Project Samaarak

Building connections in crisis

Theme: **Design for Crisis**

Rebuild and heal the world with design

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Team

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Problem Identified

PROBLEM DESCRIPTION

During a crisis, there is a great deal of destruction of public and private properties. These properties can take a lot of money to rebuild and will require a lot of willpower to complete, but the destruction of important monuments can hurt momentum as they are symbols of the culture of the people who live there and also the character of the community at large. a lot of mental problems for the survivors. They need a way to share their stories about their lives, they need a place to come together and work as a community during the crisis to sustain themselves during and after these crises. There is also an immense need of proper navigation during the crisis and as most people associate the direction through the famous monuments, thus monuments can further help in navigating when internet services are down

Crisis Examples: Flash Floods in Kedarnath, Ukraine Crisis, Myanmar Civil War and 2015 Nepal Earthquakes.

Narrow down: To rehabilitate the communities both financially and mentally as their landmarks and monuments as the center for their development

1. **PERSONAL -**
   During and after crisis its difficult to rebuild peoples homes and business from ground up without any financial support. As many memories are attached to these homes its very mentally exhausting without the support of the community.

2. **SYSTEMS/GOVERNANCE**
   After a disaster governments mostly play catch-up to ensure that households and builders conform to their reconstruction policies. It takes a lot of financial support to even begin rehabilitation of public spaces which is easy to find especially after disasters so many places don't end up getting reconstructed for long time and need societal intervention. If not destroyed they need to be used efficiently as any people already know about them sometimes both residents and visitors

Urgency/Importance

War in Ukraine has caused $100 billion in infrastructure damage, and counting while In Nepal more than 600,000 structures in Kathmandu and other nearby towns were either damaged or destroyed by earthquakes.

WHY IS IT AN URGENT PROBLEM?

Destruction of property can cost a millions for both the people and government and restoration of these building can take a lot of time money and patience as the influx of income will decrease due to breakdown of trade in and out of the region.

Myanmar: Imagery Shows 200 Buildings Burned

(Yangon) – Satellite imagery shows that about 200 homes and other bui...

■ hrw.org

Over 160 buildings destroyed in blazes set by Myanmar's gove...

No casualties were immediately reported from the fire, which most s...

🔴 nydailynews.com

Idol of Dhari Devi, whose wrath locals believe caused 2013 Ke...

Dehradun: The temple of Dhari Devi, considered the guardian goddess of...

TOI timesofindia.indiatimes.com

Ukrainian cities shelled, including one near nuclear plant

Ukraine's presidential office says that powerful explosions have rattled the...

TH thehindu.com

For Ukraine's landmarks, Russian bombs and resentment of...

In their assault on Ukraine, Russian forces have bombed buildings that...

🍁 theglobeandmail.com

Memories of 2013 still haunting, Uttarakhand government halts...

The Kedarnath temple is covered in clouds and fog. It is also raining in R...

zeenews.india.com

EMOTIONAL EFFECT

Natural and Man-made Disasters cause them to lose their sense of identity without any ability to prepare for it. This can cause depression and anxiety and make people feel lost. Their entire world was turned upside down overnight. Attention is given to their immediate needs for food, clothing, and housing—and rightfully so. However, the lack of ability to focus on mental health is exacting a heavy toll. As Ukrainians deal with being ripped away from their homes and families, as well as the trauma of death and injury, their mental health needs to be a priority for citizens now, and for future generations.

FINANCIAL EFFECT

Putting aside the very real human cost, war has also serious economic costs – damage to infrastructure, a decline in the working population, inflation, shortages, uncertainty, a rise in debt and disruption to normal economic activity. Crises can lead to inflation – which leads to loss of people's savings, rise in uncertainty and loss of confidence in the financial system.

