

THE RESEARCH JOURNEY

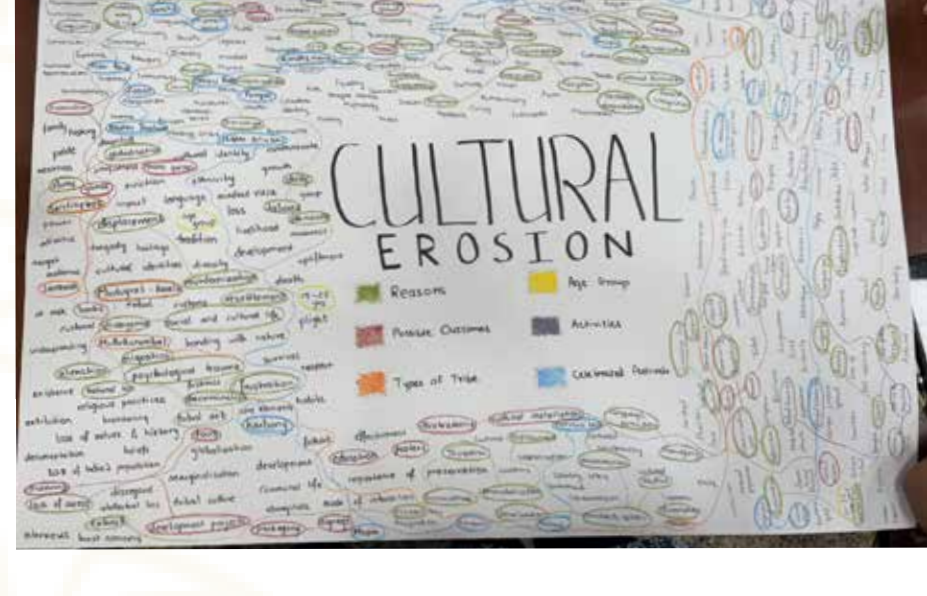
Topic Selection

Choosing the right topic was no walk in the park, especially with just three weeks on the clock. The topic selection started from informal chats with my faculties



After the informal chats with my faculties I came up with idea to do something on the tribal culture.

I started my brainstorming on cultural erosion of tribal culture



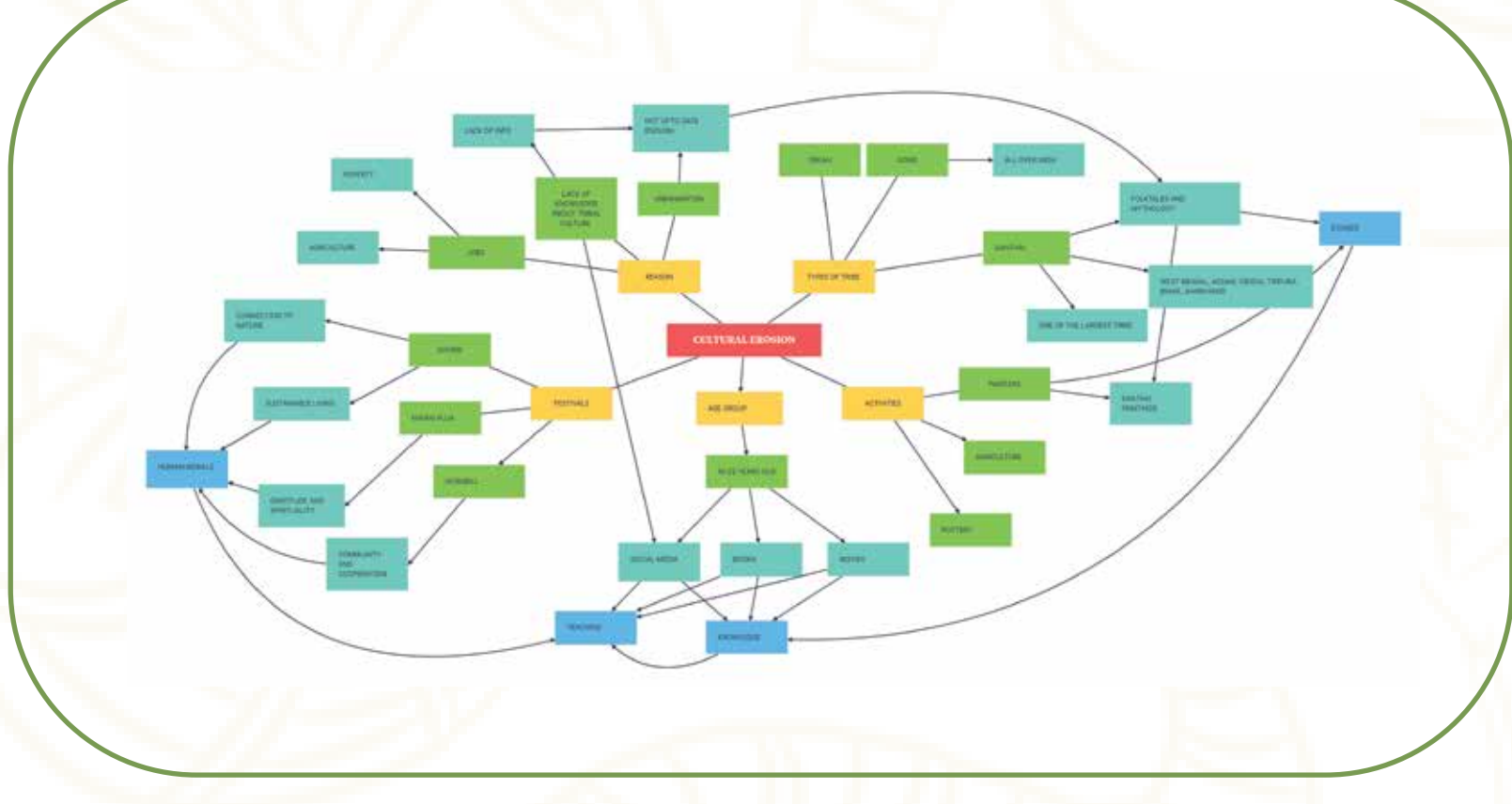
And I decided to work on Santhal tribe because it's the second most largest tribe in india and many people doesn't know about it



