



WEBPAGE



INSTAGRAM



पहचान | pehchaan

a day in the life

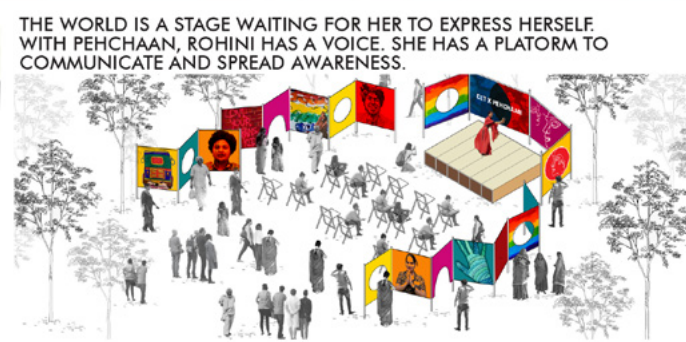
Prejudice against transgenders in India has pushed the community into near-complete digital and physical obscurity. Often denied the right to formal education (as a consequence of harassment or gender dysphoria), a large section of the demographic pursues performing arts as their career. However, many talented individuals from the community do not have access to a platform to demonstrate or practise their skills.

Our team, "Pehchaan", which translates to "identity" in English, is rooted in the fight against the invisibility of the transgender community in Delhi's public spaces. The primary motivation of Pehchaan is to affirm their right to gender identity, equality and public space. We want to help them build their artistic capacities and sensitize the common public to the lives of the transgender community using collaboratively designed art.

Overcoming the lack of online resources, the team organized interactions with multiple NGOs, transgender activists and the community itself, which facilitated a deeper insight into the dearth of accessible information. We discovered a local NGO, the Community Empowerment Trust (CET) and were able to establish a mutually beneficial exchange of resources and community presence. CET's sustained engagement with the transgender community in Jahangirpuri for the last six years through relief camps and welfare drives has made them an influential presence within the trans community in North Delhi. Together, we conducted a series of interactive exercises with the transgender community in Jahangirpuri, New Delhi. Through the cycles of community consultation and collaborative design, the team was able to capture the essence of the rich culture and tradition of the community which was distilled into the proposal. While also working with people on the site, the team was able to expand its virtual presence with Instagram, LinkedIn and a website boosting awareness and attracting more volunteers who wished to work for the cause.

The team's design proposal is based on creating public space infrastructure that caters to the community's needs. The solution is a modular stage apparatus that can be used by the collaborators as a performing art venue, or to organize relief activities without having to go through the expensive process of leasing halls and tents. The apparatus is composed of panels that depict the community's artwork, incorporating their essence and creating a holistic, collaborative design. Supplementing the design proposal, the team aims to challenge hetero-normalcy across the country through a series of identifying labels (stickers, posters), designed to emulate transgender art and culture. The stickers can be positioned across city cafes, mediums of public transportation, identifying themselves as safe spaces for queer communities, ensuring safety and acceptance.

With the proposal, the team aims to create inclusive public spaces and bring about real actionable change in the perception of the trans community. The city can become theirs as much as it is for the cis-gendered majority. The transgender community can identify with their city through Pehchaan.



* GHARANAS ARE SOCIAL SYSTEMS THROUGH WHICH ELDER TRANSGENDERS ADOPT NEW INDIVIDUALS WHO HAVE BEEN OUTCASTED BY THEIR FAMILIES.
 ** DUE TO PREJUDICE, THE INDIAN TRANS COMMUNITY HAS COMPROMISED ACCESS TO EMPLOYMENT, EDUCATION AND HEALTHCARE.
 # SHE STRUGGLES TO AVAIL GOVERNMENTAL RELIEF AS HER GENDER IDENTITY DOES NOT ALIGN WITH HER DOCUMENTATION.

site analysis

community engagement

OBSERVATION PHASE



25+ ENGAGEMENTS
15+ FAILED CORRESPONDENCES
3 SUCCESSFUL MEETS



EXTENSIVE RESEARCH
Weeks of extensive in-depth research and a number of failed correspondences to begin with.

