

# Hello.

**My name is Venkatesh Bilvam,  
and I am on a journey to  
discover how good design  
can transform lives, influence  
behavior and uplift communities.**



ABOUT ME

**As a deep generalist, I work across  
Storytelling, Communication design,  
Information architecture, Print design,  
User Experience, Data Stories, and Front  
end web development.**

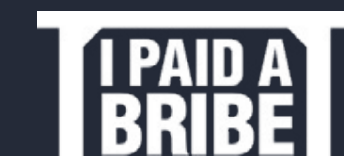
(Also, I have an OCD for structuring information.)



#### ISSUES WORKED ON

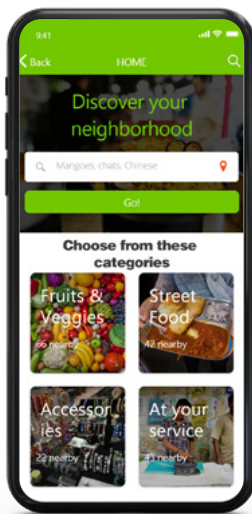
Past experience includes working on themes such as **sustainability, climate change, labor market economics, public health, micro-finance, wage discrimination, WASH, gender based violence and behavioral science.**

**12** years of experience of  
working as an international  
design consultant.



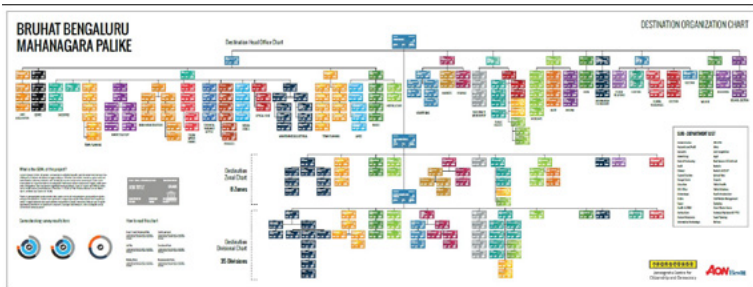


I work with organizations across the design spectrum, from Discovery to Delivery.



INTERACTIVE PROTOTYPES + USER EXPERIENCES

Create interactive prototypes, user experiences and wireframes



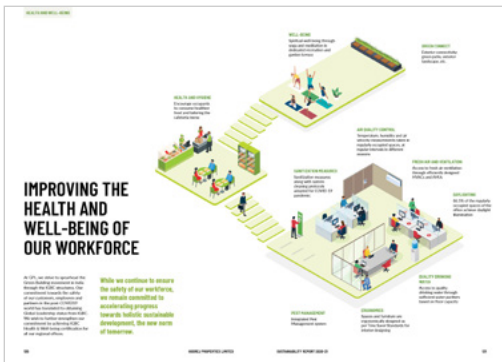
SYSTEMS/ FRAMEWORKS/ PROCESS VISUALIZATION

Map and visualize frameworks, systems, processes, and models.



INNOVATION TOOLKITS, PLAYBOOKS AND GUIDES

Develop toolkits, handbooks, and guides.



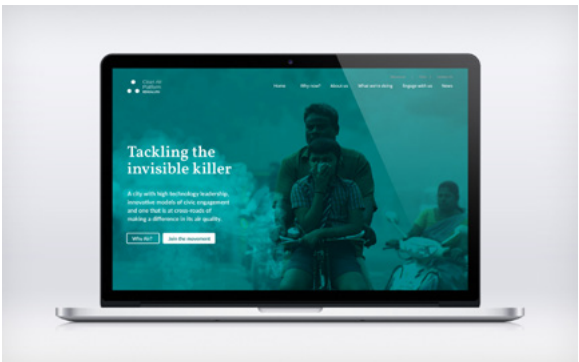
PUBLICATION & LAYOUT DESIGN

Design and layout, publications, reports and whitepapers.



