



Social Entrepreneurial Design Group

GROUP 10

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# 0- Introduction

## Introduction

Hope as a Social Entrepreneurial Design Group is aware of the needs of the slum's dwellers, after two first project and knowing better the habits and adding that to our wish of taking care of the well-being of the inhabitants, we are involved in a project of mobile furniture.

Why? Because there is more social cohesion among people nowadays, the feeling that people are part of their community is stronger. Our mission is to keep this feeling strong.

What? A mobile furniture, easy and cheap to manufacture in the slum's workshops, that they can use individually or in group and of course, wherever they want.

We also want to maintain the connection between the inhabitants of "Setting X" and Western Countries. We will sell the same furniture in de Bijenkorf, continuing with the "Rubbi Bag" concept.

## Mission statement

'Hope' is a social entrepreneurial design group with a mission of creating a better social environment in slums and achieve economic self-sufficiency for the dwellers.

To design a modular and mobile furniture to give comfort and create social cohesion between the dwellers while producing and using the XXbench in the slum. Also by using the same product, to connect the slum's inhabitants with the users from western countries.

## 2- Case Scenarios

### 2.1 Setting: Slum



The slum the project takes place in is Ah me dab ad, India. It consists of 50 households within a 1000 household slum. The main elements in the slum are houses, a school, a community area, a water basin, media center, workshops for wood, steel and fabric. This slum is a freestanding place with its workshops manufacturing the necessary devices, its community area and school providing with social interaction and education, its water basin for clean water. Houses are built by the dwellers themselves. The dwellers are commonly families of four-five, living close to their relatives and neighbors.



## 2.2 Sub scenarios

1. It was an afternoon. As usual Madhav felt thirsty after school. He started to run to the water basin, but as he approached he started to see a crowd of people gathered around a big flat screen. He forgot about his thirst, and saw his friends in the crowd. They were talking about a movie that was going to be played at night. They had heard that people went to see movies on big screens in big cities, and now it was there in their slum. When he went back home, his father was carrying two stools, with a higher flat part. He had bought them from the super market, but they were produced in the wood workshops. Madhav wanted to help his father, but the job was already easily done. That night, he did his homework on these stools; and wrote on his notebook on the upper level of the stool. But at night, there was the movie show. His parents carried the two stools with them to the show, cause they were hurt if they sat on the ground. When the stools were put together, the upper parts combined and created a third seat for Madhav. This way, he did not have to carry anything; and he could see better sitting at the same height as adults. All the dwellers enjoyed the show, and stayed longer to chat and to socialize more after the movie.

2. Rashmi was the first person who woke up in the morning. Sun was just rising up while she was starting to prepare a breakfast. She quickly took some bread and cheese, she boiled the water for tea and poured the tea in a cup. After 10 minutes everything was ready, she ambitiously went to table, started drinking tea, had a bite from the bread and cheese and started to read some papers. After about 5 minutes later her mother woke up, surprised when she was her daughter awake in that very early hour.

- “My darling, you should be sleeping now, you know this is the big day, you don’t want to seem so tired on the stage right?” her mother told Rashmi.

- “No mom, i wont.. but i still have to study my role. Everyone on our slum will be there watching us.”

- “It will be great just dont worry.” Said her mother while hugging Rashmi.

After breakfast her mother helped her to wear her clothes and put her costume into a plastic bag. Her brother and her sister also had their clothes on then all together they left the house. When they reached to the school, the other friends of Rashmi from the play were also so excited like her. They all went into the class.

All the students seated to the new mobile chairs that “Hope” supplied for them. That day they had 3 hours of class. After the last hour ended, the part which were not playing in the play started preparing the stage for the others.

They took the chairs from the class and combined them into a big stage while Rashmi was repeating her line. After 30 mins whole stage and the student were ready for the play. The parents were seated for play to start. Then the play started.

3. Every night, Rashmi was count down the d-day for movie festival in slum. The movie festival is held once a month, on the last Friday night of the month. The movie festival is supported by the social entrepreneur design group called Hope. Because Hope realized that the slum inhabitants do have rare opportunities to watch a movie, so they wanted to bring some entertaining events into slum. Eventually rashimi faced on the d-day, she went to the festival with her parents bit early before it starts. When she approached to the venue, she saw the large crowd of people already gathered around the big flat screen. While her daddy went to the community center to rent the movable chair for his family, rashimi looked for the place to see the movie with clear view. The movable chair is made by large recycled drum can in metal workshop. So rashimi’s daddy simply rolled the movable chair to the venue easily and set up the chair on the nice place where rashimi reserved. Finally they sat on the chair and watched the movie together. Rashimi was so happy to watch the movie with her lovely family as well as felt the soft night breeze.

4. One day, some of the boys of the school asked the teachers for a soccer tournament. A member of Hope, gave them a new ball few weeks ago, and they were really excited playing all the time. The teacher told them, they could, they just needed to look for competitors and arrange the teams. A week later, the boys were drawing the competition programme in the class blackboard after the raffle. The teacher asked to the girls if they could go to the community centre for the benches. Rashmi and her friends went there and asked to the manager, he had already prepared the benches, he was aware of the event. As they could, girls reached the school, and started preparing the rows with some spontaneous volunteers. Rashmi was waiting for her mother, she promised his son she will some refreshments. Rashmi’s mother was now working on that recycled bags, and didn’t had too much time for her children. But she finally came, with the other kids’ mothers, they sat on the benches and enjoy the matches.

