

**REPORT** - Branding project done for a product [ groundnut digger ] by Mr. Sanjay Tilva, a rural innovator supported by SIC - Suzuki Innovation Centre, IITH.

**GUIDE** - Dr. Saurav Khuttiya Deori.

**DURATION** - 6th June, 2023 - 6th July 2023.

The project started with an initial meeting with Ms. Rama, rural innovator at SIC; Dr. Saurav, faculty at IITH and myself regarding a rough brief of creating leaflets and brochures for a product - Groundnut Digger by Mr. Sanjay Tilva, a rural innovator under Grassroots Innovations Pilot Project, GRIPP, SIC, IITH.

*The project was carried out in the following process.*

## UNDERSTANDING THE BRIEF

To understand the brief better, we had a discussion regarding what SIC was looking forward to and what the innovator, Mr. Sanjay wanted for his brand and what exactly my part was as a designer.

*Initial brief was given - Design a brochure for groundnut digger for Mr. Sanjay, a rural innovator.*

## SECONDARY AND MARKET RESEARCH

After doing the secondary research about SIC and Mr. Sanjay's product and brand, market study was done and leaflets were collected of various similar top selling agricultural product brands to understand what other brands in the market are doing.



Popular brand leaflets - Mahindra, John Deere, Ashok Leyland, Tata, Swaraj etc. showing strength, trustworthiness, toughness, reliability through real life images, graphics etc. Another important thing to take from here was the language of the brochure which was in Telugu - which was translated via google lens to understand the taglines etc.

Meanwhile, the existing brand leaflet was studied and gaps were identified as below.



After analyzing the above leaflets and studying the existing brand leaflet design, it was understood that more than a brochure, this brand needs a visual language which is to be followed throughout the brand media and marketing e.g. - leaflets, brochures, flex, social media etc. Hence, in an Interview with the innovator, Mr. Sanjay, his vision for his brand was discussed to understand the kind of brand language to go for.

## MEETING THE CLIENT ONLINE

After an online interview with Mr. Sanjay, a better understanding happened about the brand philosophy and innovator's vision for his brand along with the clarity on design deliverables, time of delivery of designs etc.

Along with the meeting, high quality images, color codes, logos, articles, content of the brochure etc were asked for from the client which has been used by them until now for further efficient usage in new designs.

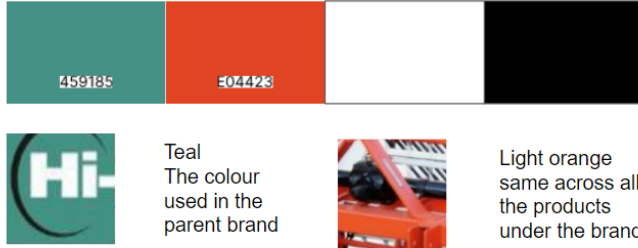
## REDEFINING THE BRIEF

After the initial meeting, market research, secondary study, and client meeting the brief of the project was redefined to better understand and execute it.

*Redefining Brief - Design brand language for Hi-tech company owned by Mr. Sanjay Tilva, a rural innovator supported by SIC in the form of an a4 size product leaflet and an a4 overall brand brochure for the farmers and dealers of Telangana to view.*

## IDEATE, DESIGN AND CONTENT

Color selection was done from the brand's previous color palette as it was advised not to introduce a completely new range of colors for a brand as users find it difficult to associate with completely new colors.



Along with color selections, fonts, various different styles of layout visualization were explored like template based, graphic based, illustrative etc. on rough paper and adobe photoshop. Meanwhile, content was sorted out to go in the designs from the articles and previous brochure content sections. One of the important tasks of the content making was making of a tagline/slogan for the brand for which various different moods and tones were tried as follows.

**SLOGAN OPTIONS** - *positive attitude, reliability, trust, friendly, proud, smart*

ఒక్కో రకంగా పరిచయం చేస్తున్నాం

**వేరుశనగ డిగ్గర్**

ఉద్యోగం సరిగ్గా చేసేది

Introducing one of a kind

**GROUNDNUT DIGGER**

one that does the job right

HITECH existing -  
Making your agriculture our present.

A friend of your soil.

Single solution for all your groundnut farming needs.

High value, low cost.

by the farmers, for the farmers.

Single solution for all your farming needs.

One that does the job right.

Introducing a better tool.

For acres, not hours

We take care of your acres and reduce your hours.