Then my brain started to shower with ideas and thoughts

Project Brief

The loss of traditional Santhal tribal identities due to modernisation and urban migration



Did some mindmapping and figuredout the direction I want to work toward.

RESEARCH AREA

The project can be targeted to the modern generation who doesn't know much about our tribal culture. Many collaterals can be designed which would educate the modern generation about our tribal heritage and culture



Primary Research

Conducted phone interviews with a Santhal tribal family to gather information about this problem. And there views on this issue .



PRASANT TUDU

Living in the city, I can no longer perform or practice my Santhal traditions. The environment here doesn't allow for it, and it feels like we're losing touch with our roots.

Migration to urban areas limits the practice of traditional Santhal customs, leading to cultural disconnect.



KAMALA TUDU

I can't cook traditional Santhal recipes or teach my son about our culture. The demands of city life and lack of resources make it difficult

Traditional roles, like passing down recipes and cultural knowledge, are disrupted in urban settings.



SANJAY TUDU

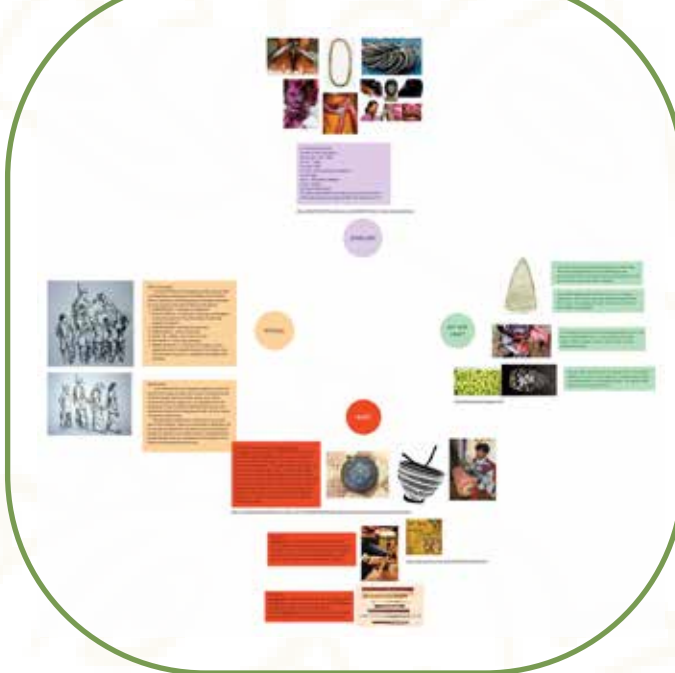
I feel ashamed to talk about my Santhal identity at school. People call us 'tribal monkeys' and make fun of us, so I avoid mentioning it.

Negative stereotypes and discrimination in schools discourage younger generations from embracing their heritage.

The combination of cultural erosion and social stigma results in a fading sense of pride in their tribal identity among Santhal youth.

Secondary Research

I began with extensive online research, exploring articles, documentaries, and academic papers to understand the historical and cultural context of the Santhal tribe. This provided a foundation for identifying key themes and issues.



