

D'source

DIC-BHU SDGs Design Challenge



DDSDC (3) - Environment design.

SDG (3) - Good Health and Well Being.

BRIEF : The project aims at providing holistic sex education to children and normalizing conversations about sexual and reproductive well being amongst them through an interactive and experiential **ice cream vending system**.

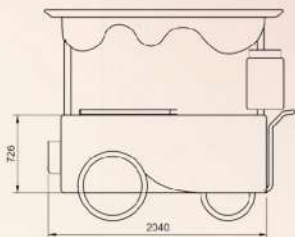
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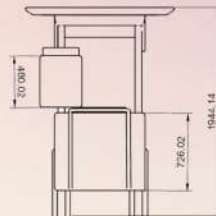
Sex education goes beyond just the biology or even the chemistry of it. It is more intimate. Conversations around this topic, between a caregiver and a child, fall short of having any long term impact because even adults shy away from the bare mention of it. But there is **an urgent need for sex education to be a conversation**, a conversation that asks back and makes a child curious and interacts, not just goes on speaking.

Topics like sex/intimacy education need to become a part of a student's life but with utter care as they can also become scary and can cause more harm if not presented empathetically. Hence, the idea presented here is that of a friendly ice cream vending cart. Through which children (from the age of 7-19) can not only learn about, but also experience the critical aspects of comprehensive sex education while enjoying their lick lollies.

The chaos and aura of the street outside **schools** after the bell rings is one of the liveliest moments of the day. The crowd gathers especially at the chaat stall, fast food trucks or ice cream shops, it becomes a part of a student's life. The user naturally comes to the source. This attraction towards ice cream vending cart is important because topics like sex education if left merely as an information piece which users themselves need to go towards, will often go unnoticed. Intervening through these interactive spaces will help in approaching and **engaging the audience**.



Front view



Side view

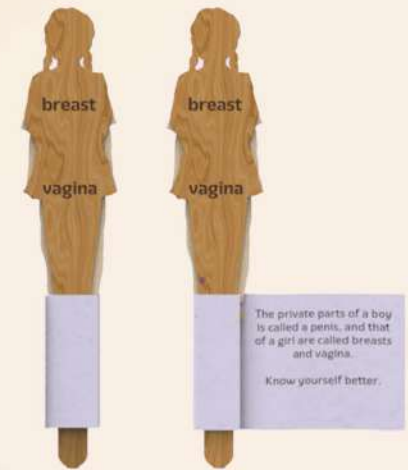
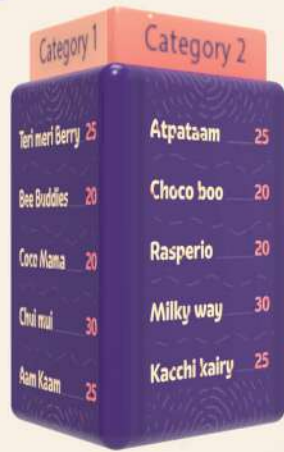


Top view

Environment Setup

Application : In the real world context, this idea can be taken up by any ice cream brand as an awareness campaign or by NGO which work for related topics. This can also be taken up by the schools to spread awareness about sex education.





Sex education needs to be more holistic. Reproductive anatomy, physiology and the mechanics of sexuality are taught out of context in school courses. The emotional, psychological and social context in which intimacy occurs is absent. As we are not purely physical beings, a purely physical take on sexuality doesn't cut it—it leaves kids unprepared for the realities of life experience.

At different ages, different forms of intimacy education is required to be able to become a sexually well guided adult someday. Thus the information is categorized into three age categories taking in mind the indian context - 7-9, 10-14, 15-19

Information absorption with experience.

The information that is given to the audience of these categories, to ensure maximum absorption of this information. The packaging and the flavors and the illustration and the very ice cream itself, is designed in ways so that with each second of consumption. the information soaks in more and more and more, as now it's not mere information. It has become an experience.

The messages are subtle so as to not make it look like the innocence of the ice cream has been taken away.