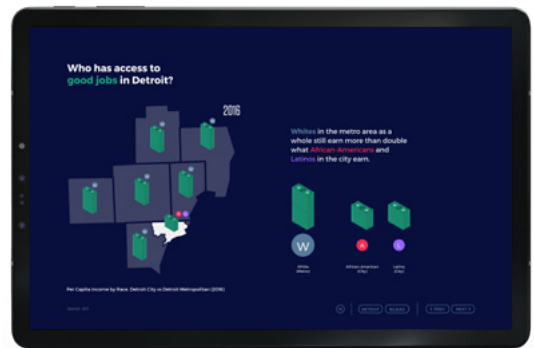
BRAND + COLLATERALS

Develop identities, brand collaterals, and brand guidelines



WEB + PRODUCT DESIGN

Design and code microsites, landing pages and dashboards



DATA VISUALIZATION + INFOGRAPHICS

Present data in effective ways using visualizations and infographics



SOCIAL MEDIA

Create engaging social media graphics and campaigns

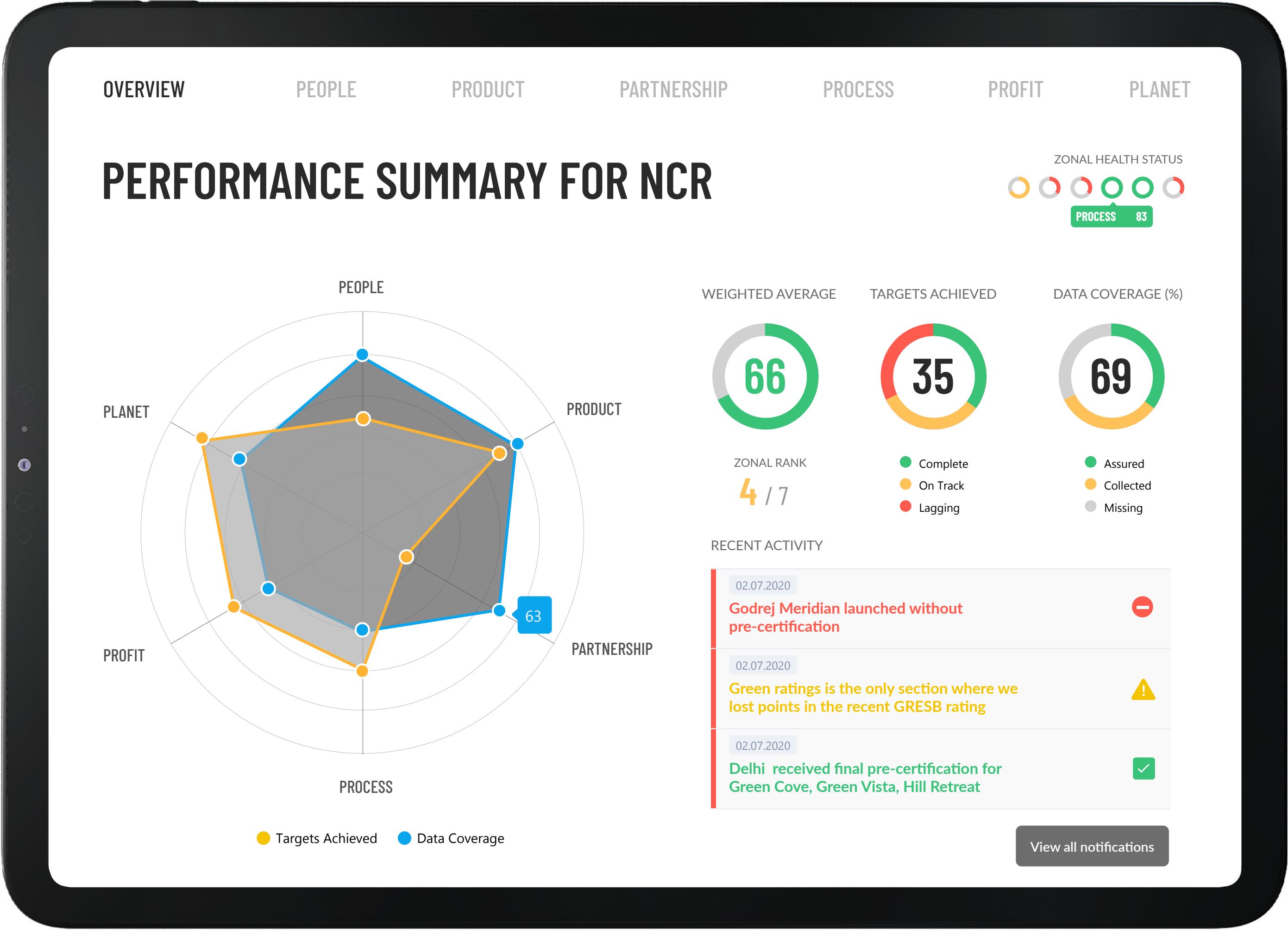
**Here are a few projects  
from each category →**



**INTERACTIVE PROTOTYPES +  
USER EXPERIENCES**

An interactive dashboard for Sustainability and GRI Reporting

User experience design  
Visual design  
Prototyping  
Data visualization  
Design system