Lack of Documentation: Santhal myths are largely oral, leading to inconsistencies and potential loss over time.

Purpose: These stories aim to teach moral lessons and highlight values like harmony with nature and community



Need for Preservation: Documenting and sharing these tales is vital to safeguard their cultural significance and timeless wisdom

Research Conclusion

Once I was done with my primary reaserch it was time to analyze the data I got. I used 5Ws and 1H method

WHAT ?

Lack of comprehensive information and engaging visual content on the Santhal tribal culture available online.

Absence of digital resources like documentaries, interactive media, or educational platforms showcasing Santhal traditions, language, rituals, and history.

WHY ?

Limited efforts to digitize and promote tribal knowledge.

Neglect of Santhal cultural preservation in modern education systems and online content creation.

Mainstream platforms often overlook or underrepresent tribal communities like the Santhals.

PROBLEM STATEMENT

The lack of accessible information and engaging visual aids on tribal cultures is disconnecting the modern generation from indigenous traditions, hindering cultural awareness, preservation, and education.

WHEN ?

Ongoing issue for the past few decades, particularly with the rise of digital learning and modern education, and the growing importance of visual media in education.

WHO ?

Modern generations, particularly students and young people, are missing out on learning about the Santhal tribe.

Santhal communities suffer from a lack of visibility and recognition in the digital space.

Educators, cultural advocates, and content creators are not addressing this gap effectively.

TARGET AUDIENCE

Age Range: 10-22 years old.

Interests: This age group enjoys stories that blend adventure, fantasy, and culture. They are often drawn to visually captivating illustrations, especially those that evoke a sense of wonder or highlight mystical elements.

TARGET AUDIENCE PREFERENCES



• Visual Content
• Relatable Content

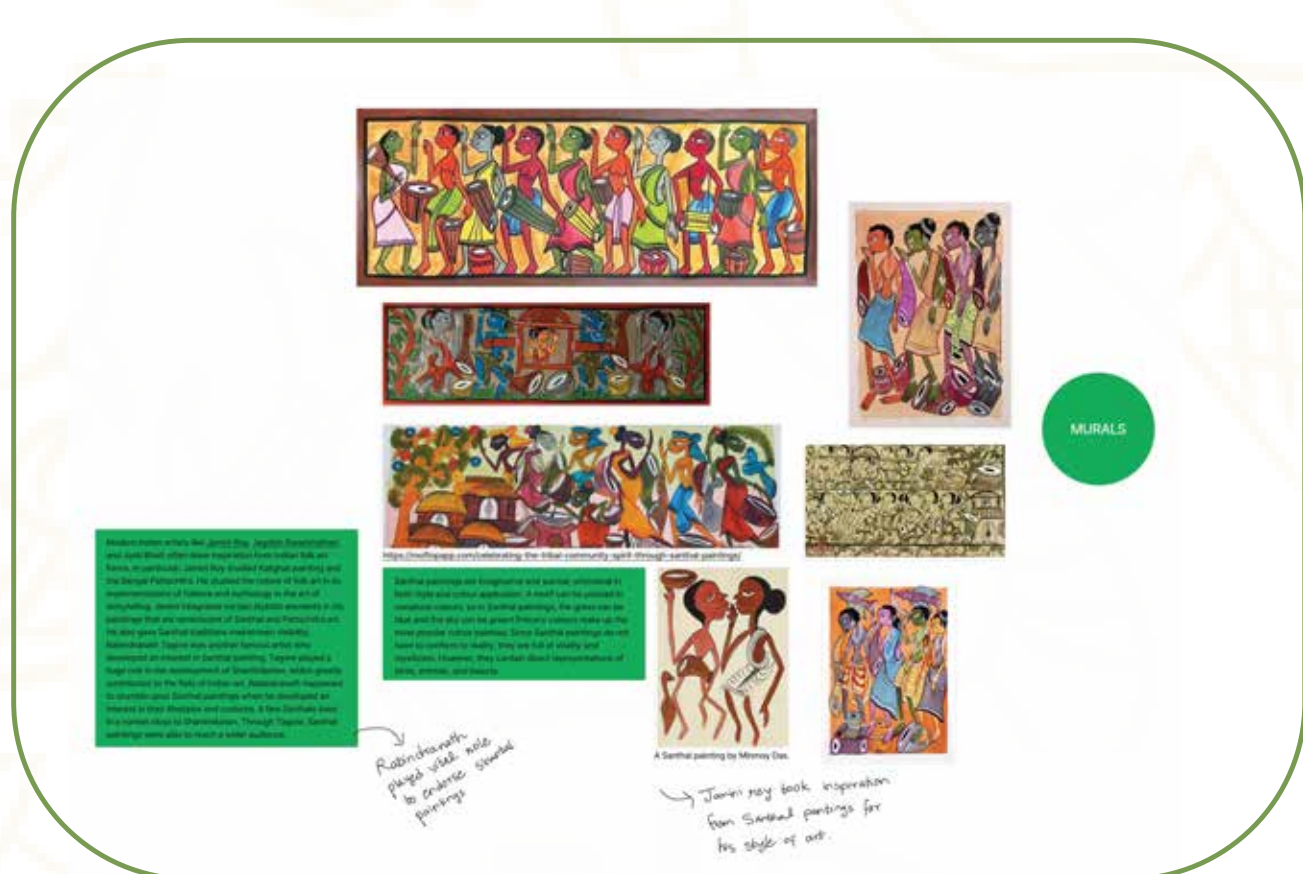
• Colourful Storytelling
• Loves reading stories