## 2.3 Final Scenario

One sunny thursday, Rashmi was going back from school to her home. After a long school day, she had to write an essay and solve some maths problems. Her mother and brothers were already home, preparing a special dinner for that night.

- Why are you cooking that much?and why everybody seems so happy? I have a lot of homework today! so be quiet, please.
- Darling, don't be rude. Your father will be here in a moment, he has a new project for Hope.

Rasmi went upstairs, climbing the wooden and narrow ladder, left her school bag and sat on the floor. She had to tell her parents about the exam she failed, but she didn't want to bother them. She realized she had the need of a quiet place to study if she wanted to get good grades. She moved her thoughts away, and went back with her family, his father just arrived and was explaining the good news to his children and wife, he stared to Rashmi and exclaimed:

- Rashmi! where were you? I have to begin again!
- Sorry Dad, so, which are those fantastic news?

Ekagrah, explained that Hope appeared in the workshop that morning with the other workshops' managers. They had a meeting all together for an hour, Hope was preparing a new project for the slum, and they wanted to know their opinion, as usual. The new project consisted in a mobile furniture, this way the inhabitants of Ahmedabad could enjoy the new events coming up with more comfort. They also would like to take this opportunity to give them new furniture for their own. The mobile furnitre consists in 2 different parts, the first one is a double sided cushion. They will keep this cushions at home, they can seat on the cushion instead of on the ground, and with the other side, they can use it like a support table with the cushion side on their lap. Ekagrah thought of Rashmi, he knew her daughter was upset because of the school, even if she didn't tell him about that. The second part was a structure that will be kept in the community centre, and the inhabitants could borrow it whenever they wanted. This structure was expandable, could be used from 1 to 3 people. Elder people can use it too, so they will feel more integrated in the community, and see their grandsons dancing, playing soccer or competing on LightsUp.

All the managers and Hope came up with an agreement for the production and the prices of the “XX Bench”, as it was called. The next morning, Eka-grah went to school with Rashmi, he wanted to speak to her because she was more silent as usual.

- Are you going to tell me what’s going on in your little mind, honey?

Rashi looked to his fathers into the eyes, she could avoid it anymore...

- Well...I failed an exam last week...and I studied a lot, I don’t what happened to me, I was very nervous and Mom was telling me how proud she is, that her daughter will become a doctor or...

- Slow down Rashmi, it’s just an exam, you just need to study a little bit more and find another place. I can understand how difficult can be to focus at home with your brothers messing around... Don’t worry, in a few weeks, I’ll give you a present, it will help you to study.

Few months later, Rashmi and her family were waiting on a line in front of the community centre. Everyone was holding their own cushion, and were excited about the new outdoor cinema. They picked up the XX Structure, and placed it in front of the screen. They put the cushions on top of the structure.

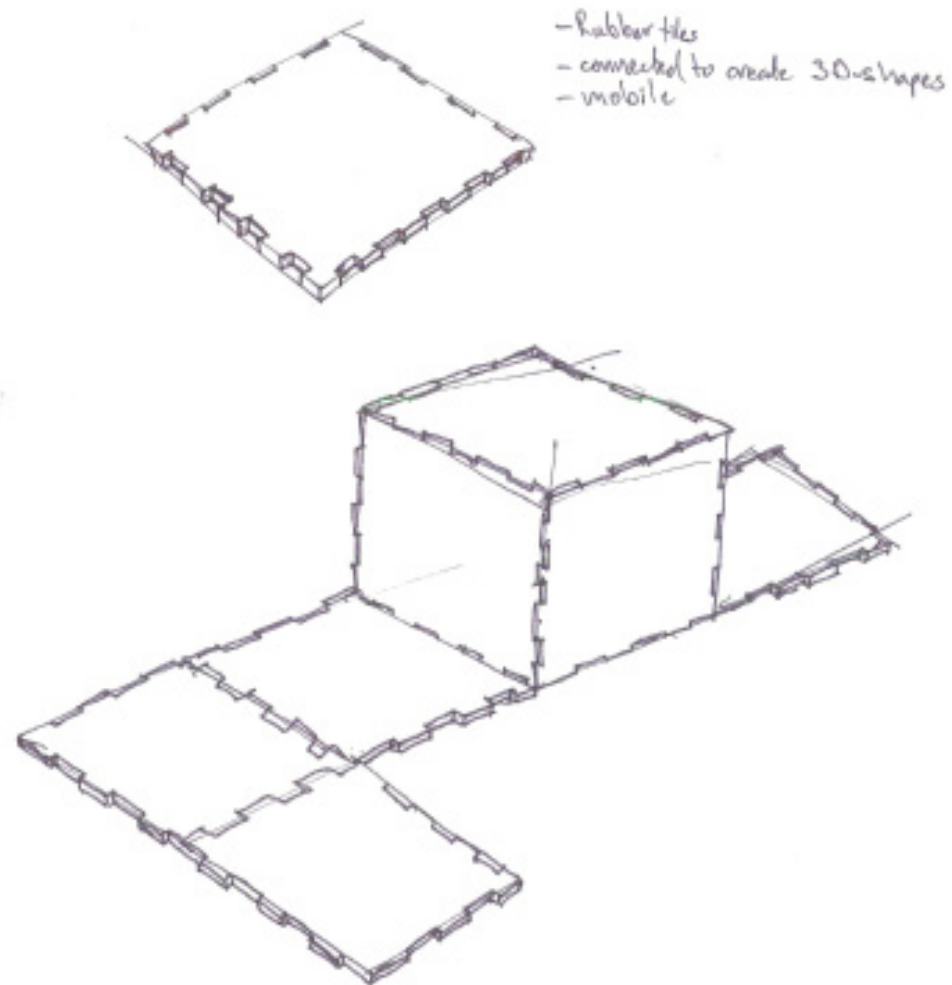
- Grandma! We are here! I reserved a place for you!

