range design

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Content

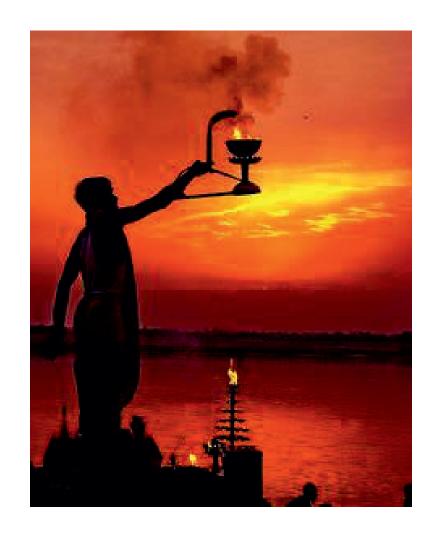
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Topic of Study:

Puja practices and accessories

Research

- In Hinduism we believe that Bhakti is the way to god.
- We Indians are highly religious. We like engaging ourselves into various spiritual activities where we seek to find peacefulness and positivity.
- Religious practices are a part of our day to day life. 80 percent of Indians consider it to be important.
- In our country, 60 percent of the total population worship on daily basis, whereas 70 percent of population worship on monthly basis.
- For us the high importance of religion is reflected through religious practices performed at home.
- Roughly 81 percent of people have an altar, shrine or religious symbol in their home for worship.
- These home-based religious practices are widely followed among both Hindus and members of smaller religious communities.
- People who stay away from home or have a busy schedule are somewhere not able to devote time for worshipping.



Importance of puja in life

Our religion and culture is a complex system of beliefs that bind together our faith and our values. It is unique in every way and is a source of peace for a lot of us. Puja or Pooja is an integral part of this faith, something that's been done since ever. In many ways, it is symbolic of our values and what they mean in our lives.

What is Puja?

Puja is a ceremony or ritual during inwe make offerings to a deity in order to receive blessings from the almighty. During a Puja, we perform various activities to please god. The entire act of Puja is a symbolic means of showing devotion to a deity and surrendering oneself at the altar, as a mark of true worship.

Who performs Puja?

In truth, anyone who has a faith and believes in a deity or scripture or Guru can perform Puja at their home.

Who performs Puja?

In truth, anyone who has a faith and believes in a deity or scripture or Guru can perform Puja at their home. So you really don't need any qualification to do puja. Just your faith is enough. On an average 60 percent of total indains pray daily.

Why perform Puja?

The reason is in the word itself – "Pu" means 'to purify' or 'to cleanse' and "ja" means 'birth'. While performing a Puja your body, mind, and intellect are all aligned and focused on one thing – your deity. While you are performing the actions with your hands, you are chanting or reciting His name with complete faith and reverence. Puja can be performed at home as well as temple. In India 80 percent of people have alter and shrine at home.

Significance of Accessories

Diya / Ghee lamp:

It is said to be a symbol of prosperity. The light emitted from diya is said to ray of hope(from darkness to brightness; from angyan to gyan). Earlier there was no availability of lighting after the sun set so people began to lit a diya in front of deity to make it visible. Also the light of diya being dim make the mind stable and focused.





Ghanti / Bell:

Bell is said to rung to wake up the god before pooja. It is said that it makes the god aware that the deity is worshipping him. also ringing bell produces produces positive frequencies and vibrations around the place and adds a rhythm to the holy poems and songs sung.

Mala:

Malas are used as a tool to help the mind focus on meditation, or count mantras in sets of 108 repetitions. The mala's beads that can be made of seeds, sandalwood or rosewood, or gemstones. The 109th stone, or the guru stone, symbolizes gratitude and our connection to the divine



Tikka:

By applying Chandan or tikka on the forehead opens the sixth chakra, also known as the third eye, which is believed to be the channel through which humankind opens spiritually to the Divine.





Essence stick:

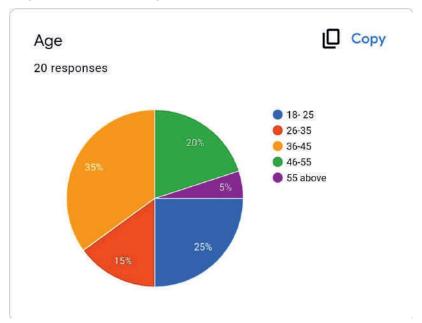
By lighting a essence stick in a pooja ghar, the atmosphere is turned pleasant and positive which calms and overjoys the mind while worshipping to the deity.