ESG PARAMETERS

SORT BY

TOP PERFORMING

FILTER BY

DEPARTMENT

- PLANET

EMISSIONS INTENSITY
- PEOPLE

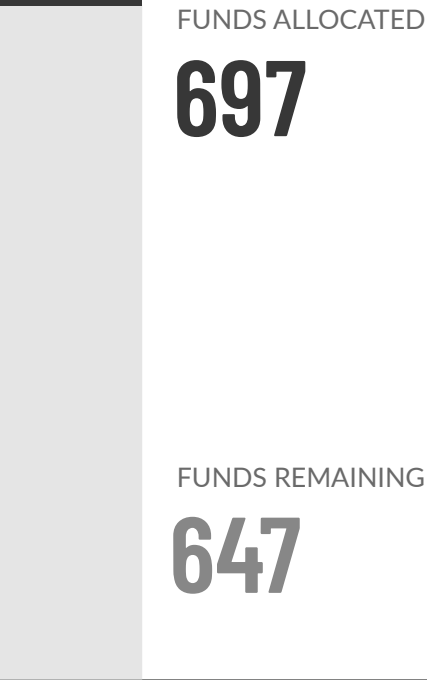
BOCW REGISTRATION STATUS
- PROFIT

GREEN SPENDS AND CER FUNDS

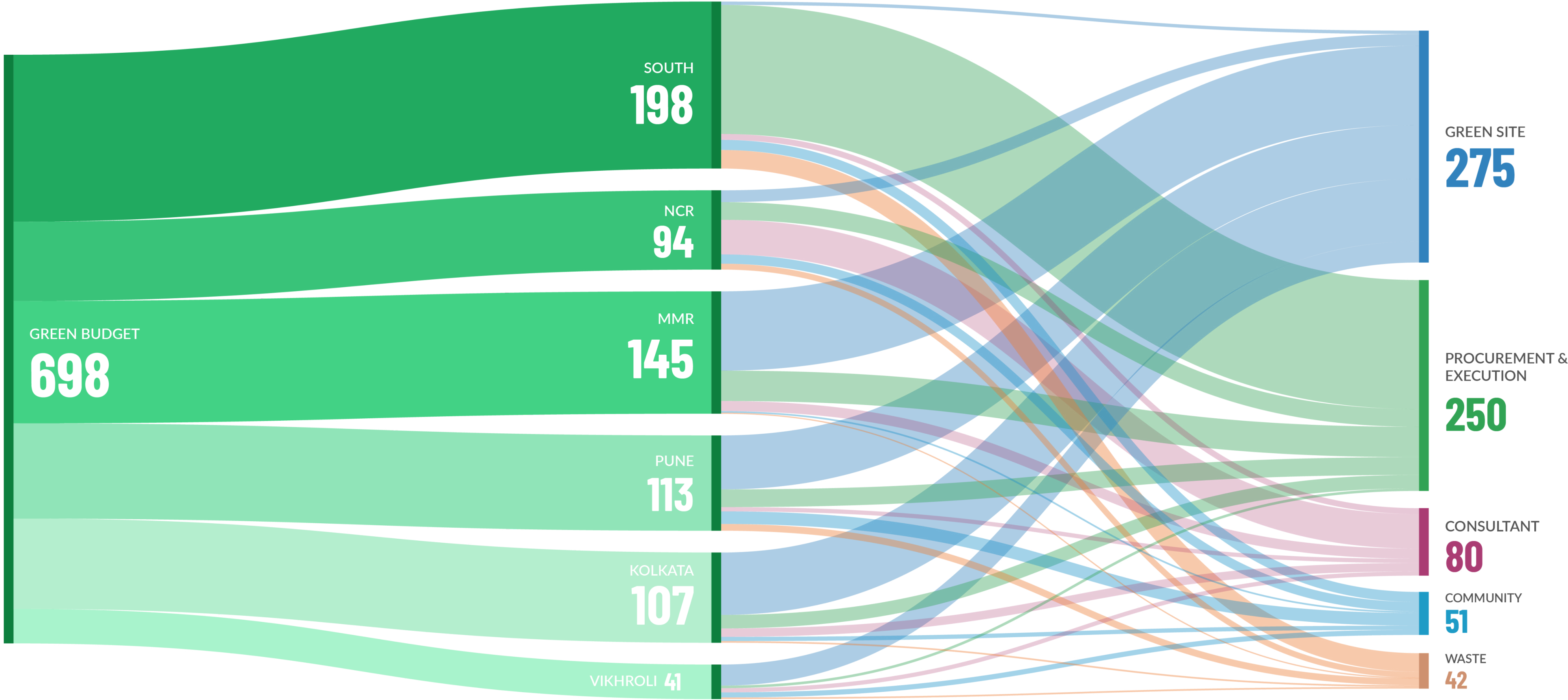
GREEN SPENDING (IN LAKHS)



CER FUNDS STATUS (IN LAKHS)



GREEN SPENDING (IN LAKHS)