Name	Phone Number	Address	Status
Mr. Anand	9876543210	123 Main St, Delhi	Failed
Ms. Priya	9876543211	456 Park Ave, Delhi	Failed
Mr. Ravi	9876543212	789 Garden Rd, Delhi	Failed
Ms. Neha	9876543213	101 Market St, Delhi	Failed
Mr. Arjun	9876543214	202 School St, Delhi	Failed
Ms. Anjali	9876543215	303 Hospital St, Delhi	Failed
Mr. Vikram	9876543216	404 Temple St, Delhi	Failed
Ms. Pooja	9876543217	505 Cinema St, Delhi	Failed
Mr. Aditya	9876543218	606 Station St, Delhi	Failed
Ms. Shreya	9876543219	707 Airport St, Delhi	Failed
Mr. Naman	9876543220	808 Beach St, Delhi	Failed
Ms. Isha	9876543221	909 Hill St, Delhi	Failed
Mr. Karan	9876543222	1010 Lake St, Delhi	Failed
Ms. Aarav	9876543223	1111 Park St, Delhi	Failed
Mr. Aanya	9876543224	1212 Garden St, Delhi	Failed
Ms. Armaan	9876543225	1313 Market St, Delhi	Failed
Mr. Anshika	9876543226	1414 School St, Delhi	Failed
Ms. Arsh	9876543227	1515 Hospital St, Delhi	Failed
Mr. Arshika	9876543228	1616 Temple St, Delhi	Failed
Ms. Arshika	9876543229	1717 Cinema St, Delhi	Failed
Mr. Arshika	9876543230	1818 Station St, Delhi	Failed
Ms. Arshika	9876543231	1919 Airport St, Delhi	Failed
Mr. Arshika	9876543232	2020 Beach St, Delhi	Failed
Ms. Arshika	9876543233	2121 Hill St, Delhi	Failed
Mr. Arshika	9876543234	2222 Lake St, Delhi	Failed
Ms. Arshika	9876543235	2323 Park St, Delhi	Failed
Mr. Arshika	9876543236	2424 Garden St, Delhi	Failed
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Ms. Arshika	9876543239	2727 Hospital St, Delhi	Failed
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Ms. Arshika	9876543241	2929 Cinema St, Delhi	Failed
Mr. Arshika	9876543242	3030 Station St, Delhi	Failed
Ms. Arshika	9876543243	3131 Airport St, Delhi	Failed
Mr. Arshika	9876543244	3232 Beach St, Delhi	Failed
Ms. Arshika	9876543245	3333 Hill St, Delhi	Failed
Mr. Arshika	9876543246	3434 Lake St, Delhi	Failed
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Ms. Arshika	9876543251	3939 Hospital St, Delhi	Failed
Mr. Arshika	9876543252	4040 Temple St, Delhi	Failed
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Ms. Arshika	9876543255	4343 Airport St, Delhi	Failed
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Mr. Arshika	9876543258	4646 Lake St, Delhi	Failed
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Mr. Arshika	9876543310	9898 School St, Delhi	Failed
Ms. Arshika	9876543311	9999 Hospital St, Delhi	Failed
Mr. Arshika	9876543312	10000 Temple St, Delhi	Failed

ELABORATE LIST OF CONTACTS AND CORRESPONDENCES

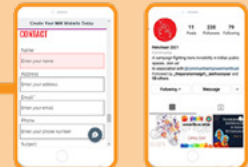


MITR TRUST IN DELHI
Meet with Ms. Rudrani Chhetri, a transwoman and founder of Mitri Trust for the welfare of trans community.



TRANS-ALLY NGO IN JAMSHEDPUR
Meet with Mr. Souvik Saha, founder

COMMUNITY EMPOWERMENT TRUST



CONTACTS VIA WEBSITE, INSTAGRAM AND LINKEDIN



COLLABORATION WITH CET
Collaboration with the CET, an ensemble of social workers, architects, legal advisors, professors and health care professionals.



Stakeholder accessibility and the collaborators' history with the site led us to choose this space for our intervention.

CET is a registered organization of social workers, architects, legal advisors, psychologists and health care professionals from diverse gender identities. It has been working for over 6 years to uplift the transgender community in Delhi. The organization has helped hundreds of individuals self-identify and gain access to healthcare, education and food.