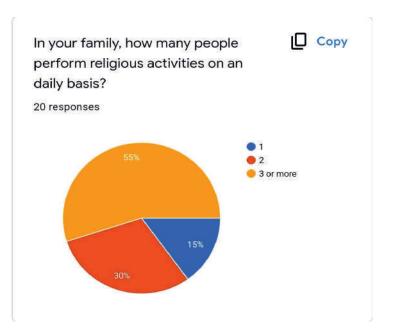
Haldi, kumkum:

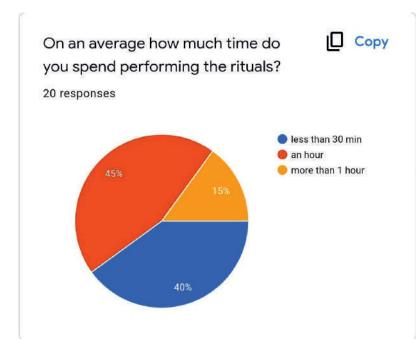
Haldi and kumkum are both antibacterial elements and said to be the identity of our culture.

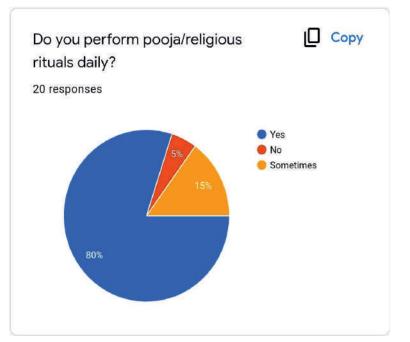


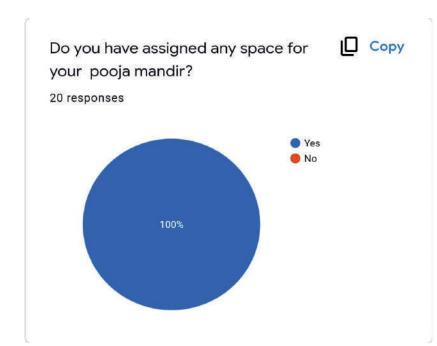
Survey Analysis

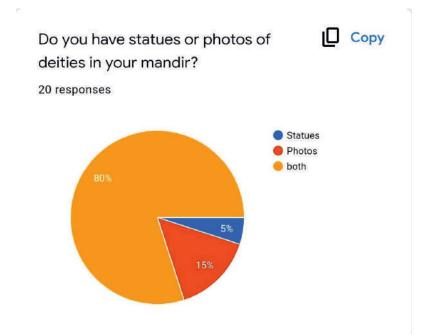


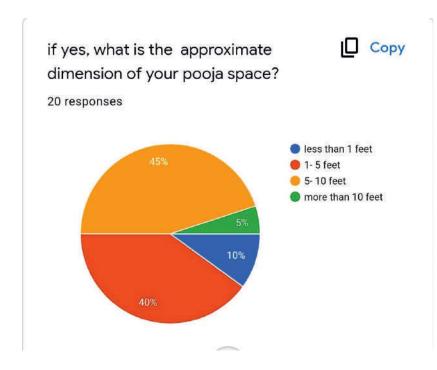


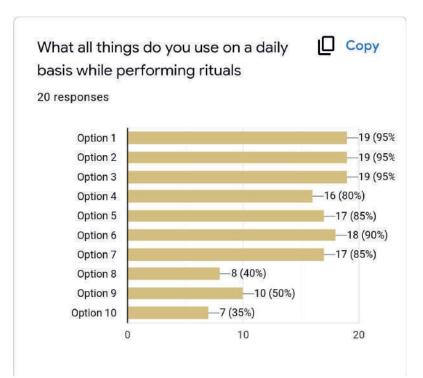


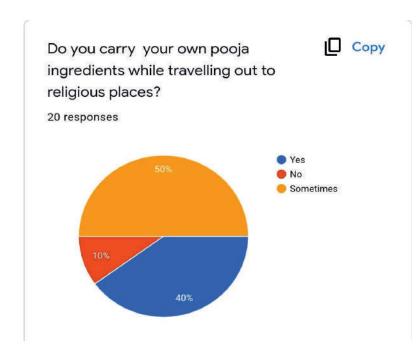


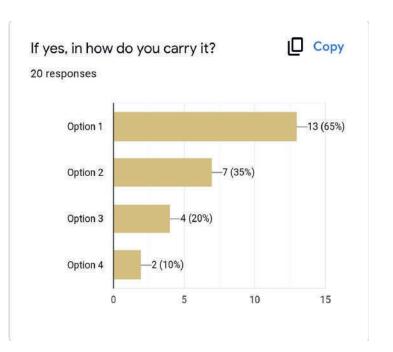


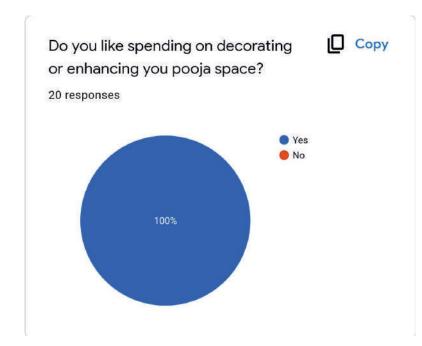


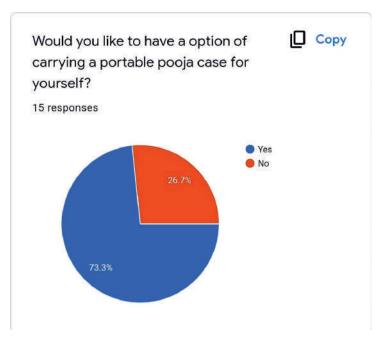












Summary

80 Percent of people perform Pooja or rituals daily. They usually devote half to one hour for this. A very few of them spend more than 2 hours daily. On an average 2-3 People in family are engaged in some or the other religious activity. Each of them has a good space allotted for it(on an average 5-10 feet) and they like spending money on enhancing it. A majority of people have both, photos and statues of deities in their Mandir. Accessories like diya /lamp, incense sticks, ghanti / bell, lota, tilak and flowers and mainly used while performing rituals. A few people visit temple daily. Many of them visit on weekly basis. Surprisingly majority of people prefer carrying their own pooja items while travelling out. They use a normal cotton bag or a thali for carrying the same. They would like to have a portable pooja case designed which would be easy to carry and use.

Design brief:

To Design a range of a portable Puja case and Accessories for a modern traditional hindu family who travels out and prefer carrying their own Puja stuff.