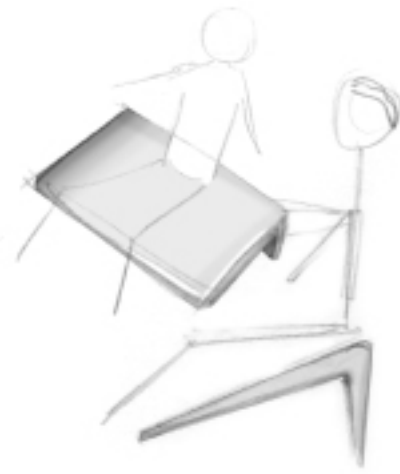
Rashmi’s grand-mother was coming very slowly, she was so happy she could share that moment with her grandsons and her daughter. Almost all the families were watching a comedy, and laughing and screaming... It was a very special day for everybody, but specially for Rashmi, she finally found out a quiet place to study and she was really happy with her new cushion, she didn’t know if she was becoming a doctor, but at least she was growing up educated.

### 3. Identification

#### 3.1 Sketches for Ideas

##### Concept 1





## Concept 2

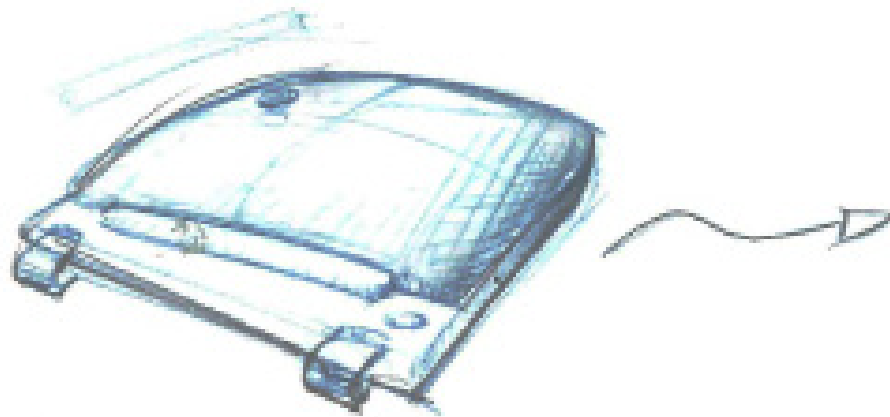


Connect two seats and creat a third



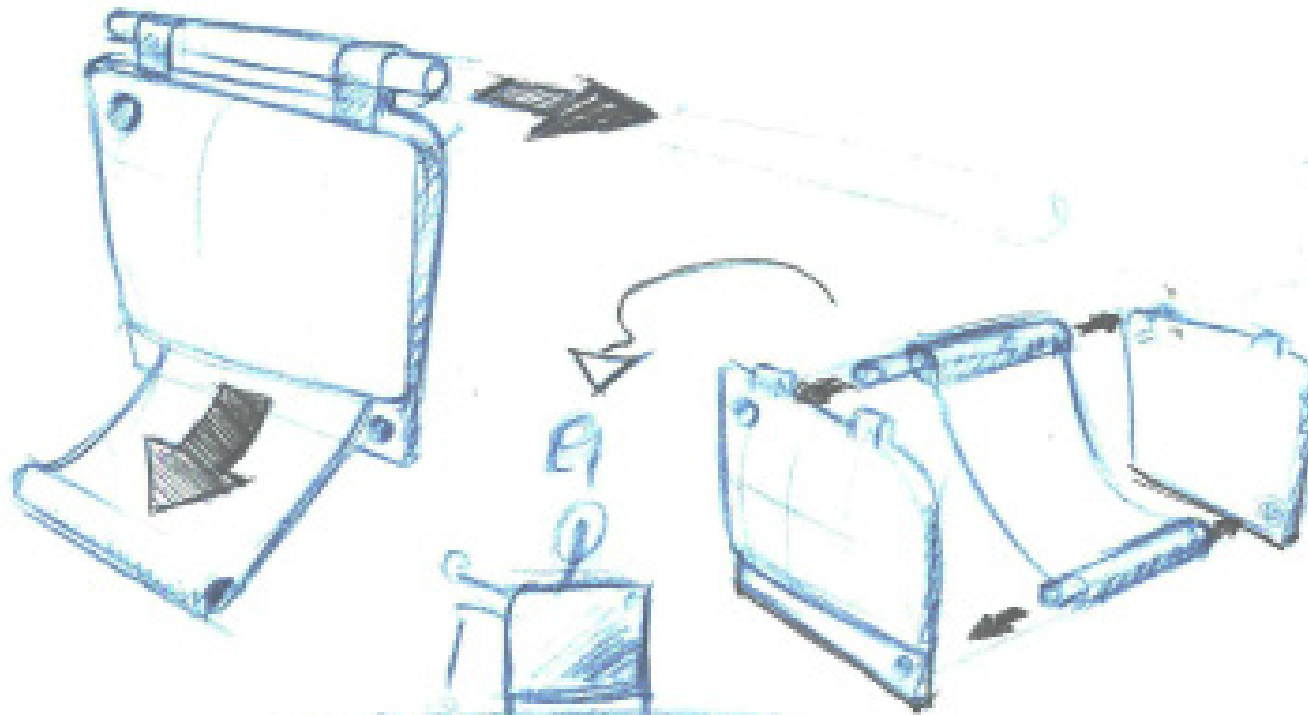
Usable as a table when not connected

Cushion



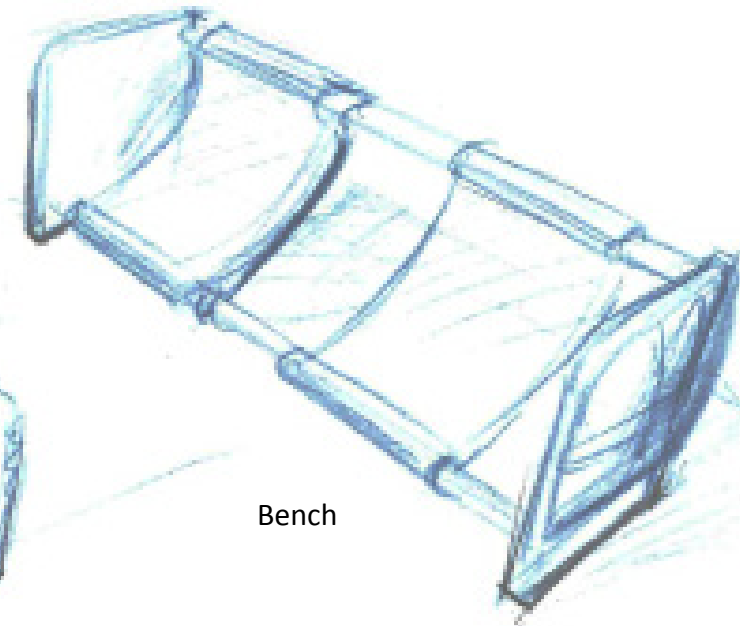
A PILLOW TO SIT ON  
ON THE GROUND

### Concept 3



A CHAIR FOR ONE OR MORE  
PEOPLE WHEN TWO OF THEM COMBINED

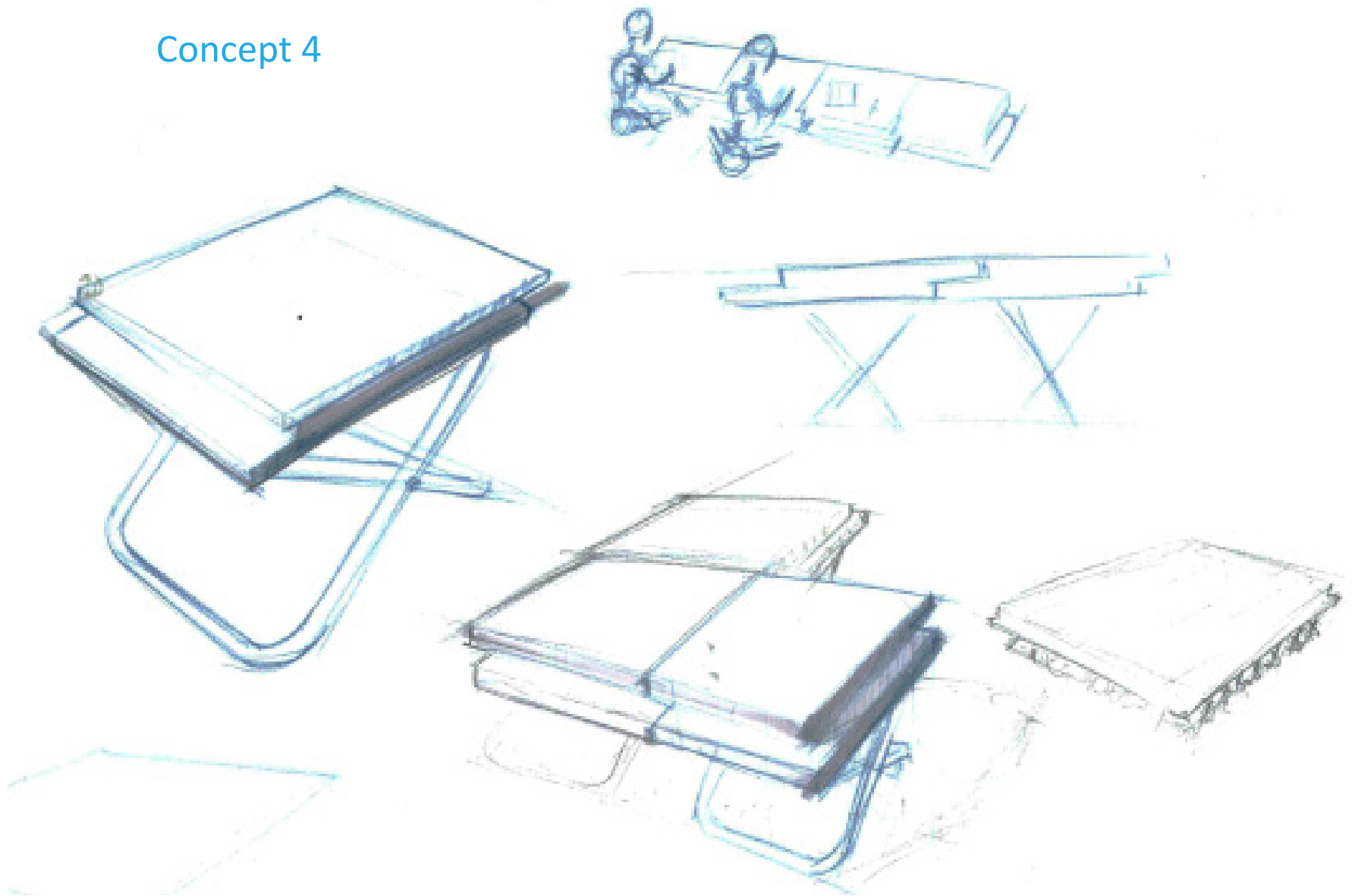
Bench



Cushion that are used at home can be taken outside to build a bench that can carry multiple people