Data Visualization of CSR spending



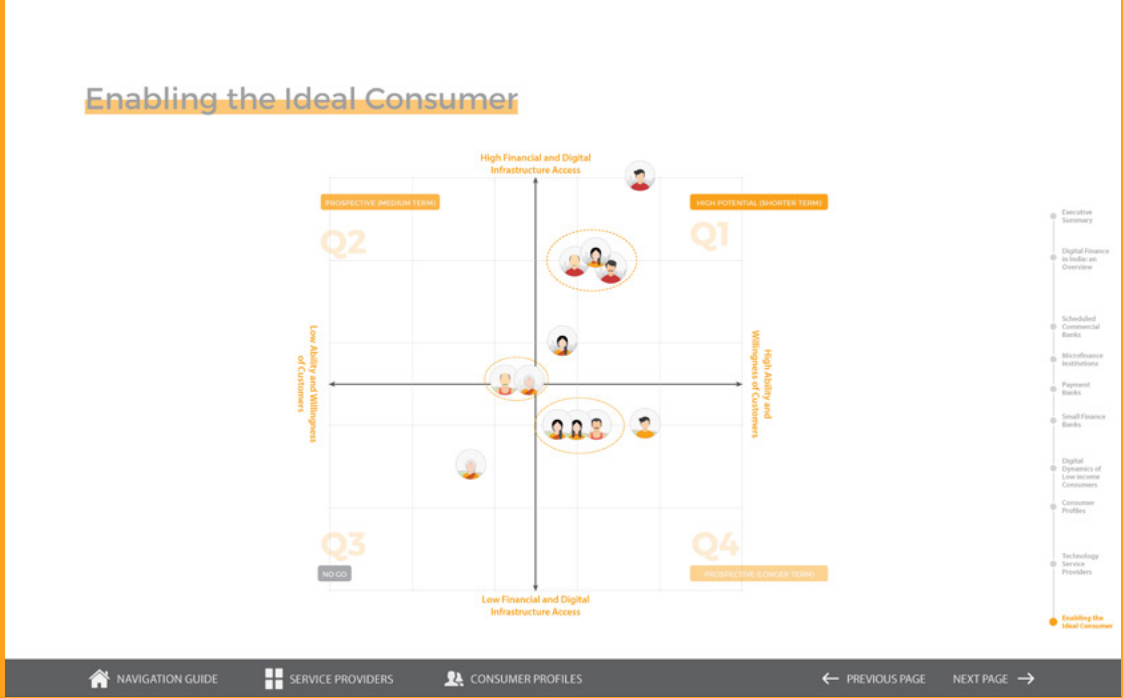
## An interactive handbook on digital financial inclusion for the underserved.

Based on in-depth quantitative surveys and focus group discussions with consumers, and semi-structured interviews with service providers, this research aims at informing service providers of consumers' willingness and ability to use digital products. Funded by J.P. Morgan.

Content mapping  
Infographics  
Illustration  
User Experience Design  
Interaction  
Editorial Design