SOLUTION

Create an illustrated book on Santhal mythology to showcase their rich heritage through vibrant art and storytelling, educating and inspiring a wider audience while preserving their traditions.

The Planning

I studied the santhal style of painting and tried replicating it in a modern way .



There painting style is simple ,childish and they uses natural raw colours in there murals

Focus Point

My aim is to show Santhal's Mytological story , as many people are unaware of it . Yet it is very entertaining and interesting enough.



How was earth created according to there mythology

About there god "Thakur jiu" who they worship as god of creator and protector.



Birth of humanity according to there mythology

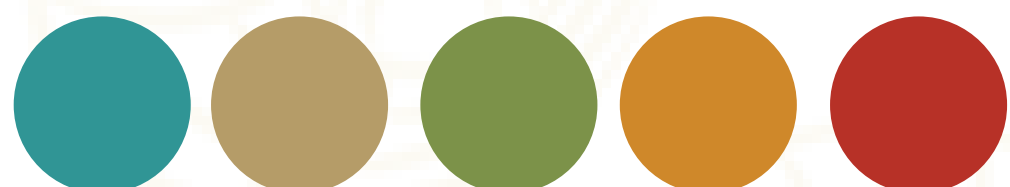
The Making

The illustrated book on santhal mythology for people to learn about there culture .

ILLUSTRATIONS



COLOUR CODING



309595 (Blue): Represents calmness, harmony, and the spiritual connection in Santhal culture.

B59C68 (Skin): Reflects the earthy tones of human life and the natural bond of the community with their environment.

B73126 (Red): Depicts passion, strength, and the dynamic spirit of Santhal mythology.

CE892A (Yellow): Highlights energy, joy, and the vibrant traditions of Santhal festivals.

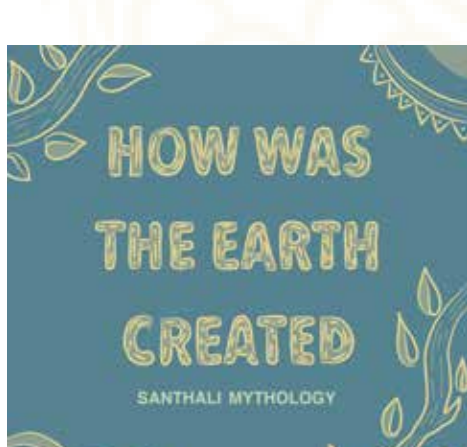
7C9249 (Green): Symbolizes the lush greenery and the deep relationship Santhals share with nature.

BOOK CONTENT

HOW WAS EARTH CREATED

In the Santhal creation myth, the world began with only water. The supreme god Thakur-Jiu created aquatic creatures and attempted to make humans, but his efforts were thwarted by the Day-horse. Instead, he created two birds, Hans and Hansil, who sought land for survival. After several animals failed to bring earth from the ocean floor, an earthworm succeeded, with a tortoise supporting the land. Thakur shaped the land, planting seeds and trees to make it firm. Hans and Hansil laid two eggs, hatching the first humans, Pilchu Haram and Pilchu Budhi. The birds cared for the children and later moved them to Hihiri-Pipiri, where human life began.

BOOK COVER DESIGN



The book cover embodies a sense of calm, depth, and timelessness, which aligns with the essence of Santhal mythology. The color represents the tranquil yet profound connection the Santhal community shares with nature, reflecting the harmony in their myths and cultural narratives.

Its muted yet elegant shade makes it inviting and visually appealing, creating a perfect backdrop to highlight the vibrant traditional illustrations within the book while evoking curiosity and reverence for the rich heritage it represents.