PROJECT MENTOR



Mahira Qureshi



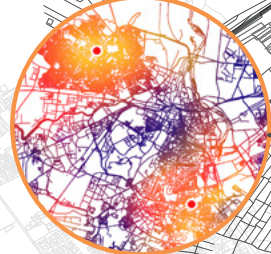
PROJECT COORDINATORS



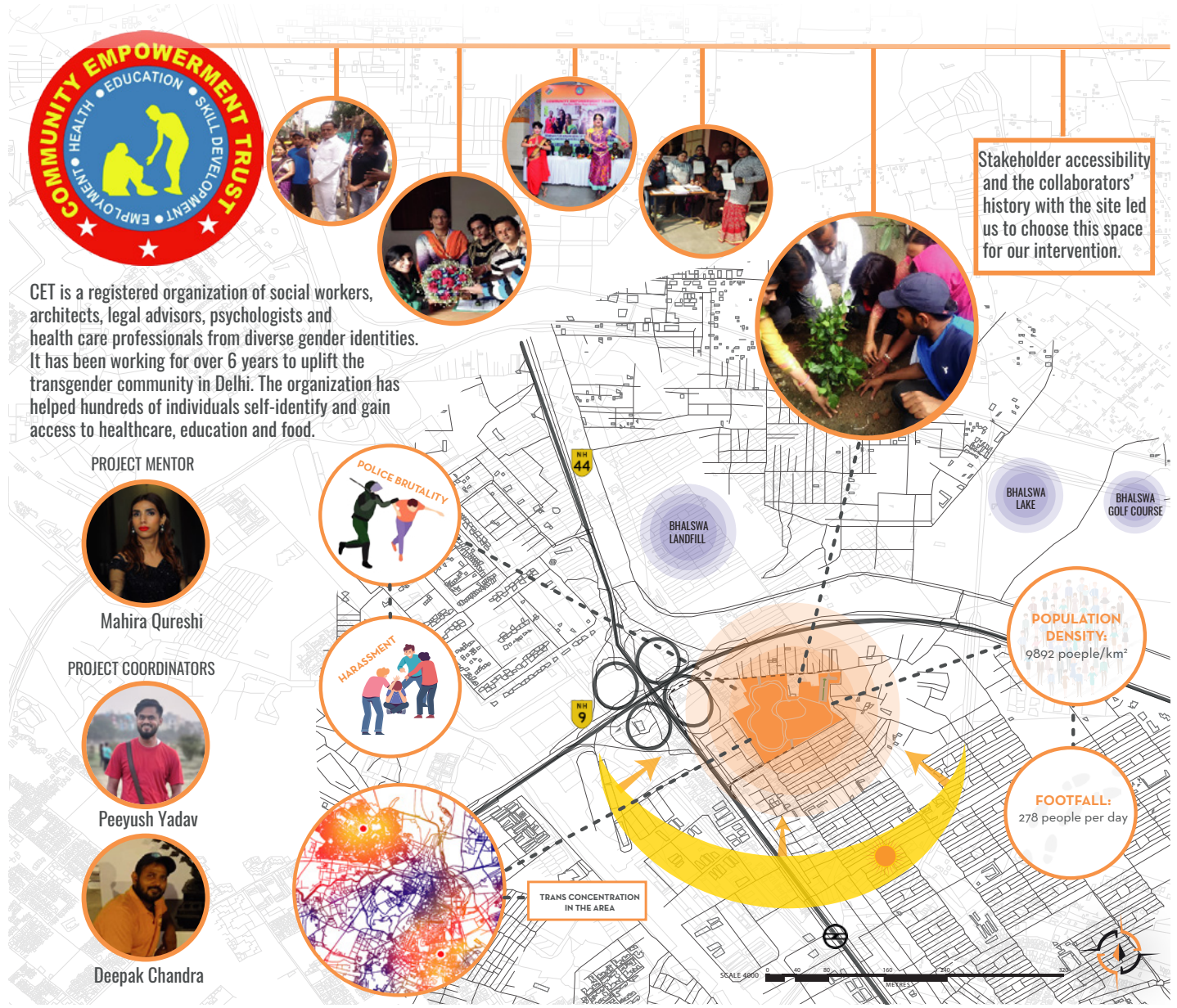
Peeyush Yadav



Deepak Chandra

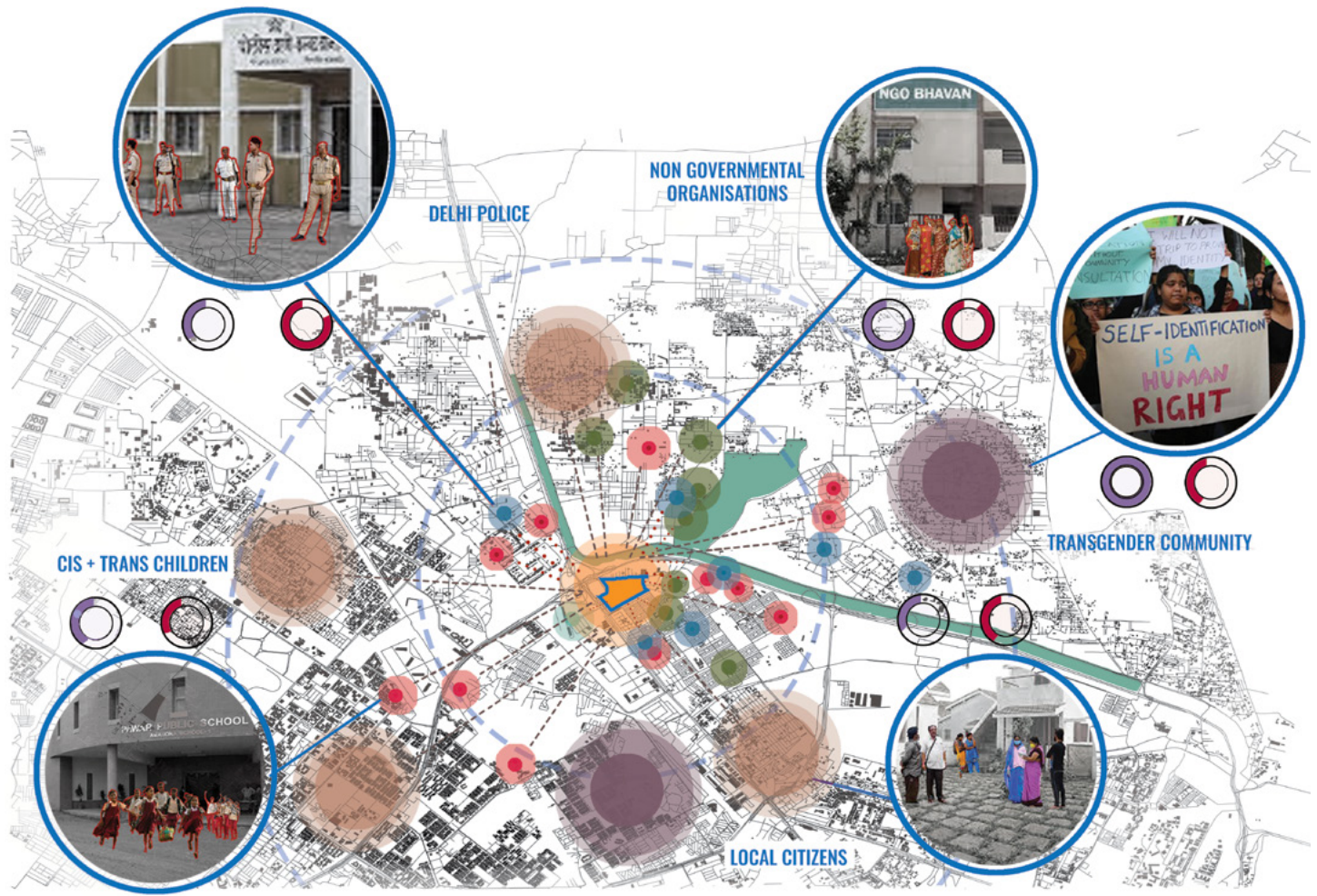


TRANS CONCENTRATION IN THE AREA



stakeholder mapping

community engagement INTERACTION PHASE



objectives

community engagement ACTION PHASE



INSIGHTS FROM OUR COLLABORATORS

Community engagements via CET brought in intimate insights from the daily lives of the trans population.



COMMUNITY-CENTRIC BLOCK GAME DESIGN

Design of a highly contextual interactive block game based on prompts generated from careful examination of the day-to-day lives of the members of the trans community, inculcating aspects of urbanism and cultural identity.