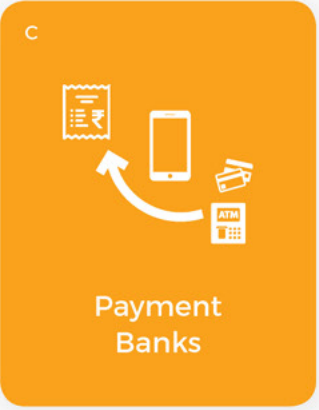






## Service Providers

You are reading this handbook as

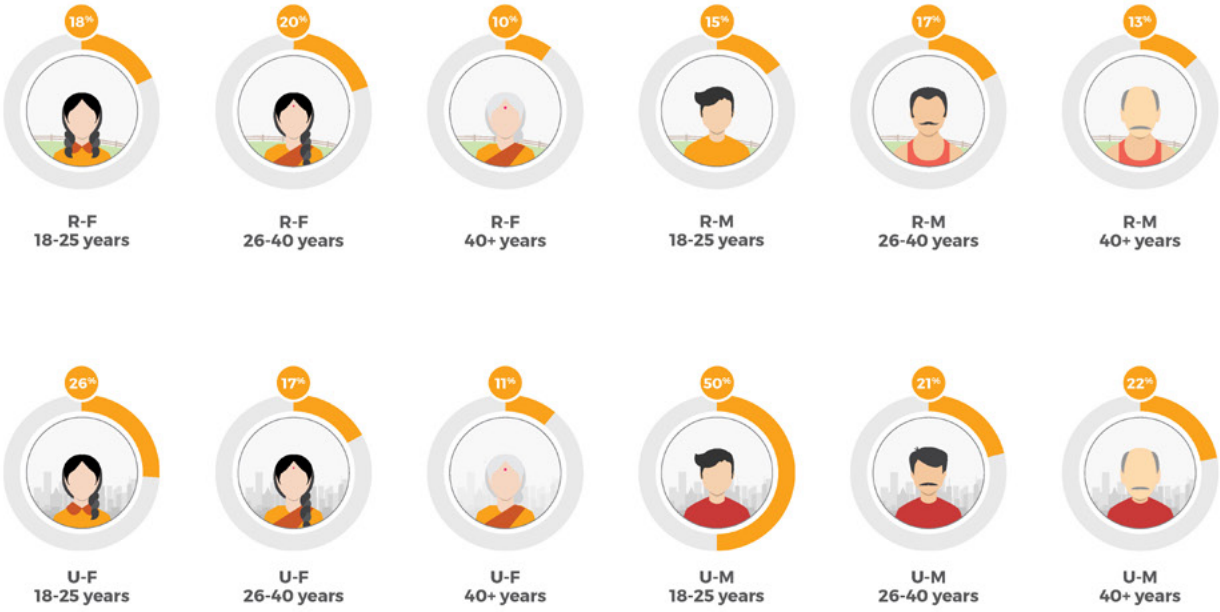


## Digital Dynamics of Low-Income Consumers

### Immediate outcome of the demonetization move of November 2016

Preliminary results indicate that demonetization, as an external shock to availability of cash, motivated limited people in the low-income segment toward using digital platforms. Those who were driven toward usage of digital cash were more inclined to use of debit cards. As highlighted below, the highest impacted were people working in urban areas and those in lower age groups.

However, the long-term impact and sustenance of this transition to digital methods depends on the innate characteristics of different customer segments, such as levels of education, digital literacy, preference for cash, access to financial and digital services, etc. These are discussed in detail for each segment in the consumer profiles.



SAMPLE MOTIVATED BY DEMONETIZATION

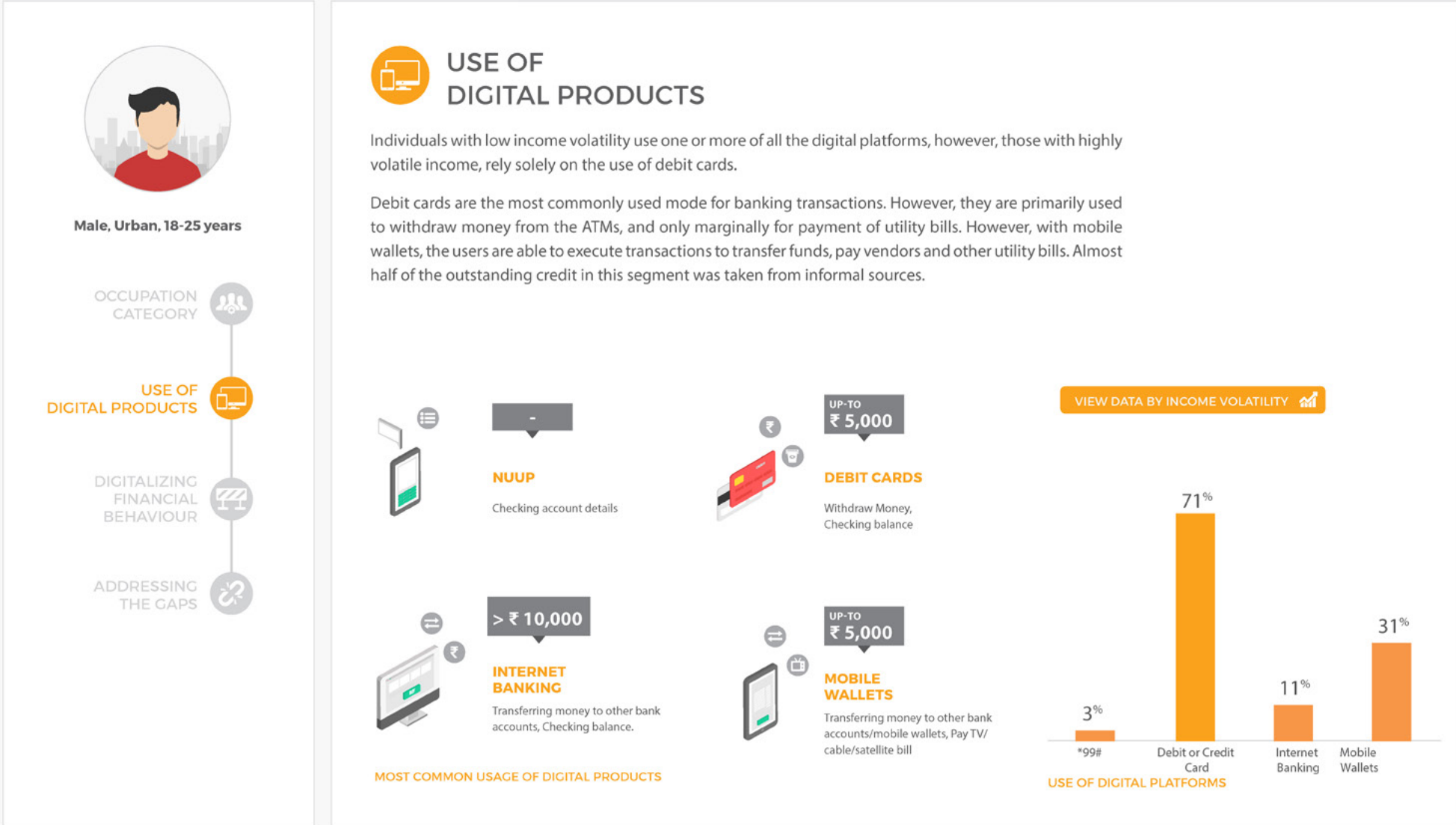
- Executive Summary
- Digital Finance in India: an Overview
- Scheduled Commercial Banks
- Microfinance Institutions
- Payment Banks
- Small Finance Banks
- Digital Dynamics of Low Income Consumers
- Consumer Profiles
- Technology Service Providers
- Enabling the Ideal Consumer