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: **Lieutenant**
Gender: **Male**
Family and Social Setting: **Single & Rescue Team Head**
Income: **8 LPA**
Education: **Graduation**

FEELINGS

Worries: **Not having enough supplies for the all the survivors and not be able to save every single person**
Influences: **Possible sudden changes on Ground Zero**

GOALS & VALUES

Goals: **To help and rescue as many people as possible**
Values: **Loyalty to the nation and its people, and hardworking**
Motivations: **To serve the nation and its people, and help the needy and injured**

PAIN POINTS

Fears: **Losing people's loved ones and not enough supplies**
Frustrations: **Not enough infrastructure and no way to contact stranded people**
Challenges: **Unreliable data, misinformation, No SOS training for survivors**

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: **House wife**
Gender: **Female**
Family and Social Setting: **Joint family, takes care of everyone**
Income: **-**
Education: **10th pass**

FEELINGS

Worries: **Her children's safety above anything**
Influences: **Television- movies, her mother and in laws**

GOALS & VALUES

Goals: **Protecting and keeping everyone together and safe**
Values: **Putting everyone first, keeping children safe**
Motivations: **Saving everyone and protecting family rescue the needy, finding shelter and food**

PAIN POINTS

Fears: **Losing family members,losing property**
Frustrations: **Not knowing who to contact/ask for help**
Challenges: **No prior knowledge, no reliable source of information**

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: **Sarpanch**
Gender: **Male**
Family and Social Setting: **Joint Family and Panchayat Head**
Income: **2 LPA**
Education: **Matriculation**

FEELINGS

Worries: **Not able to protect the loved ones and failing in the responsibility of being sarpanch**
Influences: **Whatsapp Forwards, Television, His son and family**

GOALS & VALUES

Goals: **development of the village and play a key role in providing basic services vital for the health and well-being of rural people**
Values: **Family should be the priority**
Motivations: **Family, Pride, Loved ones**

PAIN POINTS

Fears: **Failing in protecting the villagers and the loved ones.**
Frustrations: **Can't understand english and lacks in technological knowledge**
Challenges: **Lack of understanding towards the technology, can't communicate in english and understand it. Where to find reliable source of information**

Explorations

We looked at a variety of issues, from communication during man-made and natural disasters to the mass burial of corpses. The following concepts were the most prominent when using the prioritization scale:

1. Destruction of historical monuments that represents india's heritage and culture And people losing sense of during during calamities.
2. Alot of people go missing and misplaced during calamities hence getting lost Forever and not finding way back to their family members.
3. Sanitation toilet issues during temporary shelters and tents

Final Problems

Destruction of historical monuments and places

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People go missing
- SERVICE
- PERSONAL

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Sanitation (toilet issues) women (periods)

Narmadha a
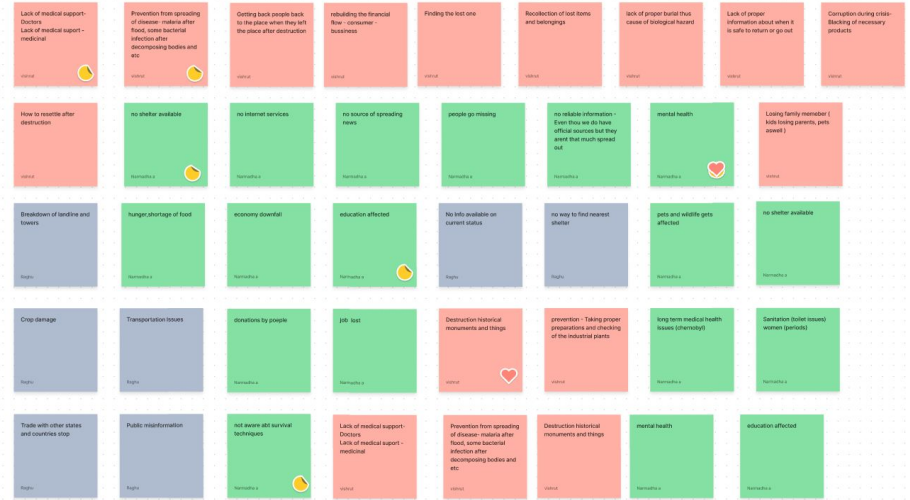
Samaarak

Platform that enables users to travel to nearby landmark shelters even without internet. Since most people are familiar with the monuments, we can use them as shelter and a guide because there are already enough people in these locations to support them.

