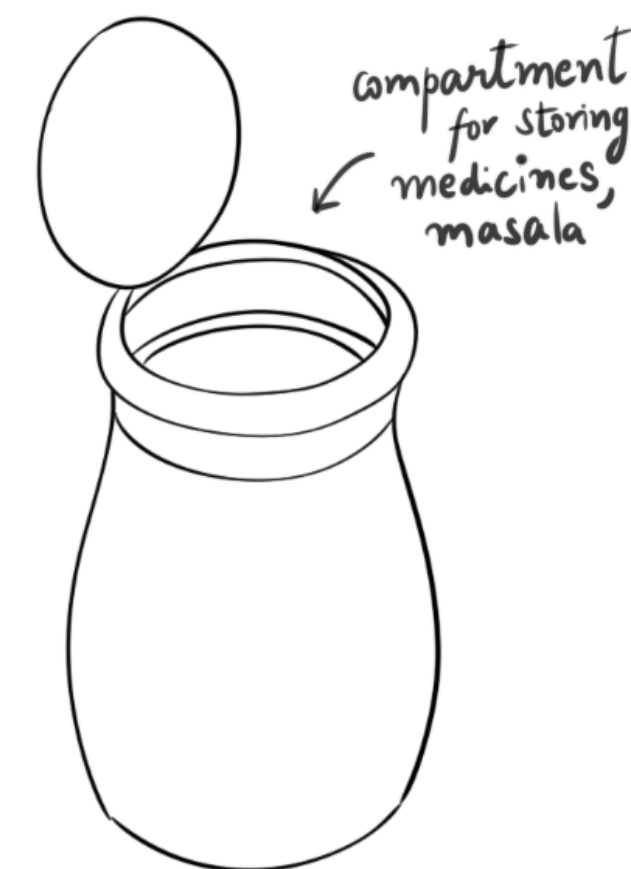
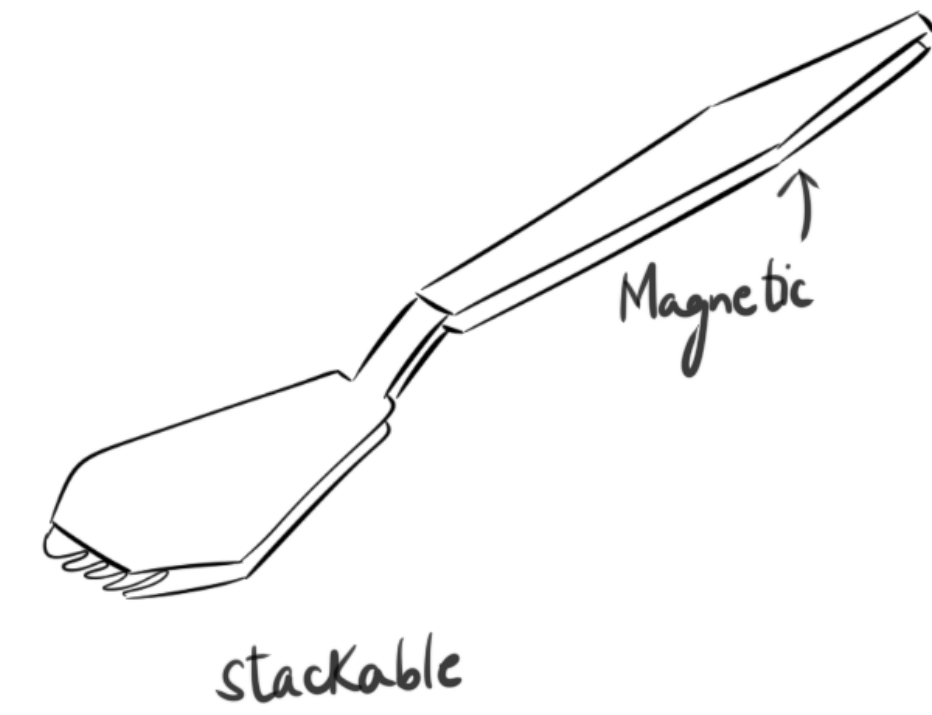
Final Design