Know Your Customer



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Know Your Customer



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Know Your Customer




Female, Rural, 18-25 years


OCCUPATION CATEGORY




USE OF DIGITAL PRODUCTS




DIGITALIZING FINANCIAL BEHAVIOUR




ADDRESSING THE GAPS





Most difficult barriers to address



Easiest potential to leverage



 DIGITALIZING FINANCIAL BEHAVIOR: ENABLERS

VIEW DATA 

**DIGITAL LITERACY**

Only 24% of these women use smartphones and the rest largely use basic phones. While basic phone users are able to make and receive calls, only 42% of these users report being able to send SMS messages. The few smartphone users in this segment are, however, adept at making phone calls and sending SMSes, along with regularly browsing the internet, downloading applications and using social media like Whatsapp and Facebook

**ACCESS TO FINANCIAL INFRASTRUCTURE**

While 92% have access to some bank account but only 42% have debit cards and even fewer have credit cards. 67% do not have an ATM within walking distance.

**AWARENESS**

Women in this group report not being aware of digital platforms like internet banking, mobile wallets and the \*99# mobile banking feature. Moreover, among those who are aware, there is lack of knowledge about how to access these products digitally.

**LITERACY AND NUMERACY**

86% of the women in this segment can read and write and only 9% report not being able to do either. In terms of numeracy, 50% can perform higher order mathematical functions but 16% report either no recognition of numbers or are able to only recognize numbers till 10.

**PROPENSITY TO PAY**


A considerable number of women in this segment have reported the use of mobile phones for an average 3.5 years. On an average, women reported spending approximately Rs.95 per month on their mobile phone recharges but smartphone users in this group spend 2.75 times the amount basic phone users spend. All smartphone users report paying for a 2G, 3G or 4G internet service.

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NAVIGATION GUIDE SERVICE PROVIDERS CONSUMER PROFILES


PREVIOUS PAGE NEXT PAGE

Know Your Customer




Female, Urban, 40+ years


OCCUPATION CATEGORY




USE OF DIGITAL PRODUCTS




DIGITALIZING FINANCIAL BEHAVIOUR



ADDRESSING THE GAPS




 ADDRESSING THE GAPS

1. This segment would also respond mildly to the typical digital platforms. It is important to identify the nature of the transactions they do. Also, for this demographic, focusing on ease of use, similarity with cash in terms of transferability, and liquidity, is needed to include them digitally.

2. This demographic also has the ability to transfer learnings to other members of the household. Spreading awareness and demonstrating the outcomes of using digital platforms can inspire them and in turn, the household to transact digitally.

Cash can be used in all transactions as opposed to digital services which small to medium scale vendors may not accept. Moreover I have a basic phone which prevents me from using the mobile based digital services.