There are two distinct modes on our platform. Both in an emergency and under regular circumstances.
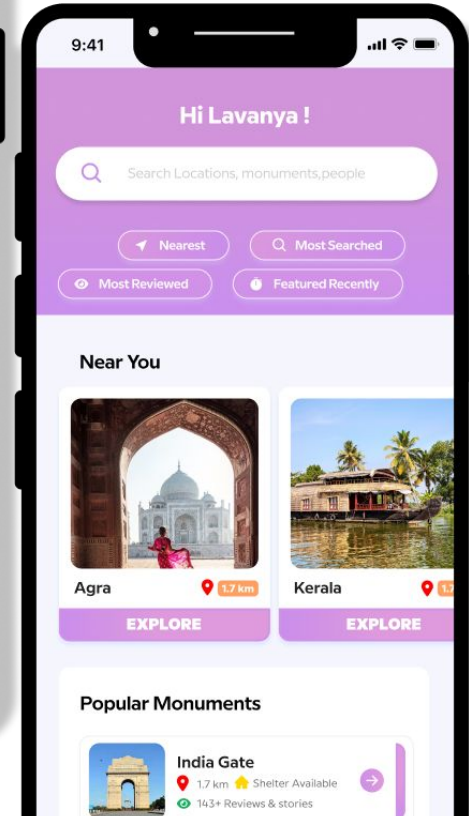