**From Soil to Success**

**Harvesting Dreams, Nurturing Communities**

**Unleash Your Farm's Potential**

**Transforming Fields, Enriching Lives**

**Cultivating Prosperity with Every Turn**

**Where Heritage Meets Ingenuity**

**Preserving Traditions, Empowering Farmers**

Some AI generated slogans - were too poetic.



Google lens translation was used to study the existing slogans and compare.

### NEED OF A TRANSLATOR

As shown above, the whole meaning/emotion of the words/sentences get altered while using google lens as a translator hence the need of a Telugu speaking/reading person was required to translate the design.

ఒక్కో రకంగా పరిచయం చేస్తున్నాం

వేరుశనగ డిగ్గర్

ఉద్యోగం సరిగ్గా చేసేది

‘ Digger ’ - farmers won't understand

Hence google translation won't work and will be needing a translator to convey the emotion correctly with proper sentence formation.

వేరుశనగ తవ్వే సాధనం

Tool for digging groundnut

SIC helped here and agreed to provide a translator once the designs are ready.

For the content part some of the important points were read and marked which need to go into the leaflet/brochure.

### FEATURES TO BE HIGHLIGHTED

- windrower is provided for organizing the product in a row after digging.
- Attached to Any tractor Above 35 H.P.
- Also for 15 H.P. mini tractor.
- Flat blade
- **Robust framework**
- **Better Fuel Efficiency**
- Easy to adjust working depth with adjustable wheel.
- **No seed loses**
- **Less Maintenance cost/pocket friendly in india**

### MISCELLANEOUS

- **1 Happy customer - review - a loyal/ synonyms customer.**
- **Shipping worldwide to Myanmar, Sri Lanka, Portugal and African countries like Senegal, The Gambia, Sudan - mini machines in map**
- save upto 5000 INR per day - T&C
- **Our other products with pictures.**

### AWARDS

- National award winner in groundnut digger in 2013
- Young Indians award 2022
- Indian Gov. Patent Design : 400893
- An ISO 9001.2008 certified company.

### ROUGH LAYOUT DESIGNS

Some layout options were made and shown.



## ITERATIONS

After discussing the above with Dr. Saurav and SIC, a direction of more organic looking/illustrative looking language was preferred as,

- The photographs shared by the innovator had certain limitations which made us choose illustrative style of depiction over realistic photograph depiction.
- To make the new design stand out in the crowd of existing top selling brand designs.
- Mix of realistic and illustrative gives a more handmade feel to the overall brand.

Hence more iterations were created as below.



From the above, the hand drawn illustrative style was selected to move forward with. For which more iterations were created as below.



In the above iterations various colors were explored along with font styles to show trust, strength, reliability etc.

*After discussion with Dr. Saurav regarding the overall design, he suggested keeping in mind the layout which the fold one would make to an a4 size paper so as to the product information would not get hidden once paper is folded [ a5 ]. Also he advised some good typeface options.*

## PROTOTYPE PRINT OUT AND MEETING WITH THE INNOVATOR OFFLINE

After the changes were made a print out was taken to see the colors and sizing of the brochure. Then changes were again made and taken to show and meet Mr. Sanjay, the innovator along with his business advisor, Mr. Pradeep at T HUB Hyderabad.



Mr. Pradeep and Mr. Sanjay along with SIC and Dr. Saurav discussed many different ways of looking at the branding language. Some of them were taken into consideration and applied & others are kept to be taken on the later stage.

## COMMENTS FROM MR. PRADEEP - 29th June, '23 - T-HUB

- 1 hour - 1.5 acres
- Save money save time
- "No seed loss" - **Seeds intact**, seeds are not broken etc
- "Robust" - **weight of the digger**, strength, muscles visual
- Groundnut image somewhere on top
- Reliability for 10 years show - **since 2013**
- **Best selling digger - used by 800 customers.**
- Slogan - digger is like a gold investment
- Design patent add - refer whatsapp [sent by mr. sanjay]
- Remove "design" word from existing patent
- "Tool" word replace maybe from front page
- Add feature - **adjustable blade width**
- **Bullet points are better**
- Rectify text paragraph for about the company - whatsapp - [sent by mr. sanjay]
- Ideas - person sitting on cot and relaxing and the digger is doing the work - **mascot is required/model shoot.**
- Ideas - less labour, more result, save money - money going in the bank - pocket friendly
- show the awards, patent etc at the back - **show features at the front, award photo can be shown.**
- Ask if gian and sic name will be added in the work

After considering business needs, aesthetics and vision of the company the final draft was created as follows.