^{*} After studying all the aspects of worship practices and approach of people towards it, I thought of designing a compact pooja box containing the basic pooja accessories needed, which would be minimalsitic as well as portable to carry along.

Mood Board



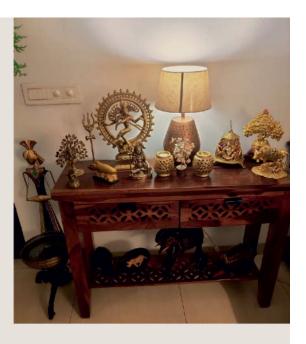
Aesthetic
Traditional
Devotion
Positive
Spiritual
Cultural
Antique
Minimalistic













Clientle

A modern traditional Hindu family of 6 members.

Lives in a 3 bhk flat with 10 feet of area allotted for pooja space.

A working B1 category couple, 2 children, and 2 senior citizens.

On an average, 3 members in the family perform rituals daily .

2 of them also visit temples frequently. They carry their own pooja accessories along with them.

Spiritual and frequently travel out.

They may be professors, office employees or a business man. their children would be studying in a school or university.

The family loves to spend time together, travel out, listen music, read books, engage in social and religious gatherings





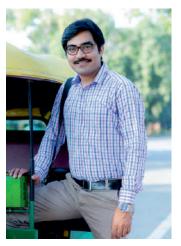




User Board









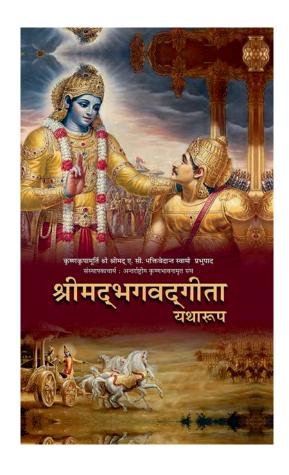




Inspiration Board

श्रीभगवानुवाच | मय्यावेश्य मनो ये मां नित्ययुक्ता उपासते | श्रद्धया परयोपेतास्ते मे युक्ततमा मताः || 2||

śhrī-bhagavān uvācha mayy āveśhya mano ye māṁ nitya-yuktā upāsate śhraddhayā parayopetās te me yuktatamā matāḥ



BG 12.2: The Lord said: Those who fix their minds on Me and always engage in My devotion with steadfast faith, I consider them to be the best yogis.

^{*}The product is for the people devoted towards worshipping. It is designed to fill the gap between worship when they travel out.