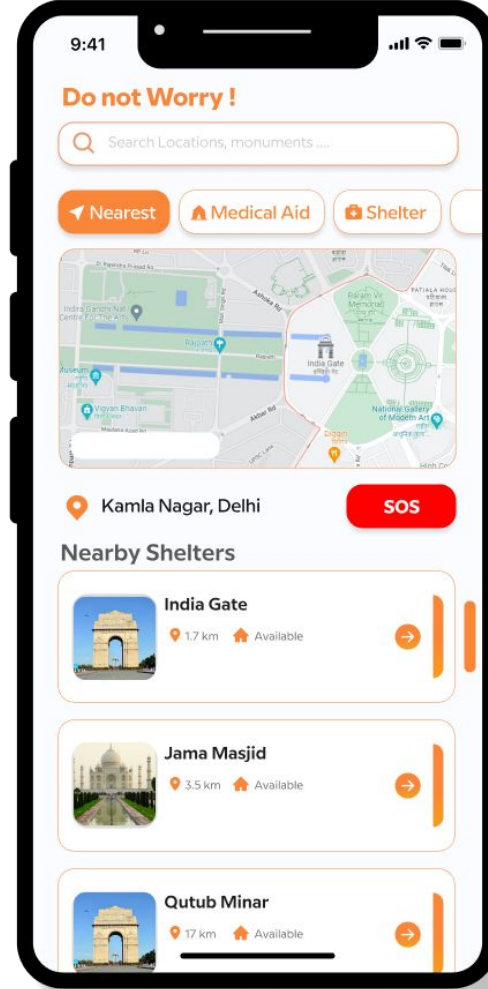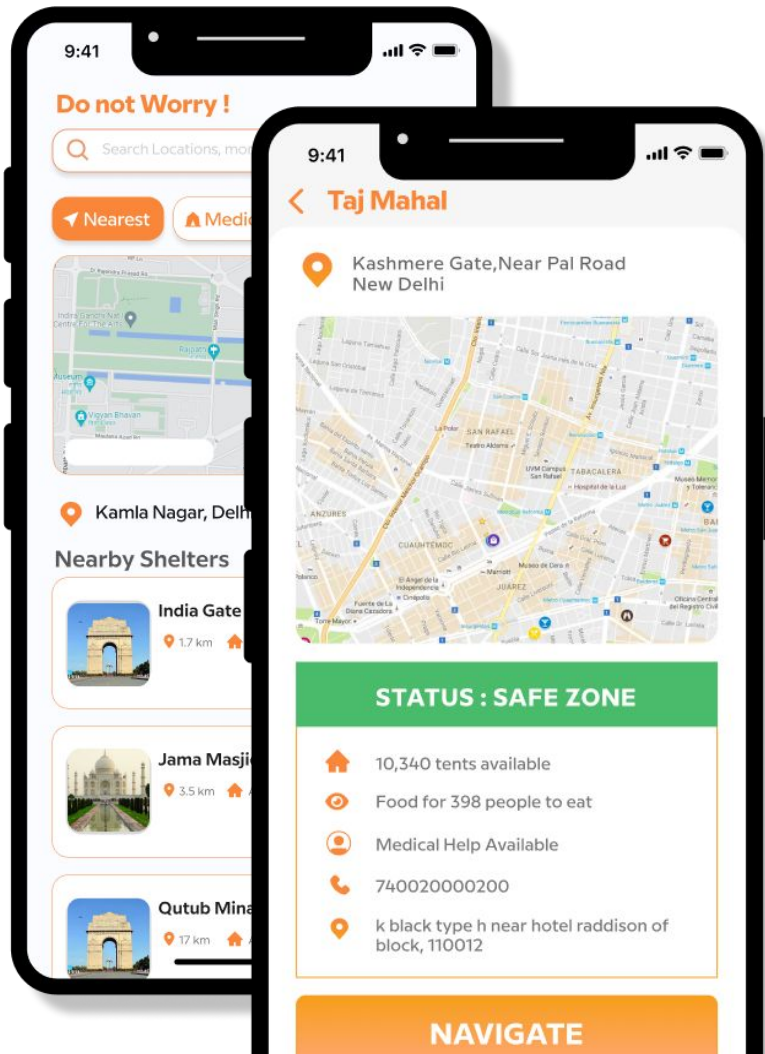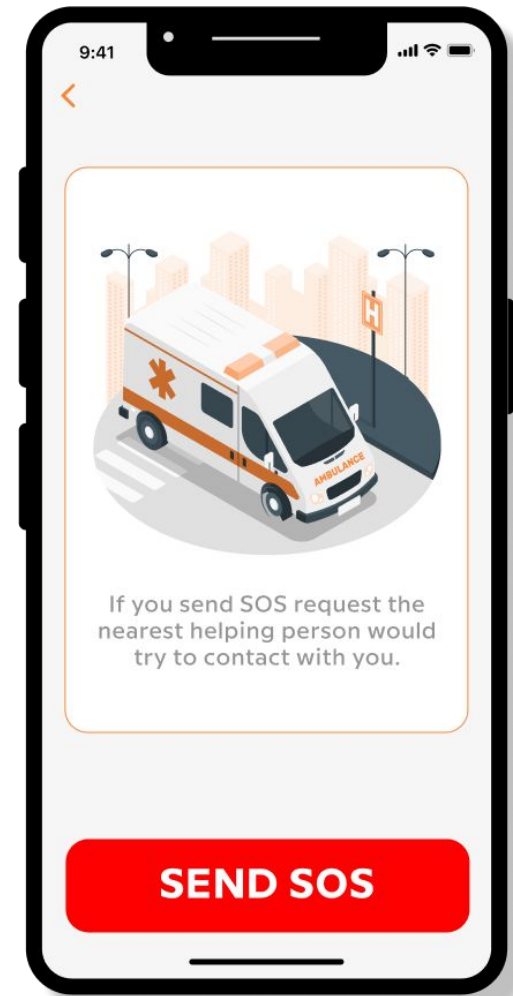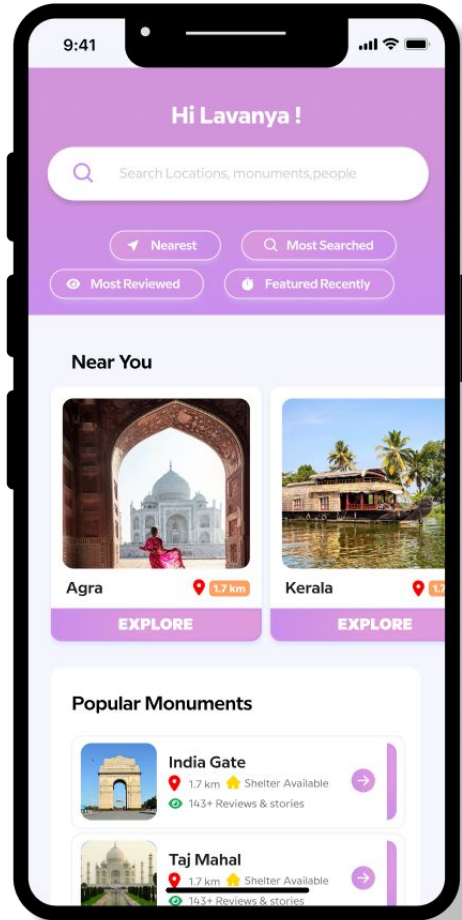
Emergency Mode