An ISO 9001:2008  
certified company

Introducing

# Groundnut Digger

Saves labor, saves time



**1/2 ton**  
Weight

**10 years of reliability**  
**800+ happy customers**

**6 MONTHS WARRANTY**  
 Best quality digger  
 on Chain & Gear Box

Farming Solutions  
since 2013



Intact seeds



Save money



1.5 acres/hour



Award winner



Patent 400893

## Groundnut Digger - Shaker

We at HiTech, focus on the labor issues faced by the farmers and thus made a ground breaking innovation in developing tractor operated groundnut digger in 2013.

Innovating farming solutions since 2013  
 Low maintenance cost  
 Tough build  
 Organises after digging  
 Works for every kind of soil  
 Easy machine adjustments  
 Investment that ensures security

### better features, better tool



Model (Size)	54 Inch	60 Inch	72 Inch	91 inch
Length	1829 mm	1829 mm	1625 mm	1625 mm
width	1727 mm	1879 mm	2184 mm	2670 mm
Height	1080 mm	1080 mm	1080 mm	1080 mm
Working width	1372 mm	1524 mm	1829 mm	2311 mm
Gear Box	540 RPM (Input)	540 RPM (Input)	540 RPM (Input)	540 RPM (Input)
Chain	2 Chain	2 Chain	2 Chain	3 Chain
Blade	En-9 Flat Blade	En-9 Flat Blade	En-9 Flat Blade	En-9 Flat Blade
Row Making	Windrower Provided	Windrower Provided	Windrower Provided	Windrower Provided
Tractor Horse Power	Above 35 H.P.	Above 40 H.P.	Above 45 H.P.	Above 60 H.P.
Dirt Kocker (Shaker)	Provided	Provided	Provided	Provided
Frame	Strong & Robust	Strong & Robust	Strong & Robust	Strong & Robust
Weight approx.	510 kg.	560 kg.	680 kg.	790 kg.
Type	Tractor Mounted	Tractor Mounted	Tractor Mounted	Tractor Mounted

\* The given specifications are subject to change without any prior notice. Due to printing processes, colours may vary slightly from those shown. Terms and Conditions apply



Address - N.H. Highway 27,  
 Survey No. 191, Plot No. 7/A, B/H,  
 Orchev Pharma, Shantidham Soc.  
 Main Road, Veraval (Shapar),  
 360024, Rajkot Gujarat.  
 Call - 09879011208  
 E-Mail - info@aksharagro.in  
 Website - www.aksharagro.in

**gian**

**SUZUKI  
INNOVATION  
CENTRE**

Similar processes and iterations were done for the back page of the leaflet and while designing brochures for the same.

The main challenge was to fit in all the important content details which were sorted out in the beginning inside one a4 sheet page while making every detail legible and keeping space and readability in mind.

Below is the final brochure design.

**ACCEPTED ACROSS THE GLOBE**

Portugal, Senegal, The Gambia, Sri Lanka, Maldives

**AWARDS AND RECOGNITIONS**

Seventeenth Outstanding Traditional Knowledge Award  
National Award Winner in Groundnut Digger - 2013

**Hi-Tech**  
An ISO 9001:2008 certified company

**GROUNDNUT FARMING Products by Hi-Tech**

800+ happy customers | 10 years of reliability | Perfect Solutions for your farming needs

Groundnut Digger - Inverter  
Groundnut Digger - Shaker  
Groundnut De - stoner  
Groundnut Harvester

Pioneer in Groundnut Digger since 2013

Incubated at **cian** Empowering Grassroot Innovators, Transforming Communities  
**SUZUKI INNOVATION CENTRE**

Address - N.H. Highway 27, Survey No. 191, Plot No. 7/A, B/h. Orchev Pharma, Shantidham Soc. Main Road, Varad (Shapur), 360024, Rajkot Gujarat.  
Call - 09879011208  
E-Mail - info@aksharagro.in  
Website - www.aksharagro.in

**GROUNDNUT DIGGER - SHAKER**

Model Size	1400 mm	1600 mm	1800 mm	2000 mm
Length	1620 mm	1820 mm	1920 mm	2020 mm
Width	1527 mm	1678 mm	2184 mm	2470 mm
Height	1880 mm	1880 mm	1880 mm	1880 mm
Working width	1572 mm	1624 mm	1827 mm	2211 mm
Power Req.	340 HP Input	340 HP Input	340 HP Input	340 HP Input
Chassis	2 Chassis	2 Chassis	2 Chassis	2 Chassis
Roller	Roller Flat Blade	Roller Flat Blade	Roller Flat Blade	Roller Flat Blade
Roller Material	Windowless Glass	Windowless Glass	Windowless Glass	Windowless Glass
Roller Drive Power	Above 40 HP	Above 40 HP	Above 40 HP	Above 40 HP
Roller Drive System	Provided	Provided	Provided	Provided
Frame	Strong & Robust	Strong & Robust	Strong & Robust	Strong & Robust
Weight approx.	550 kg	580 kg	680 kg	790 kg
Use	Tractor Mounted	Tractor Mounted	Tractor Mounted	Tractor Mounted

