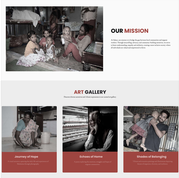
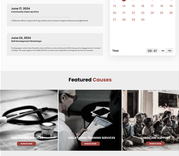
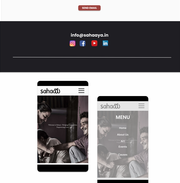
Concept: Sahaayo is a community driven initiative aimed at empowering and uplifting migrant workers in India. It leverages technology to provide accessible information, foster community connections, and advocate for better dignity and visibility.

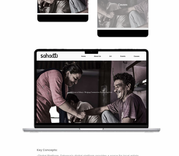
Target audiences: Sahaayo's audience includes local residents interested in migrant outreach, NGO workers assisting migrant rights, students and professionals, policymakers, and the general public. The platform aims to bridge these diverse groups, promote collaborative migration policy, and the general public engaged in social discourse about migrant rights and contributions to society.

Propositions: Sahaayo empowers migrant workers and raises awareness to bargains through storytelling, an advocacy and community collaboration.









Key Concepts

Digital Platform: Sahaayo's digital platform provides a space for local artists, migrant workers, and the broader community to share their stories, experiences, it features multimedia content, interactive storytelling and cultural exchange, fostering a deeper understanding and appreciation for diversity.

NGO Activities: In addition to the digital platform, Sahaayo also operates on the ground through various NGO activities, including skill-sharing workshops, educational initiatives, community clean up drives and community workshops that encourage collaboration and mutual support.

Educational Resources: Resources and information on educational programs, skill-sharing workshops, and community events.

Online Donations: A platform for making online donations to support the NGO's initiatives and programs.

NGO Features

Skill-Sharing Programs: Training sessions, language workshops and skill-building activities aimed at empowering migrant workers and promoting cultural exchange.

Financial Skills Development: Teaching migrant workers about Remittances, savings and investing, and how to avoid predatory lending, such as payday loans. Workshops on financial literacy can empower migrant workers to make informed decisions that enhance their employability and integration into the local community.

Community Clean Up Drives: Organized events where volunteers from the community come together to provide volunteering, engaging in conversations and celebrating cultural diversity.

Starting as a blog form of a website and app, but I have focused on website design as it is more accessible.

Infographic

Infographic is a visual representation of Sahaayo's mission and programs. Through clear and concise information, it aims to raise awareness about the challenges faced by migrant workers in Bangalore and highlight the importance of supporting organizations like Sahaayo.

Purpose and Audience

The infographic is designed to both migrant workers and the general public. It aims to educate migrant workers about the resources available to them and raise awareness among the broader community, helping them understand the challenges faced by migrant workers in Bangalore more effectively. Additionally, it advocates the general public about the experiences and contributions of migrant workers, promoting a more inclusive and supportive environment through increased understanding and awareness.

To ensure accessibility for migrant workers from diverse linguistic backgrounds, the infographic is available in multiple languages, including Telugu, Tamil, Hindi, Malayalam, Tulu, Kodava and more.

Logo Design and Colour Palette

I opted for a clean, white, grey and maroon color scheme to maintain simplicity and draw attention to the content. I also incorporated the colors of the Indian flag to emphasize and the challenges faced by migrants in difficult times.

Process Documentation

During the first two days of research, I came across the difficult problems and challenges migrants face. Inspired by the stories of migrant workers, I decided to create a platform that would provide them with a voice. I also felt that there were problems among the broader community, I believed that this platform would also help all people understand the challenges migrant workers face. I started with the name Sahaayo, which means help in Kannada. It is also a name used in Telugu and Tamil.

Sahaayo
Sahaayo
Sahaayo