The final layer of detailed information is presented as a note wrapped around the stick or beneath the ice cream on the interior base of the cup. The theme of the message (packaging and the ice cream) for any given flavor of any given age category remains the same, but the phrases change to keep the interest and the curiosity alive of the consumers.vv

Category 1

Age 7-9

* Teri meri berry

Flavour - Blueberry & Raspberry
Ice cream type - Ice lolly
(Body part names)

* Bee buddies

Flavour - Honey milk
Ice cream type - Milk ice cream lolly
(Empathy)

* Aam Kaam

Flavour - Mango vanilla.
Ice cream type - Swirl cup.
(Gender roles)

* Chui Mui

Flavour - Raw mango (Kacchi keri)
Ice cream type - Ice lolly with candy
(Privacy)

* Coco Mama

Flavour - Coconut milk
Ice cream type - Ice lolly with candy
(How kids are born)

Category 2

Age 10-14

* Rasperio

Flavour - Raspberry
Ice cream type - Ice lolly
(Menstruation)

* Atpataam

Flavour - Mango
Ice cream type - Mango lolly
(Normalising body types)

* Kacchi kairy

Flavour - Raw mango (Kacchi keri)
Ice cream type - Ice lolly
(Secondary changes)

* Choco Boo

Flavour - Chocolate+mint/strwberry/mango/
blueberry
Ice cream type - Ice lolly
(Gender identity)

Category 3

Age 15-19

* Berry Bae

Flavour - Blueberry & Raspberry
Ice cream type - Ice lolly
(Healthy relationship boundaries)

* Golden badaam

Flavour - Honey = Almond + milk
Ice cream type - Milk ice cream lolly
(Including your parents)

* Raw Tango

Flavour - . Raw mango (Kacchi keri)
Ice cream type - Ice lolly
(STIs & STDs)

* Cassata

Flavour - Casatta
Ice cream type - Ice cream cake
(Sexual Identities)

* Anjana Anjeer

Flavour - Anjeer
Ice cream type - Ice cream cup
(Myths about virginity)

Category 1

(Age 7-9)

Flavour -Blueberry+Raspberry
Ice cream type - Ice lolly

At this age, intimacy education needs to be about self awareness. Awareness about your body, your moral and your emotional self.

“ Teri meri berry “

TOPIC - This ice lolly is focused on educating kids about the name of their body parts for a better understanding of their own self, who they are and what the world around them is like. Moreover how to address themselves and the world around them. If they are not comfortable about the names of their own body parts, they won't be able to grow up to be adults who are comfortable to talk about others' intimacy in general.

EXPERIENCE - After they unwrap the pack and read the note, as they indulge in the ice-cream more and more, slowly starting from the head up, the stick silhouette starts revealing itself. One side of the silhouette is that of a boy and the other, that of a girl with their respective private parts denoted. The information they just consumed as text, they now experience it again but in visuals and the fact that they actually participated with the information itself, helps them absorb it more and it gets ingrained in them and becomes a part of them.

NOTE TEXT : The private parts of a boy is called a penis, and that of a girl are called breasts and vagina. Know yourself better.



Coco Mama

Flavor - Coconut milk

Ice cream type - Ice lolly with candy



(Package Illustration)



To teach kids where kids are born from. As they consume the ice cream they have to wait for as long as they don't almost lick the ice cream entirely and have to wait to be able to get to the candy, metaphorical to waiting during pregnancy.

NOTE TEXT : We've all waited in our mother's wombs for 9 months.

Chui Mui

Flavor - Raw mango (Kacchi keri)

Ice cream type - Ice lolly with candy



(Package Illustration)

At this age kids also need to know what are the boundaries that need to be maintained. Kids this age are often seen as too innocent to understand how to say no and are often touched at places.

The ice cream is inspired from the touch me not plant and the experience also makes them feel like the green interior of the ice cream is hidden by the yellow jelly cover and not easily approachable.