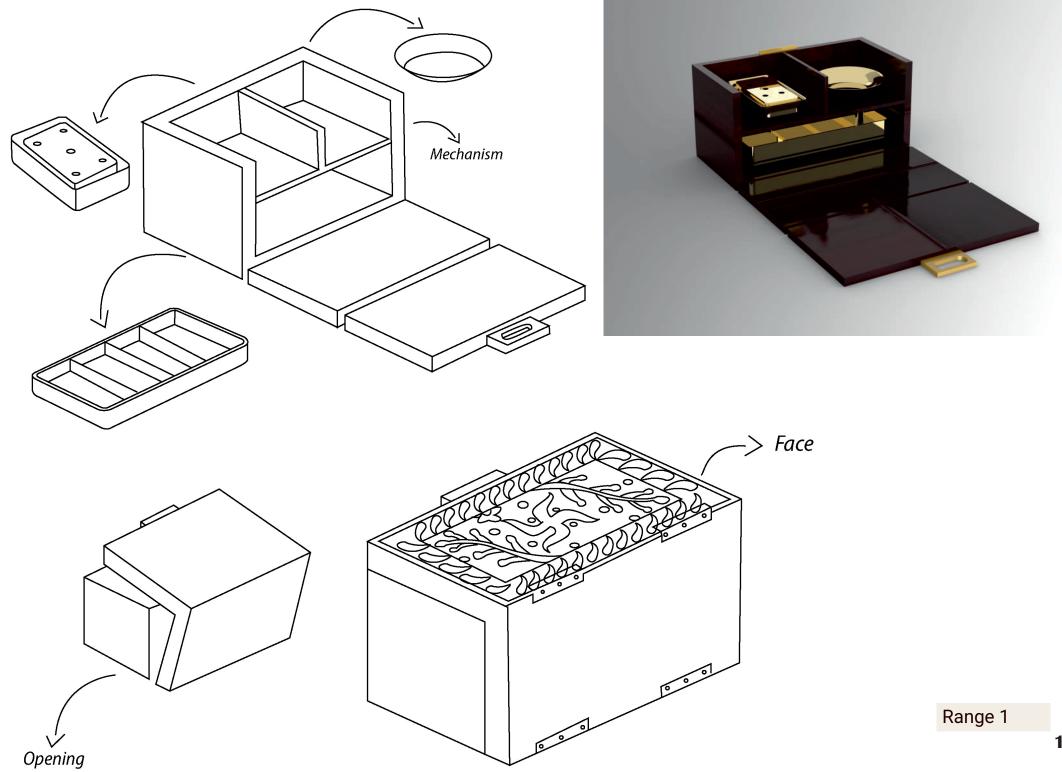
Design Direction

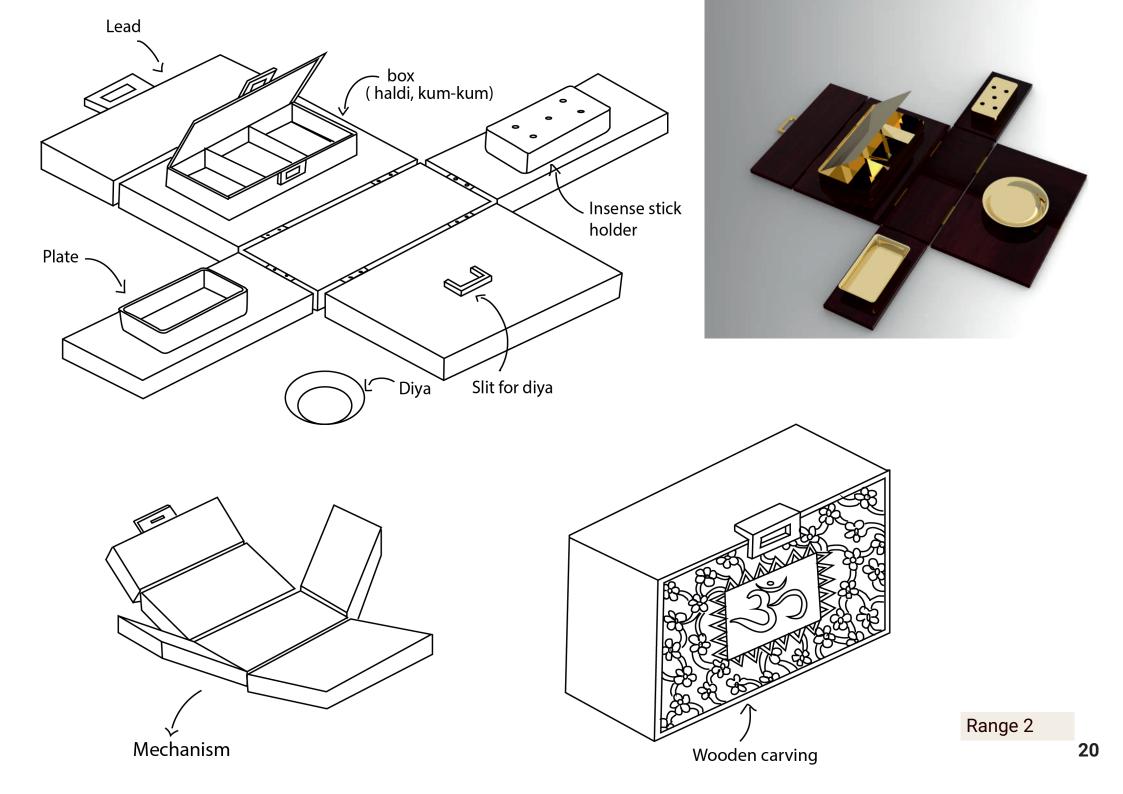
MINIMALISTIC
FOLDABLE
COMPACT
PORTABLE
ASTHETIC



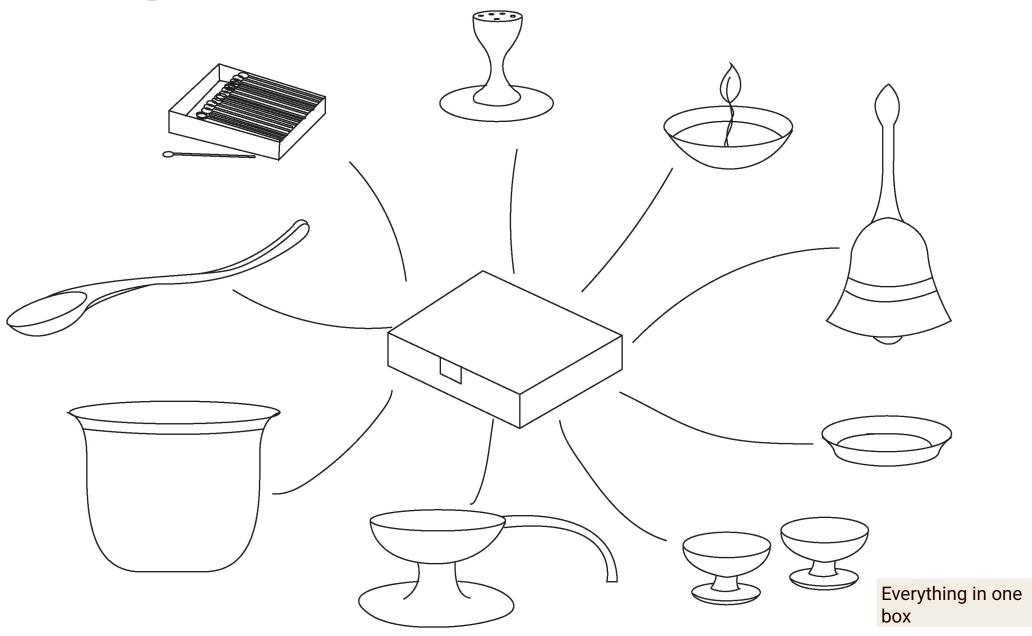








Concept



- The concept of Mangalcosh revolves around three major aspects all in one, time saving and easy to use.
- The Range combines the major Puja accessories used on daily basis by majority of people. Some cases have accessories fixed while some have accessories that can be removed.
- Also the product is available in different sizes with customizable accessories. The effort is to design a range containing
 a variety of accessories and ingredients used in pooja (as they differ form person to person) so that people can chose
 their best fit.
- The current range will cover most of the accessories used in pooja

Features

- The case is specially designed portable.
- Their willingness of worshipping the god is fulfilled easily.
- It combines all the major accessories needed in Puja and is convenient to use.
- The folding mechanism helps in making it compact hence space is saved.
- The wooden carving done on the outer panel makes its aesthetically pleasing.
- It also may encourage the person to be more spiritually connected while leaving the home (travelling).
- there is a wide range in various shapes and size to choose.
- · Fully handcrafted by the talented artisans with a reasonable price







Furture Approach

The project doesn't ends here!

Due to time limitations of the module this project could not get complete but it will be carried forward in the next semester. The concept of mini and portable case will be studied deeply looking into more broader aspect of puja practises and need of people. The designs will get more refine and cleared. The final products and prototypes will be made for people to experience it by themselves. Also the areas like costing, materials and the target market will covered.