## Concept 4



With th different stools ,that can also be used at home, a bench or a stage can be formed

# Harrisprofile

Concept 1

-- - + ++

Aesthetics				
Functionality				
Originality				
Feasability				
Costs				
Social cohesive				
Sustainability				
Suitable for the Bijenkorf				
Comfort				

Concept 2

-- - + ++

Aesthetics				
Functionality				
Originality				
Feasability				
Costs				
Social cohesive				
Sustainability				
Suitable for the Bijenkorf				
Comfort				

Concept 3

-- - + ++

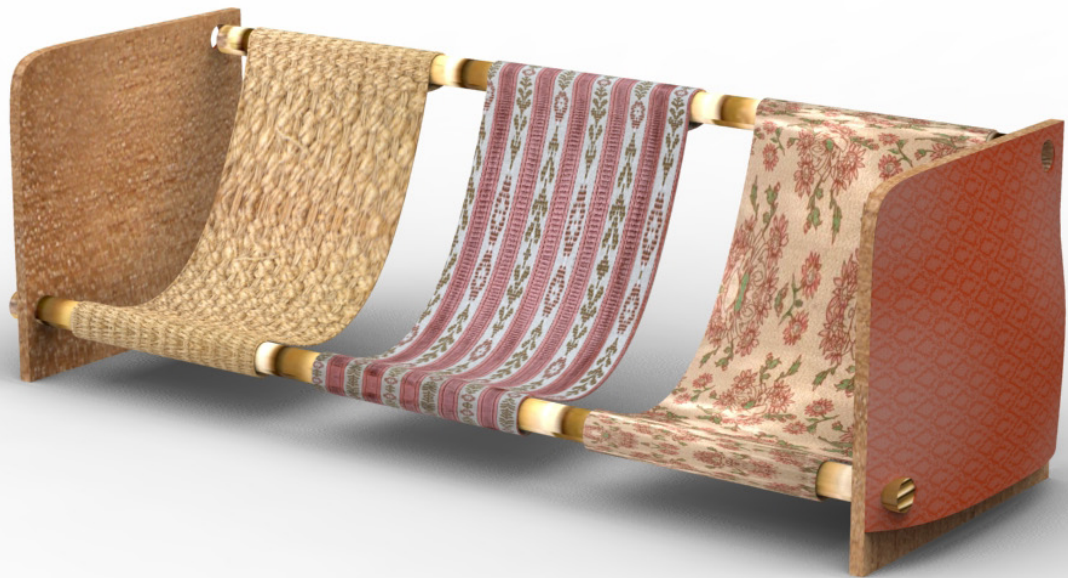
Aesthetics				
Functionality				
Originality				
Feasability				
Costs				
Social cohesive				
Sustainability				
Suitable for the Bijenkorf				
Comfort				

Concept 4

-- - + ++

Aesthetics				
Functionality				
Originality				
Feasability				
Costs				
Social cohesive				
Sustainability				
Suitable for the Bijenkorf				
Comfort				

Using a Harrisprofile we made a decision concerning the concepts. In the Harrisprofile its easy to see what criterea the concept is satisfying. We setup a few criteria we thought of as being the most important. First of all it had to increase social cohesion. On top of that it had to be sold in the Bijenkorf as well. It couldn't be to expensive since the dwellers should be able to afford it. It had to look good, be functional and comfortable. Preferably it also had to be sustainable and original, like we want most Hope projects to be. Just with a glimpse at all the profiles, it is easy to see that the third concept is most likerly the best solution for our problem.



## 4- Integration

### 4.1 Final Concept Idea

After combining the sub scenarios and brainstorming about our product ideas for the mobile furniture, always being aware of the manufacturing features and our mission statement, we come up with a very simple cushion that can be used individually at home, by both sides. In one hand, one side with a pillow, very useful when they need to sit on the ground. And in the other hand, a wooden layer that can be used as a small table putting it on the lap.