NOTE TEXT : Your private parts are your

Bee buddies

Flavor - Honey milk

Ice cream type - Milk ice cream lolly



(Package Illustration)



To teach kids about empathy and kindness and teamwork. The illustration is about bees holding together and achieving a common task. Their sense of companionship affects how they act in society once they're adults.

The note attached shall explain in detail.

NOTE TEXT : Being kind is being beautiful.

Aam Kaam

Flavor - Mango vanilla.

Ice cream type - Swirl cup



To teach kids about how both genders participate equally in the functioning of a society. Here one cannot consume just one flavor by itself, you have to with each scoop have a little bit of this and a little bit of that. Society similarly can't function just through one gender. Both participate equally.

CUP TEXT : The flavors can't be separated as they can't be biased. The world can't be separated as gender can't be biased.

Category 2

(Age 10-14)

Flavour - Mango

Ice cream type - Ice lolly

At this age, intimacy education needs to be about inter-personal awareness, as around this age kids become more aware and conscious about their social surroundings.

“ Atpata Aam ”

TOPIC - This ice cream aims at making people feel okay about different body types. Around this age kids start getting self conscious about their own bodies and also start getting aware about their position in their respective social circles. They then aim at fitting best in these circles through trying to achieve a standard “beautiful” body type. This can result in a sense of anxiety and shame in the young minds.

EXPERIENCE - However you tear the pack, in that torn slice of plastic you get mangoes of different shapes and sizes. As they start eating the ice-cream, the stick looks normal because the user is only able to see the lower half of it, but as they go on consuming it, they find a certain kind of body silhouette. When they watch their friends eat, they see that their friends with sticks of different silhouette shapes. This arises curiosity in them about all the possible silhouettes. All sticks have one message - **“All bodies are happy bodies”**

STICK TEXT : All bodies are happy bodies.



Choco Boo

Flavour -Chocolate+mint/strawberry/mango/blueberry
Ice cream type - Choco bar



This is normally the age when children start to explore themselves. Peek a boo is an ice cream with a surprise flavor covered inside a chocolate layer. The idea is to encourage children to explore their sexuality and gender identity and also be empathetic and accommodating towards others.

NOTE TEXT : We're all unique, we're all different. Be whoever your heart tells you to be.

Kacchi kairy

Flavour - Raw mango (Kacchi keri)
Ice cream type - Ice lolly



During the tender age when children go through a transitional phase of puberty there are many myths and misconceptions associated with secondary sexual changes that they experience.

The packaging of this Ice cream along with the message inside aims at providing assurance and information to adolescents about bodily changes like hair growth with the rough spiky hairlike edges from all the directions.

NOTE TEXT : Your privates might be hairy, no need to weary.

Rasperio

Flavour - Raspberry
Ice cream type - Ice lolly



Menstruation is the talk of the town during this age. There are many misconceptions and taboos associated with the topic which often leads to embarrassment of the person experiencing it.

The stick reveals a red stain after the Ice cream is consumed along with a message on the other side that aims at bursting these misconceptions.

NOTE TEXT : Period is red. Period is real.

Category 3

(Age 15-19)