PERMISSIONS FOR COLLABORATIVE EVENTS

PROBLEM IDENTIFICATION THROUGH COMMUNITY IMMERSION AND COLLABORATIVE ACTIVITIES



September

September

September

October



NEED FOR A PLATFORM

Identification of the need to embrace and uphold the right to freedom of expression and creative liberty.

INTERVENTION OUR DOMAINS OF INTERVENTION

1 BUILD CAPACITY THROUGH ARTISTIC EXPRESSION

Within the transgender population there is a large demographic that engages in performance based employment venues. Prejudice in infrastructure prevents them from fully exploring their artistic potential.

COLLABORATORS (L-R) : NOOR (SINGER), MAHIRA (POETESS), SOMYA (FASHION DESIGNER)

2 AFFIRM THE RIGHT TO PUBLIC SPACE

There are no safe spaces for the trans community in Delhi's commons, mediums of public transportation.

CIS GENDERED WAITING SPACES, TOILETS, METROS

LACK OF GENDER IDENTIFICATION DOCUMENTS
unable to avail governmental relief due to complicated documentation procedures

3 PROVIDE A SITE FOR COMMUNITY ACTIVITY

Organisations like the CET have to lease halls and stages for relief activities incurring large costs.

MATERIAL + HUMAN RESOURCE COSTS

COLONIAL ERASURE OF SOUTH ASIAN GENDER PLURALISM

criminalization of being a hijra to police and control the body of the colonial subject

1884

CORONAVIRUS

1 in 10 Indians is vaccinated

0.013% of those vaccinated are sexual minorities

collaborative design exercise



COMMUNITY ARTWORK

Using the prompts, the community produced artwork to be displayed on the block model.



AUGMENTED REALITY

We designed augmented reality overlays during our participatory design sessions to show community members the different possibilities of our work.

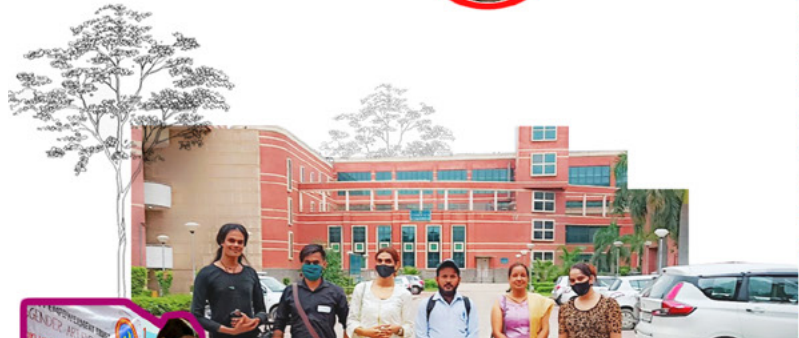


RECORDING TESTIMONIALS

Using semi-structured interviews, we evaluated the needs of the community and asked them about what they would like to share with the world.

DEVELOPMENT OF THE GAME

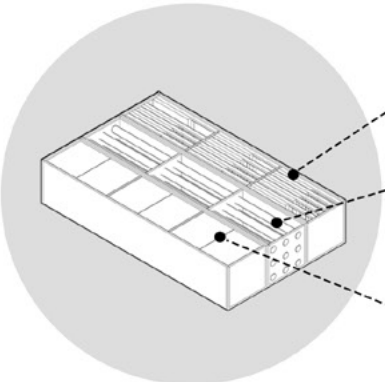
To overcome the barriers of literacy, we developed a board and block game to play with the community using context and demography specific prompts.



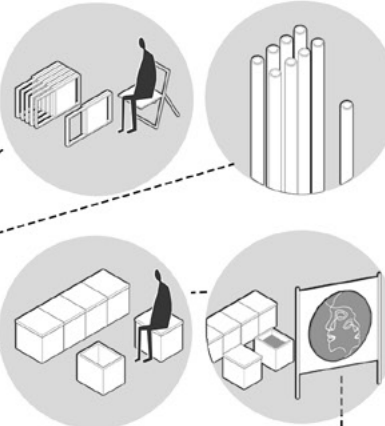
design



IN SITU PLACEMENT OF THE STAGE OR "DABBA"



UNBOXING OF THE "DABBA"
• POSTS • PANELS • SEATINGS



PANELS DEPICT THE ARTWORKS MADE BY
THE TRANS MEMBERS DURING
OUR COLLABORATIVE DESIGN



SETTING UP OF STAGE AND POSTS



CONNECTING PANELS TO POSTS



design

CONFIGURATIONS

The design comes with the scope of numerous configurations and customisations to better fit the purpose of the community using it.