Slum dwellers can purchase the cushion just for the manufacturing price, and they can use it at home, to sit on the floor, or like a support table (for children to make homework for example). When an event will occur at the community, households can go in groups to the community centre and borrow the X-support. This support can be extended, they can carry it closed and it's very easy to handle, place it at the event spot, open it, and place their own cushions on the top, so they can sit. Everybody can use the bench, and if someone doesn't own a cushion, can rent one at the community centre.

- mobile
- easy to carry
- comfortable
- colourful
- adaptable

## Cushion



Pillow Side



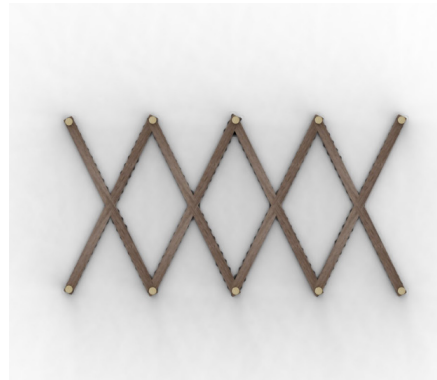
Wooden Side

## XX Structure



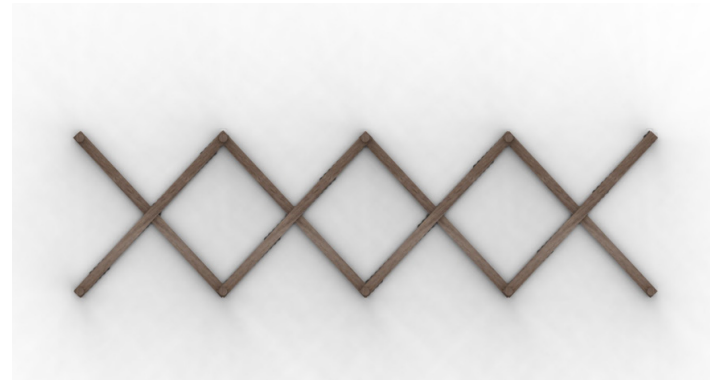
1st Step:

Pick Up the XX Structure from  
the Community Center



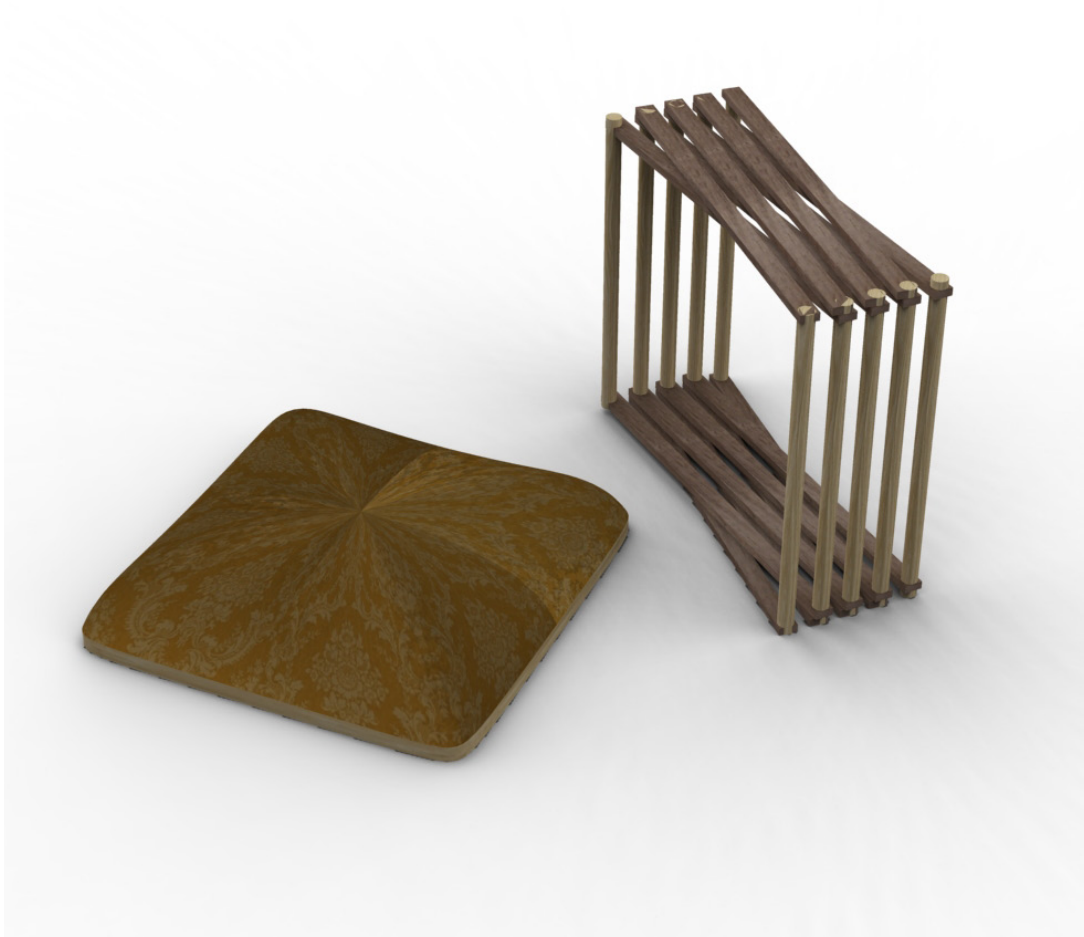
2nd Step:

Choose the location and start  
expanding it.