A platform to find the nearest landmark shelters and navigate to the shelters even without internet. We can find out the people it can accommodate and food availibltiy among other things.
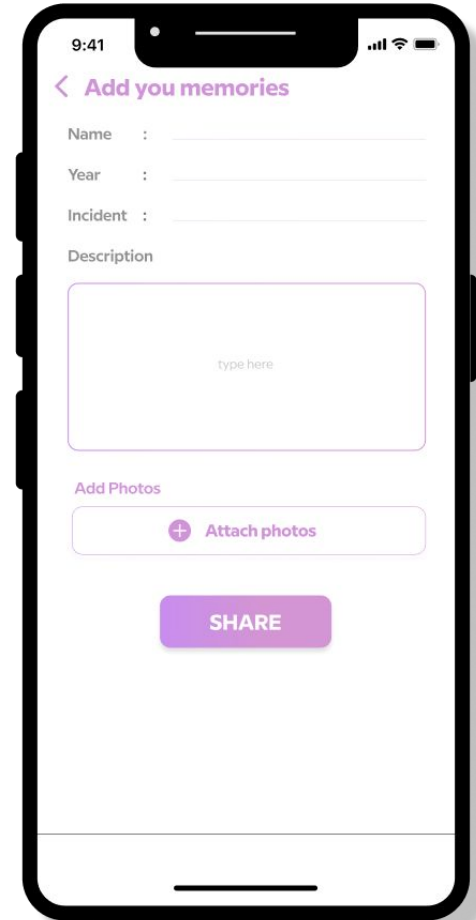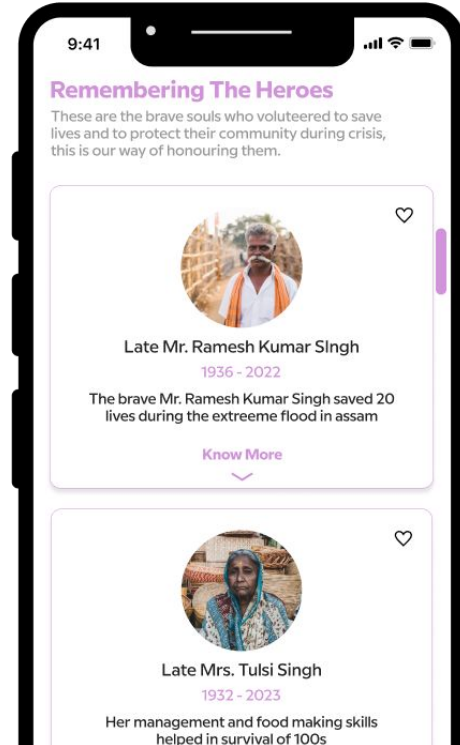
Send an SOS meesage to avail nearest rescue if necesary to the nearest shelter