RANGMANCH :
THE PERFORMANCE AREA



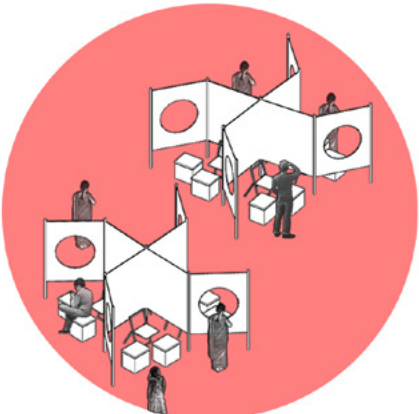
RATION / VACCINATION DRIVE



EXHIBITION / AWARENESS ARENA



MENTAL / PHYSICAL
HEALTH CAMPS



MEHENDI WORKSHOPS

PAN INDIA EXTENSION

The artwork designed by the transgender community was positioned through public spaces (through stickers) to represent queer affirming spaces.



SHOPS AND SALONS



CAFETERIAS



RESTAURANTS



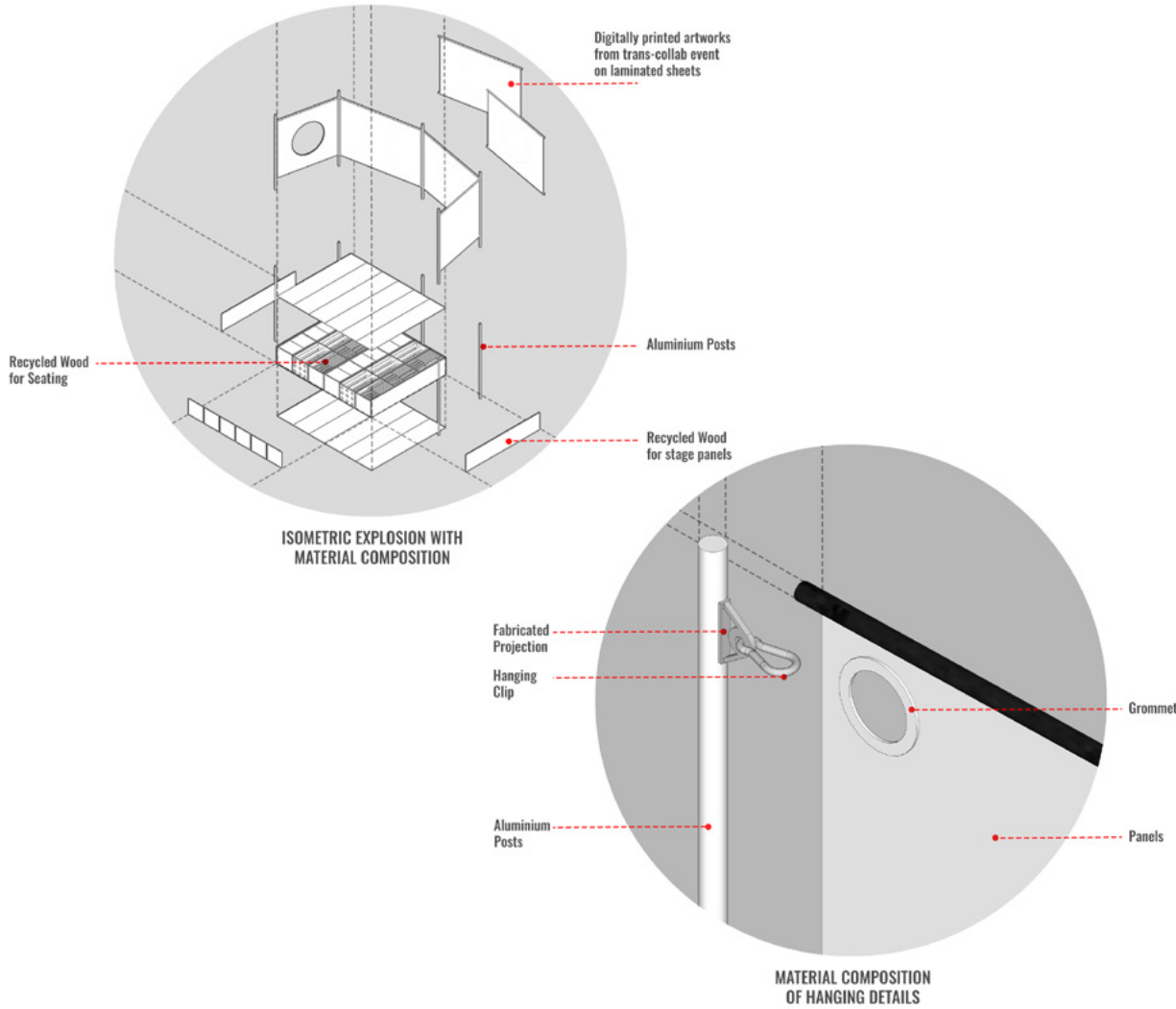
COFFEE / TEA CIRCLES

COLLABORATIVE DESIGN

The poster / sticker comes as an outcome of the collaborative design event. The design of the sticker is an amalgamation of many artworks curated and digitized from the event.



implementation



Human Resource Cost

Continued Engagement

	Number of Personnel	Monthly Stipend	Duration (in months)	Net Cost
Project Coordination/Consultancy	2	3,000	6	₹36,000.00
Daily wage				
	Number of Personnel	Daily Stipend	Duration (in days)	Net Cost