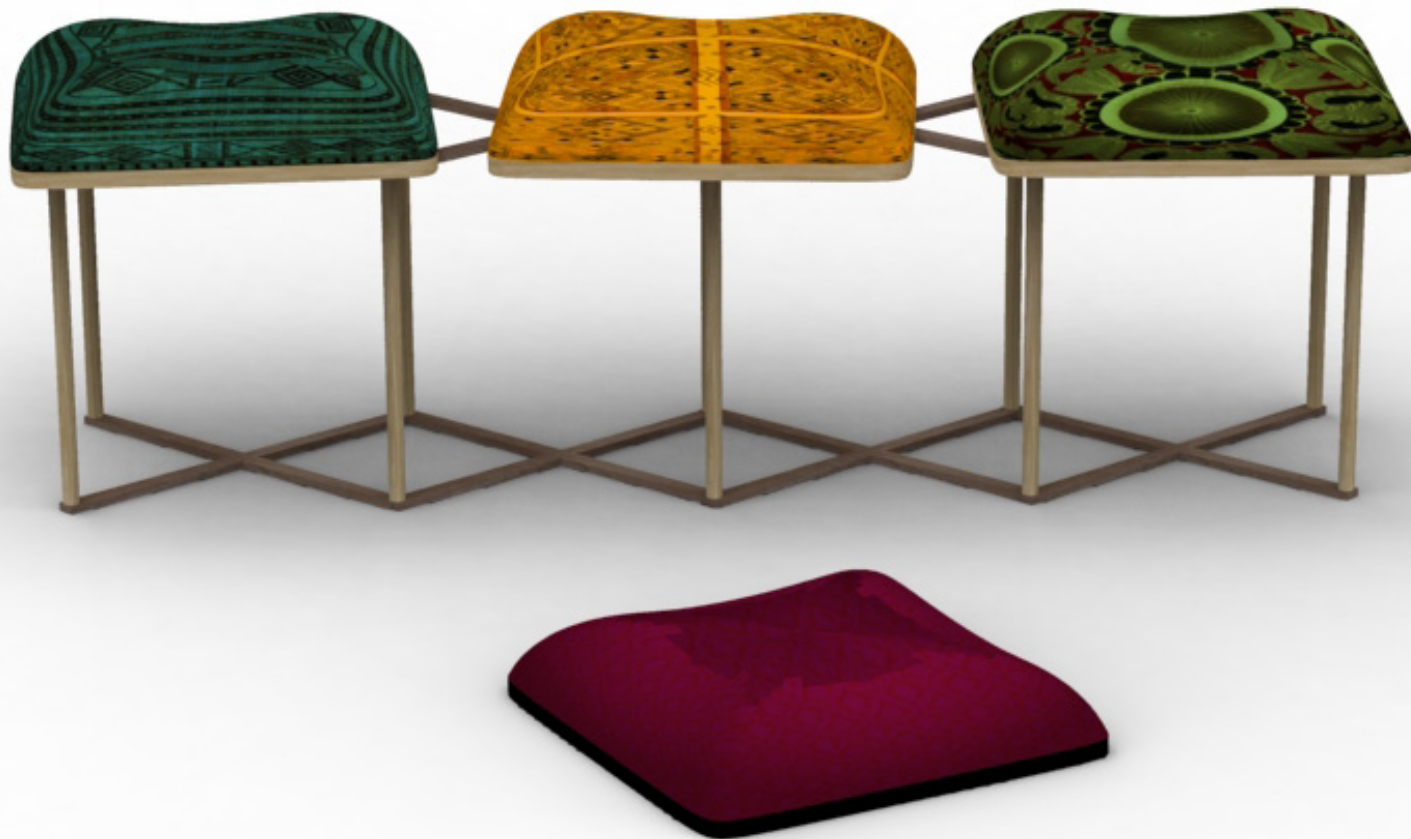
3rd Step:

Expand it depending on how  
much people is going to use it.



- Wooden expandable structure
- Dwellers have their own cushions.
- The XX structures are taken from the community center.
- The XXs can be assembled with one, two or three cushions.
- The XXs Bench can be used in everywhere and everyone.
- Helps elder people to enjoy community's events

bench







## Using scenes - Indoor





## Using scenes - Outdoor



## Using scenes - Western Countries

We will sell just the cushion part in de Bijenkorf





## 5. Implantation

### 5.1 Prototyping

The product design process has simplified into a certain number of steps to manufacture the product. Basically the product is made by well-trained slum inhabitants in wood and fabric workshops. The recycled woods and fabrics will be used to construct the product. Hence it may lead us to make effective reductions in production cost.

#### Wood

For constructing the movable and expandable XX Bench, wooden frame parts are needed to be strong and sustainable for being able to maintain users' weight. Basically saw and drill will be used to cut the planks into pieces of wood to construct the frames according to the standard sizes. Then, drill will be used to make out the holes on every edge of frames for assemble with bamboos. Each frame will be connected used by screw and rivet for being able to fold and expand the XX Bench in an easy way.