**GROUNDNUT DIGGER - INVERTER**

Model Size	1400 mm	1600 mm	1800 mm	2000 mm
Length	1620 mm	1820 mm	1920 mm	2020 mm
Width	1527 mm	1678 mm	2184 mm	2470 mm
Height	1880 mm	1880 mm	1880 mm	1880 mm
Working width	1572 mm	1624 mm	1827 mm	2211 mm
Power Req.	340 HP Input	340 HP Input	340 HP Input	340 HP Input
Chassis	2 Chassis	2 Chassis	2 Chassis	2 Chassis
Roller	Roller Flat Blade	Roller Flat Blade	Roller Flat Blade	Roller Flat Blade
Roller Material	Windowless Glass	Windowless Glass	Windowless Glass	Windowless Glass
Roller Drive Power	Above 40 HP	Above 40 HP	Above 40 HP	Above 40 HP
Roller Drive System	Provided	Provided	Provided	Provided
Frame	Strong & Robust	Strong & Robust	Strong & Robust	Strong & Robust
Weight approx.	550 kg	580 kg	680 kg	790 kg
Use	Tractor Mounted	Tractor Mounted	Tractor Mounted	Tractor Mounted

**GROUNDNUT DE-STONER**

Model Size	1400 mm	1600 mm	1800 mm	2000 mm
Length	1620 mm	1820 mm	1920 mm	2020 mm
Width	1527 mm	1678 mm	2184 mm	2470 mm
Height	1880 mm	1880 mm	1880 mm	1880 mm
Working width	1572 mm	1624 mm	1827 mm	2211 mm
Power Req.	340 HP Input	340 HP Input	340 HP Input	340 HP Input
Chassis	2 Chassis	2 Chassis	2 Chassis	2 Chassis
Roller	Roller Flat Blade	Roller Flat Blade	Roller Flat Blade	Roller Flat Blade
Roller Material	Windowless Glass	Windowless Glass	Windowless Glass	Windowless Glass
Roller Drive Power	Above 40 HP	Above 40 HP	Above 40 HP	Above 40 HP
Roller Drive System	Provided	Provided	Provided	Provided
Frame	Strong & Robust	Strong & Robust	Strong & Robust	Strong & Robust
Weight approx.	550 kg	580 kg	680 kg	790 kg
Use	Tractor Mounted	Tractor Mounted	Tractor Mounted	Tractor Mounted

**GROUNDNUT HARVESTER**

Model Size	1400 mm	1600 mm	1800 mm	2000 mm
Length	1620 mm	1820 mm	1920 mm	2020 mm
Width	1527 mm	1678 mm	2184 mm	2470 mm
Height	1880 mm	1880 mm	1880 mm	1880 mm
Working width	1572 mm	1624 mm	1827 mm	2211 mm
Power Req.	340 HP Input	340 HP Input	340 HP Input	340 HP Input
Chassis	2 Chassis	2 Chassis	2 Chassis	2 Chassis
Roller	Roller Flat Blade	Roller Flat Blade	Roller Flat Blade	Roller Flat Blade
Roller Material	Windowless Glass	Windowless Glass	Windowless Glass	Windowless Glass
Roller Drive Power	Above 40 HP	Above 40 HP	Above 40 HP	Above 40 HP
Roller Drive System	Provided	Provided	Provided	Provided
Frame	Strong & Robust	Strong & Robust	Strong & Robust	Strong & Robust
Weight approx.	550 kg	580 kg	680 kg	790 kg
Use	Tractor Mounted	Tractor Mounted	Tractor Mounted	Tractor Mounted

**Features:**

- Advanced, Appropriate & Affordable Indian Technology
- Tough build
- Low maintenance cost
- Works for any kind of soil
- Easy machine adjustments
- Investment that ensures security

## LEARNING

- Along with being a good designer, we should also know how to justify to a client the reasons for our every step taken while designing.
- In a visual design project a designer should know how to work around the limitations of photorealistic images/photographs.
- Before starting a project a team discussion of all the people involved should take place so that everyone is on the same page which helps in executing the project on time.
- Many times non-designer friends are good critics.

Designed by - Swadhin Ray , MD22MDES14003