Skilled Labour	3	₹ 732	14	₹30,744.00
Transport Labour	2	₹ 600	6	₹7,200.00
SubTotal				₹73,944.00

Material Cost

	Number of Units	Cost per Unit	Net Cost
Recycled Aluminum Bars	14	₹ 640	₹8,960.00
Salvaged Aluminum Plates	14	₹ 0	₹0.00
Recycled Wooden Blocks (0.5 m x l	20	₹ 48	₹960.00
Grommets	60	₹ 15	₹900.00
Bungee Cords/ Hanging Clips	60	₹ 30	₹1,800.00
Laminated Fabric	12	₹ 200	₹2,400.00
Printing Stickers	40	₹ 10	₹400.00
SubTotal			₹15,420.00

Travel Cost

	Number of Personnel	Monthly Expenditure	Duration (in months)	Net Cost
Project Coordinators	2	400	6	₹4,800.00
SubTotal				₹4,800.00

Web Development (to ensure accessibility of data)

₹2,000.00

Contingency

₹8,000.00

Net Expenditure

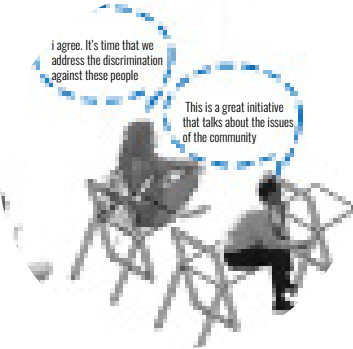
₹1,04,164.00

All expenses exceeding the Fellowship amount (1,00,000) to be borne by applicant and their organization through alternate sources.