Normal Mode

The service connects people by sharing their stories and momeries of their beloved monuments

We provide a platform to not only educate people about the history of the monument and its timeline of existence through AR and VR but also to remember and know about the local martyrs of the disasters

We also provide methods to donate to the restoration of the monument and the community in its vicinity by selling products created by local artists and vendors and direct donation
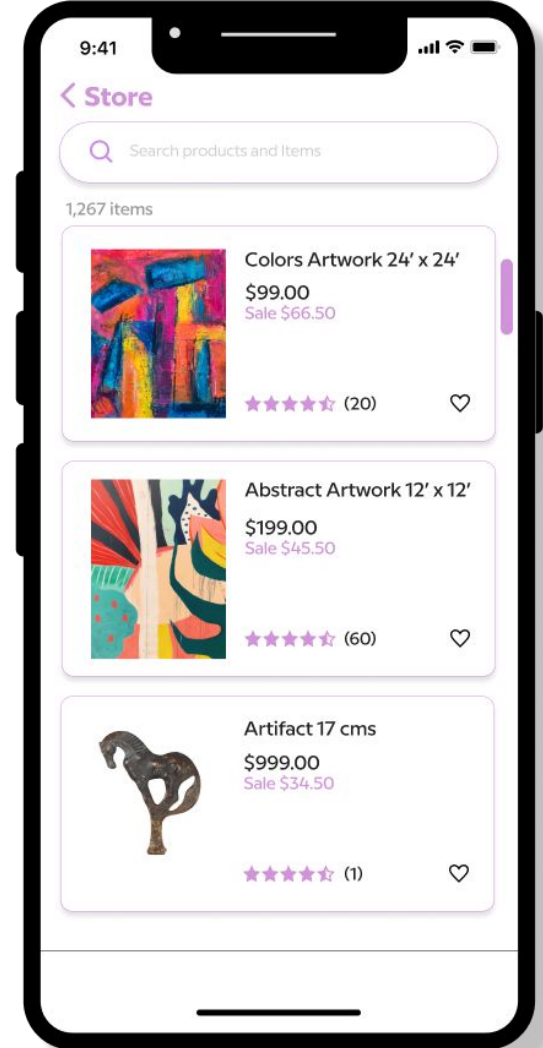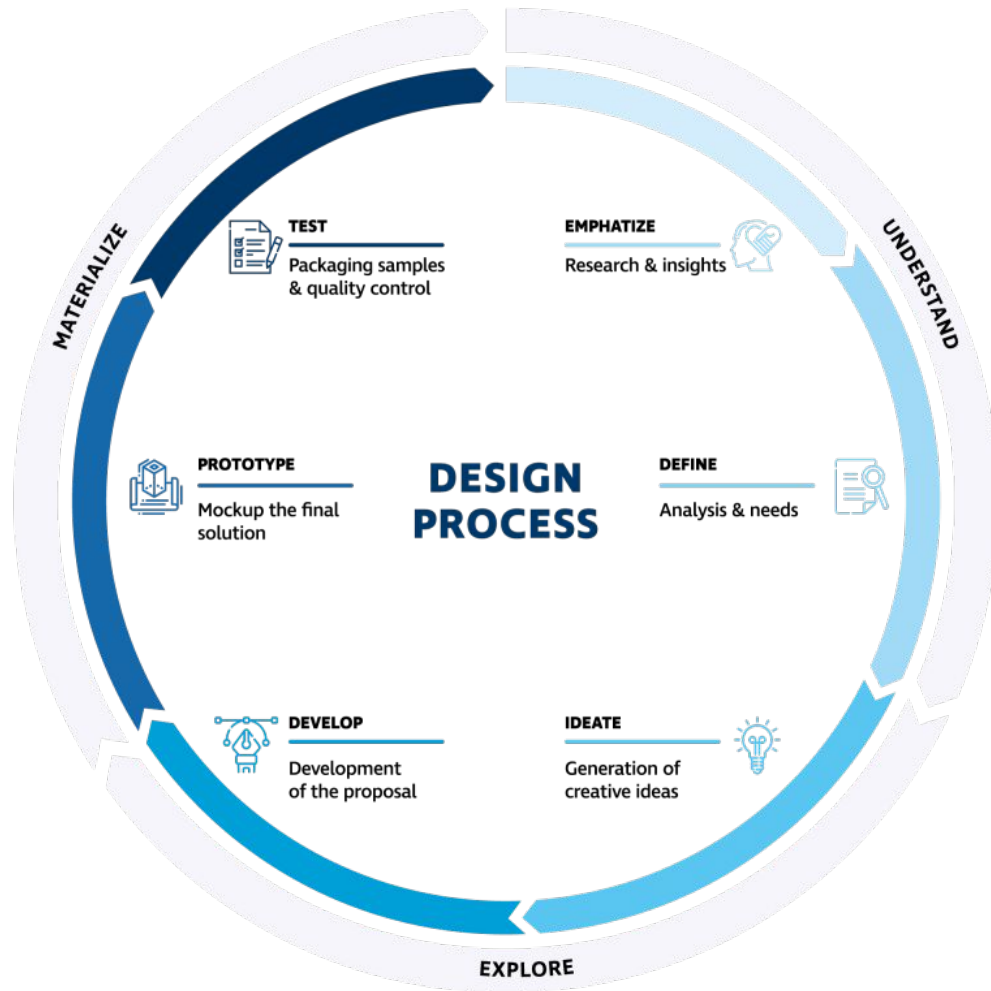
Impact on the Society