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NAVIGATION GUIDE SERVICE PROVIDERS CONSUMER PROFILES

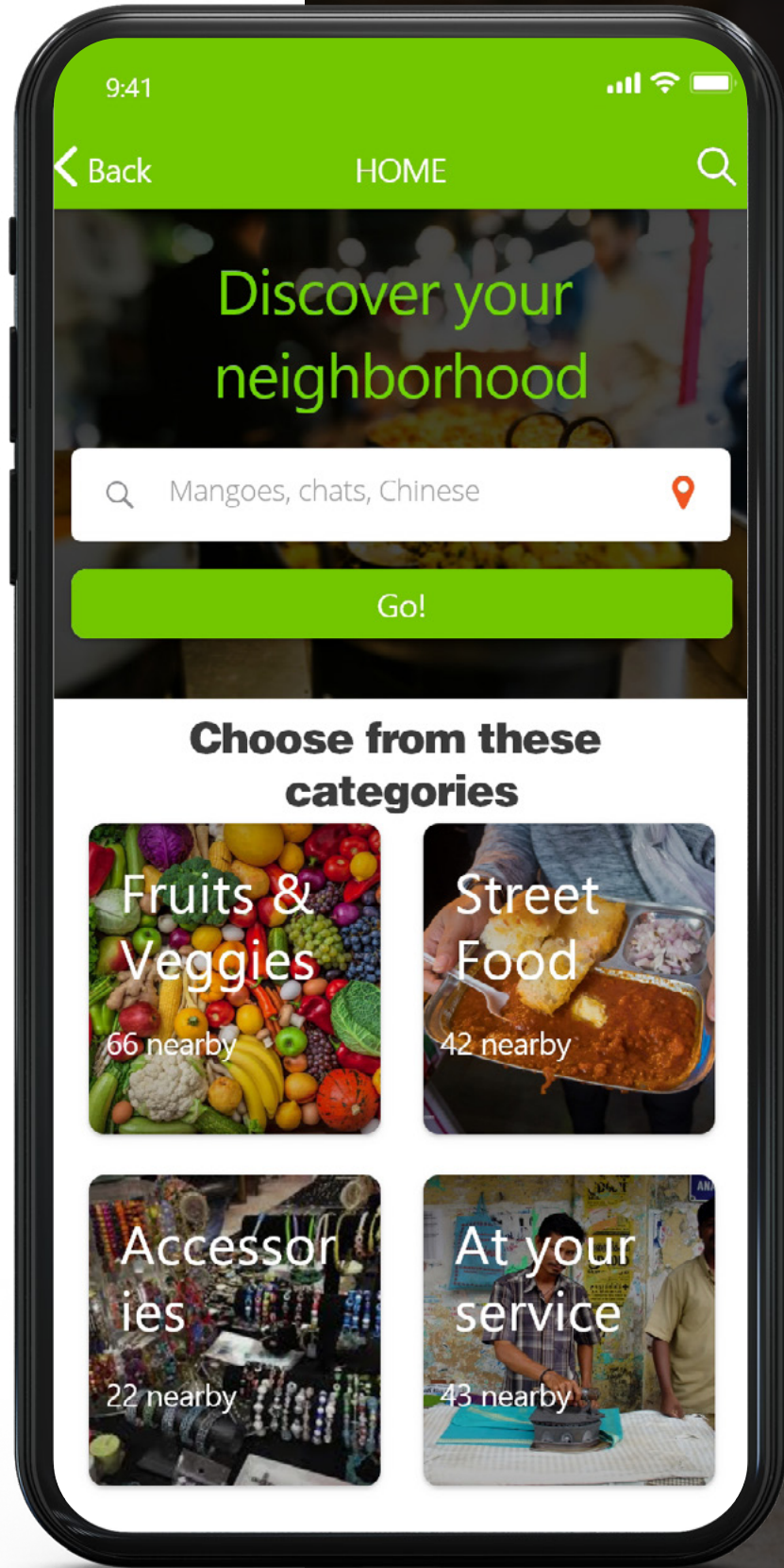
PREVIOUS PAGE NEXT PAGE



# An interactive app prototype to help formalize street vendors through financial inclusion

This application prototype was developed for the government to onboard a potential of 10 million street vendors onto a platform, thereby providing access to better financial products and promote upward mobility.

- User experience design
- Field interviews
- Process mapping
- Visual Design
- Interaction Design





Basic stakeholder needs overview

### What is needed to tackle the challenges?

Stakeholders	Need
Farmers	Better Price for their produce
Street Vendors	1. Legal Identity 2. Certainty / Predictability of business 3. Fair Price for the items being sold.
Customers	1. Real-Time Information of FnV availability 2. Quantity & Variety 3. Convenience / Doorstep Delivery 4. Fresh Produce & Quality
Urban Local Body	1. Provide Legal Identity 2. Constitute a Town Vending Committee as per the act. 3. Monitor & Manage Street Vendor activity across the city. 4. Provide Basic Infrastructure to Street Vendors
Policy Maker	Data to analyse trends and plan

**DIGITAL PORTAL**

- Data Collection (NULM + other details)
- ID Card distribution

**CUSTOMER FACING APPLICATION**

- Monitoring & Managing street vendor locations
- Real time information to customers & digital transactions

**REGULATORY COMPLIANCE & INFRASTRUCTURE PLANNING**

- Identifying vending zone
- Planning infrastructure & basic amenities
- Regulatory mechanism in play (eg. FSSAI)

### STREET VENDOR REGISTRATION FORM

Age  
34

Gender  
☐ Male ☒ Female

Has municipality issued an ID card?  
Yes ☒ No ☐

Items sold by vendor

Fruits

Vegetables

Chaats

Juices

RESET

NEXT

### FIELD OFFICER VERIFICATION FORM

Enter temporary id  
572-546-927

Full name  
Lakshmana

Mobile no.  
0908 032 XXXX

Verify location

RESET

NEXT

Self registration and onboarding screens for street vendor, verified by field officer

Consumer facing screens app interface

9:41

HOME

Discover your neighborhood

Mangoes, chats, Chinese

Go!

Choose from these categories

Fruits & Veggies

66 nearby

Street Food

42 nearby

Accessories

22 nearby

At your service

43 nearby

9:41

Home

Fruits & Vegetables

Suvempu Road

GM Compound

Lalitha's

Mangoes, Bananas, Papayas...