impact + future scope



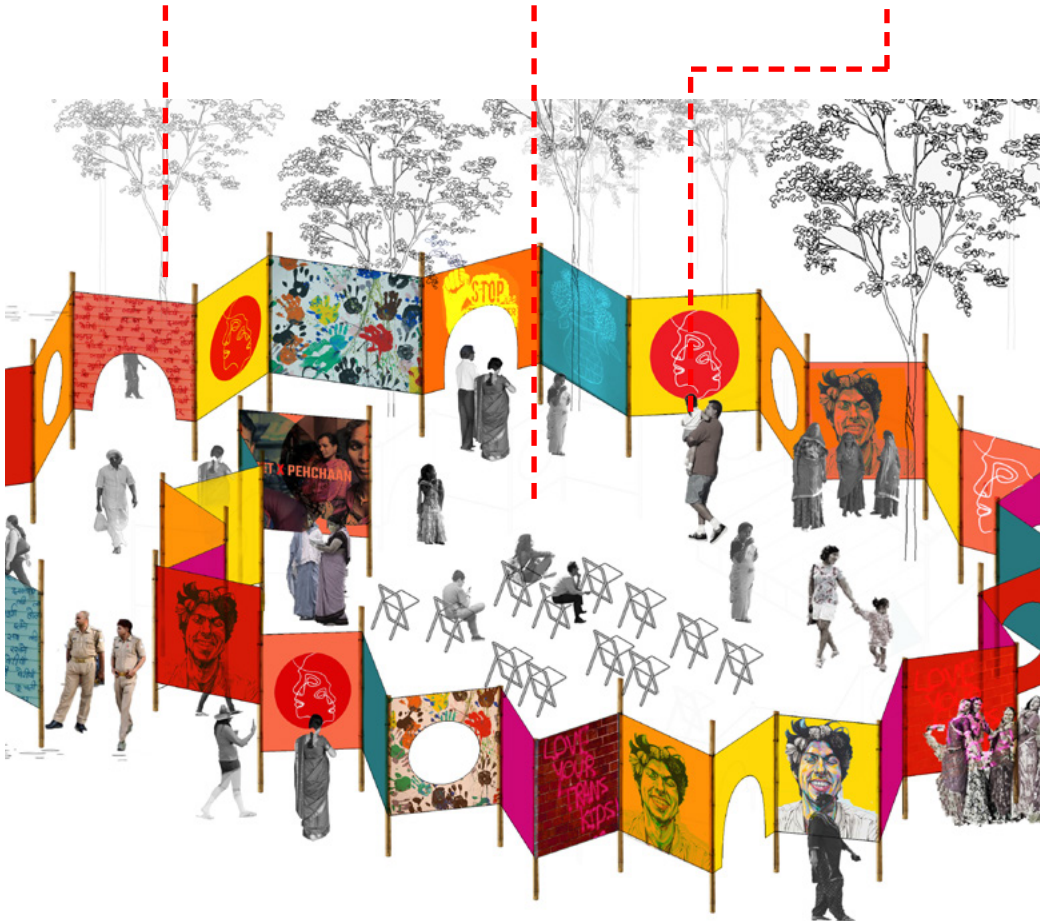
STAKEHOLDER 1:
GOVERNMENT/ADMINISTRATION



STAKEHOLDER 2:
TRANSGENDERS

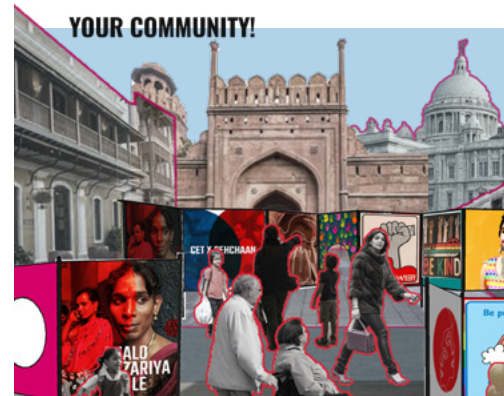
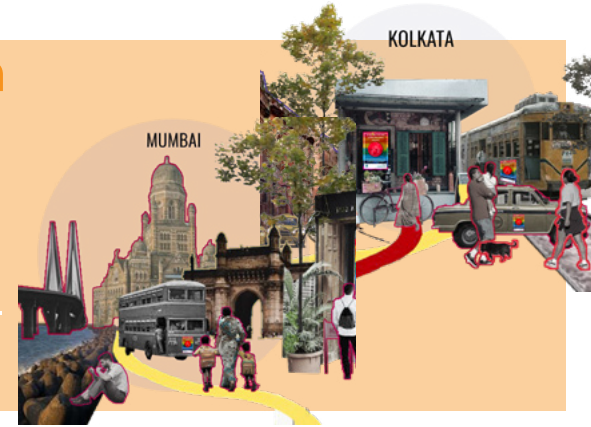


STAKEHOLDER 3 & 4:
CITIZENS AND CHILDREN



contextualization

Panels and stickers can be contextualized to different cities, embracing local culture and diversity.



YOUR COMMUNITY!

design collabs

Collaborative design initiatives can be extended to other disadvantaged groups that require a medium of expression.

research initiative

The team at Pehchaan is leading a research initiative that explores the transgender demographic in India. Our study covers trans visibility, urbanism and queer representation.