Flavour - Anjeer

Ice cream type - Ice cream cup

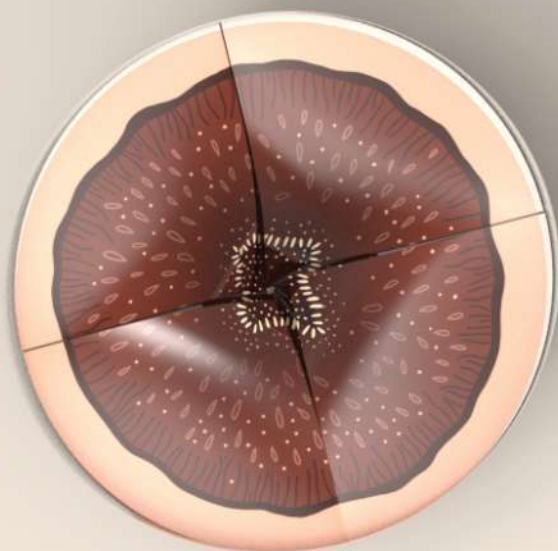
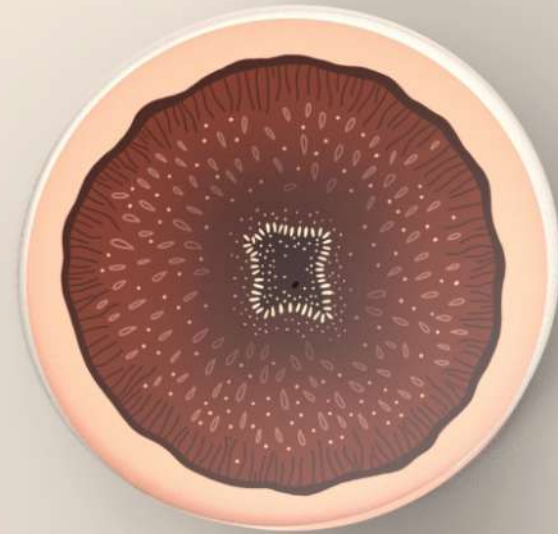
At this age people need to be taught about the different intimate experiences that they now might have with the world around.

“ Anjana Anjeer “

TOPIC - Anajana Anjeer aims at debunking the myths and mysteries around virginity. As kids near this age might have sexual encounters with their peers for the first time, it is important to understand what it is and what it isn't. Virginity is not something you can just “lose”. The hymen, which looks like a scrunchie or an anjeer, isn't a wall that needs breaking through.

EXPERIENCE - Unlike common ice cream cups, you can't just peel the lid off and throw it away. The lid stays throughout - the anjeer stays throughout - **the hymen stays throughout**. After eating the ice-cream, once you look inside the base, the user sees a message regarding myths around virginity. They instantly connect that information with the experience they had a few minutes ago with the lid.

CUP TEXT : Blood is not a proof of virginity. Virginity isn't something for anyone to



Cassata

Flavour - Casatta

Ice cream type - Ice cream cake



(Package illustration)

To teach kids about all the different sexual orientations or how sexuality is a spectrum, not binary data. The colors of the cassata is that of a rainbow, a pride flag.

NOTE TEXT : Sexual Identity is a spectrum with no compulsion. Be who your heart tells you to be.

Golden badaam

Flavour - Honey+Almond+milk

Ice cream type - Milk ice cream lolly



- To help kids realize that its okay to talk to their parents about these things and make them a part of the conversation too.

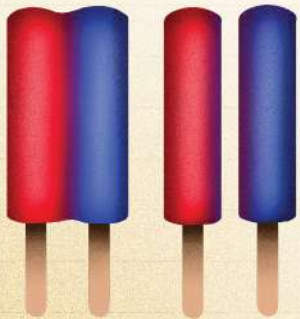
The stick that does not stand by itself, on opening up becomes more stable. The note on the stick would similarly ask them to have conversations with their parents, open up and find more stability.

NOTE TEXT : Feel free to ask those who know the world better and you best, your parents. Live a more stable and guided sexual life.

Berry Bae

Flavour - Blueberry & Raspberry

Ice cream type - Double ice lolly



To teach kids about healthy boundaries in a relationship. On buying the ice cream, which one is most likely to do with a friend, one needs to break it into two to consume. After eating the lolly, both the sticks when put together would provide information regarding healthy boundaries. This will become an experience and a moment of thought for the two people.

NOTE TEXT : Intimacy is a choice, not a duty. Saying "NO" is everyone's right.

Raw Tango

Flavour - . Raw mango (Kacchi keri)

Ice cream type - Ice lolly



To teach kids about STIs and STDs. After eating the ice cream the color of their tongue would change to a strong green hue hinting towards how easily one could catch an STI/STD and how long lasting it's impact is.

NOTE TEXT : STD's are as easy to catch on, as the color caught your tongue. Be safe. Be wise.

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