#### Bamboo

Bamboo is nature's gift to the construction industry. Think of it: a hollow tube, exceptionally strong and light, growing so fast that it can be harvested after a year, and - given a little longer - reaching a diameter of 0.3 meters and a height of 15 meters. Tali bamboo is used for structural applications (houses or furniture). It is exceptionally light, and stiff and strong in bending. And since it grows in India this is a good example of vernacular design..

#### Fabrics

Recycled fabric will be used for making comfortable cushions, which will be perfectly fit onto the chair frames. The cushion will consists of either network of natural or artificial fibres. Hired labour will be sewing fabrics and produce standard sizes of cushions.



## 5.2 Branding

The “XX Bench” logo consists in a game between the shape of the product and letters. The name also refers to the shape of the structure, it’s the most characteristic part. We have chosen the green because in all our projects we want to relate a colour to a project and the “XX Bench” it’s manufactured with a few quantity of materials, giving a great service. Green for sustainable product.



We have created another logo for de Bijenkorf. The same logo, changing the name. The shape it’s still related to the bench because this way we keep the connection between both communities. People in Western Countries know what’s going on in slums all over the world, and they will remember it everytime they see the “XX Cushion” logo



## 5.3 Promotion Plan

In the slum we'll present the "XX bench" with a very special party in the community centre. We'll explain how it works, how can this contribute to social cohesion and well-being for the dwellers of the community. In one hand, Every person can own a cushion for a very special price that day, 2.5 Euros, and they can use them at home. In the other hand, people will find the XX supports at the community centre. They can borrow them for free and use them for own purposes, like outdoor cinema, LightsUp competitions, theatre and dancing workshops...Also, in that special promotion day, if they buy the cushion, they can bring their own fabric, and customize it with their own style.

In Western Countries we keep the concept of "Rubbi Rolla", but now our aim is: One slum-one fabric style.

We'll sell the "XX cushion" at de Bijenkorf, with colourful fabrics, associated to a slum. This way, we continue with the concept of the bag, indentifying the product to the slum, establishing a relationship between the western user and the community that manufactured the "XX cushion". We'll sell a limited edition, made of painted fabric by the slum's children, this way, we will also create extra creative workshops at the community centre. The local artist will give some lessons to the kids, how to use colours and paintings, and stimulate their creativity. The person who will buy that limited "XX cushion" will receive a picture of the child who made the painting, and have the possibility to "sponsor" him or her and their community.



## 5.4 Budgeting & Business Plan

### Budgeting

In the first month,

- 100 cushions are produced and sold to the dwellers for the production price.
- 17 XXbench structures are produced and given to the community center.

Slum dwellers continue manufacturing 100 cushions per month for de Bijenkorf.  
The breakeven point comes after 2 months.

The table is the basic assumption of our budget plan will be used for this project.

Cushion (per piece)	XX Structure (17 Pieces)
Foam - 0.5 €	Bamboo 15€
Wood - 0.32€	Rivets/Screws 25€
Fabric - 1.5€	Wood 10€
Labor - 1.6€	Labor 68€
4€/piece	
TOTAL 400€	TOTAL 118€
Benefit de Bijenkorf 10€	
Price at de Bijenkorf 44€	

Each bags costs € 5 (€ 20 profit)

5 cushions/day

20 working days - 1 month

## Business plan

For cost of producing one cushion, two male workers in the wooden workshop are paid 0.8 Euros, and the two female workers 0.8 Euros.

The first month of the project involves the production of 100 cushions and 17 XX's for one time. The cost of the XX's is expected to be 118 in total, and the cost of the 100 cushions is expected to be 400. Besides, 100 Euros will be spent for promotion. 100 Cushions are produced every month in the workshops in slums. In the first month, half of these cushions are sold to the slums people to 50 households for 5 Euros each, and half is sold to Beijnkorf for 20 Euros. The money earned in the first month from the slums is 30 Euros, and from Beijnkorf is 1000 Euros. As a result, the profit in the first month is 412 Euros. However, when all the cushions (100 a month) are started to be sold to Beijnkorf after the second month, the profit is going to be 1688 Euros a month.



For cost of producing one cushion is 4 Euros in the slum workshops. Two male workers in the wooden workshop are paid 0.8 Euros; the two female workers 0.8 Euros; and the rest is material cost. The one time production cost of the XX's is 118 Euros, involving the wood, bamboo, screws and the labor cost.

### Income:

- \$1000 micro credit
- LightsUp's and the RubbiRolla benefits
- € 20/each XXCushion (€44 in stores)

## 6- Conclusion

By accomplishing the project “XX Benches” in our slum, we are planning to increase the economical level of the slum. With the help of the cushions and the ruby bags sold in western countries, there will be a strong connection between western countries and our slum. Western people will be more aware about the situation of the slums in all over the world and may be they will try to be more active about it. In that situation we will have increased the social cohesion in western countries.

In slums, building the benches all together will strengthen the relation between slum people. The use of XX Benches will help people to arrange more activities in city center which will create more social cohesion in the slum. Also physically and morally, the idea of achieving something together will improve the unity among the slum people.