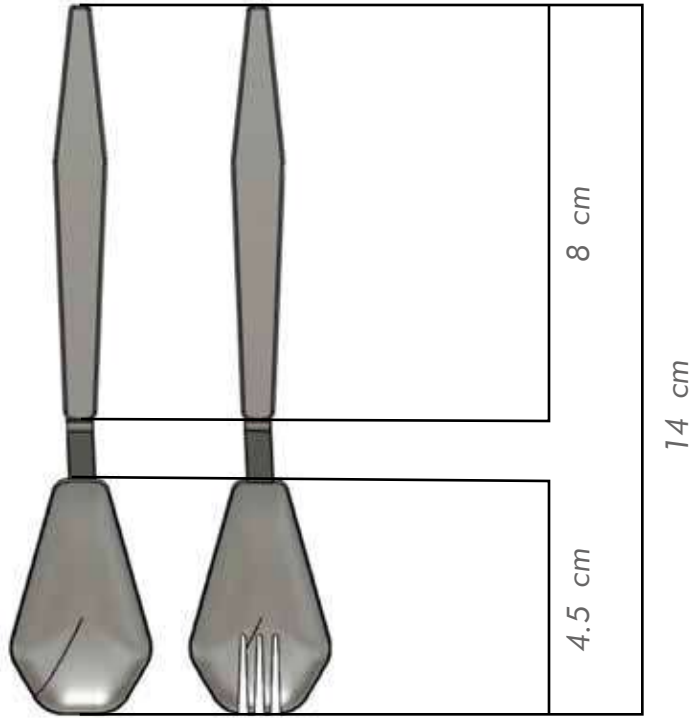
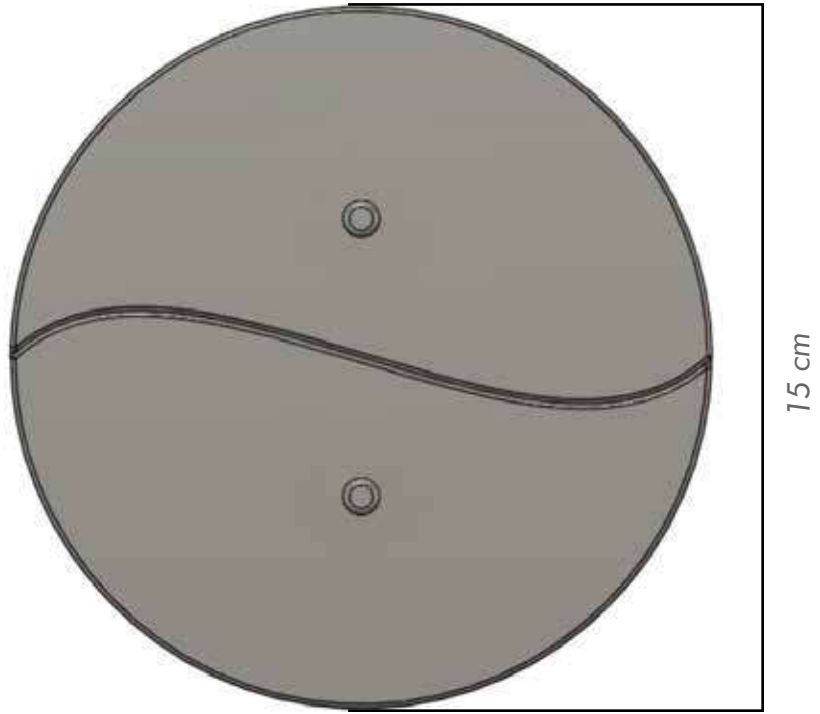
Customizable compartments



Spoon + fork provided with the plate



Measurements



BHOJ

Tiffin Dabbas are very close to the heart of the Indians. **Home cooked food** is packed with love and care, and shared at the office.

Bhoj is a perfect modular thali-style tiffin dabba, that enhances tiffin experience at work place. It provides customisable compartment options to carry a variety of food like spicy vegetables, dhal, rice, yoghurt, pickles.

Made up of **Bronze and Rubber Plastic**, Bhoj is a perfect blend of **traditional touch and modern aesthetics**. Inspired by honey comb it reflects the idea of collecting food and social networking.



Design Details



*Customizable
Compartment
Options*



*Storage compartment
on the top of the
bottle*



*Stackable
Magnetic
Cutlery*



*O Rubber Ring
between each
compartment
makes it leak
proof and keeps
the food warm*



*Modular tiffin
box
Can be taken
according to the
food needs*



*Thali Experience
with Cutlery*









Learnings and Experience

“Learning is all about taking chances, trying new things and making mistakes”.

This quote evidently potrays my jouney of the project Bhoj. Understanding and researching about workplace food habits was intriguing.

The project helped me strenghthen my conceptulization of ideas.It also facilitates me in understanding about user centric products. Surveying the corporate officers helped me understand how a dabba is an important element in the lives of corporate officers.It also enhanced my 3D visualization and 3D rendering skills.