People in a region identify with the monuments and landmarks there, and there are unspoken connections between them. Destruction of a monument means destruction of one's memory and existence.
Most people are familiar with the monuments, so we can use them as a directional and shelter tool because during a crisis, monuments are used as a shelter and will also help in navigating the nearby shelter.

Sustainability

HOW IS YOUR SOLUTION SUSTAINABLE?
The solution is two staged in its creation itself have different levels of sustainability.

Emergency Mode: this mode is sustainable especially in places that have recurring disasters like floods and earthquakes.

Development Mode: This mode is very sustainable as even after a disaster financially as it has many resources to rely and in terms of relevance it grow boh a community and education focused product while the e-commerce aspect is self sustaining as it most of its relevance comes from the products sold by the vendors and artists and not the platform it self. The tourism affiliation in itself is a very lucrative market because Top affiliate programs receive only 3 percent of traffic from travel affiliate sites. This means that the majority of visitors aren't ready to make a purchase, and stuck in a long conversion funnel. Additionally, it points out that there are a lot of opportunities for travel-focused projects because their users are laser-targeted.

Practicality & Business Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

Revenue Sources

E-commerce website for local vendors and artists- The app can be used as a ecommerce platform for local artist and vendors which can not only boost local economy but also the profits can sustain the system

Tourism Affiliate Marketing- The forum and community provide a great source for marketing the monument to tourists and by affiliating with tourism agency can create a lucrative income source

Practicality & Business Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

Stakeholder Incentives

The community in vicinity- The service helps in selling products created by local artists and vendors to stimulate economy after the crisis and also help rebuilding their private properties and kickstart the community's finances

Government and Rescue Officials- Firstly the app helps in locating survivors reducing the cost burden of finding people with helicopters and such and also the donations help reduce stress of restoring public property and they can focus on disaster management more easily

Thank you!