★★★★★ 129 reviews

Ramesh

Vegetables, Fruits

★★★★★ 167 reviews

Jagadish

Coconuts

★★★★★ 89 reviews

Satish Kumar

Vegetables, Fruits

★★★★★ 156 reviews

9:41

Fruits & Vegetables

Lalithas Vegetable Stall

★★★★★ 129 reviews

18:00 - 22:00

Call

Special items

Drumsticks, Mushroom, Purple Cabbage, Broccoli, Banana Flower

Tomatoes

500g

- 2 +

Potatoes

500g

- 1 +

Onions

500g

- 0 +

Beans

- 2 +



Spatial mapping of street vendors based on data collected.

cartodb_id	the_geom	team_number	name_of_street_vendor	age_of_street_vendor	gender	mobile_no	license_id_card	location_of_street_ven...	latitude	longitude	vending_frequency	items_sold
1	75.920202,14.46715	KALAIKUTHA	Mohan	42	Male	994999078	True	B4E, Anjola Rd, NB En...	14.46715	75.920202	Daily	Fruits
2	75.9081031,14.47086...	SHUKLA	Mangunath	52	Male	929037371	False	Vijayanagara, Devarag...	14.47086311	75.9081031	Daily	NonVeg Items
3	75.9082896,14.47086...	SHUKLA	Mandu	28	Male	999494949	False	Vijayanagara, Devarag...	14.47086959	75.9082896	Daily	Soda & Other Beverages
4	75.9084747,14.47888...	SHUKLA	Syed Sulaiman	38	Male	983387187	False	Vijayanagara, Devarag...	14.4788842	75.9084747	Daily	Soda & Other Beverag...
5	75.9042027,14.48027...	SHUKLA	Asarath Ali	55	Male	956404952	False	Unnamed Road, S J M ...	14.4802028	75.9042027	Daily	Fruits
6	75.9190806,14.47086...	SARVADHARI	Mohammad ali	22	Male	971199514	False	Vijayalakshmi Road, Ka...	14.47086223	75.9190806	Daily	Sugarcane juice
7	75.9021097,14.48027...	SHUKLA	Chandrasekhar	37	Male	992217488	False	Asarath Nagar, Devara...	14.48027399	75.9021097	Daily	NonVeg Items
8	75.91912785,14.47152...	SARVADHARI	Ramesh	50	Male	828942817	False	Vijayalakshmi Road, Ka...	14.47152867	75.91912785	Daily	Others
9	75.9190803,14.47122...	SARVADHARI	Asha	38	Female	975107715	False	Vijayalakshmi Road, Ka...	14.47122055	75.9190803	Daily	Momms
10	75.9080112,14.47622...	SHUKLA	Hannumatha	40	Male	900896177	False	Devarag Extension, Kon...	14.47622409	75.9080112	Daily	Non Veg Items
11	75.91912811,14.47188...	SARVADHARI	Ramesh	22	Male	828942817	False	Vijayalakshmi Road, Ka...	14.47188164	75.91912811	Daily	Sugarcane juice
12	75.9146547,14.46702...	SARVADHARI	Mangunath a	45	Male	956007300	False	PD Rd, Prince Jayacham...	14.46702215	75.9146547	Daily	Others
13	75.9083407,14.47888...	SHUKLA	Hannumathappa	35	Male	990233281	False	Devarag Extension, Kon...	14.47888178	75.9083407	Daily	Tender Coconut
14	75.9190203,14.471172...	SARVADHARI	Babu Raju	42	Female	NA	False	Vijayalakshmi Road, Ka...	14.47117202	75.9190203	Daily	Chats
15	75.91912814,14.47116...	SARVADHARI	Jayappa	40	Male	9972173485	False	Vijayalakshmi Road, Ka...	14.47116443	75.91912814	Daily	Others
16	75.9089663,14.471846	BRUNACCOOTHU	Siddesh	40	Male	874602048	True	Rajaji Institute Of HLT,	14.4718464	75.9089663	Daily	NonVeg Items
17	75.9027465,14.46715...	SARVADHARI	Sama Shan	50	Male	NA	True	Station Road, M B Kera...	14.46715201	75.9027465	Daily	Plastic Items
18	75.92038465,14.47086...	SARVADHARI	Sharanu ng	33	Male	848938311	False	Belur Gudi, Mandipet...	14.47086785	75.92038465	Daily	Ladies accessories(Br...
19	75.9207754,14.47086...	SARVADHARI	Shannukappa	60	Male	974195014	False	BT Gali, Mandipet, Dev...	14.47086412	75.9207754	Daily	Cobbler / Shoe Repair
20	75.920828,14.469025	SHUKLA	Aref	35	Male	827732354	True	Lakshmi Building, Lak...	14.469028	75.920828	Daily	Fruits
21	75.9202532,14.460276	THAKKA	Sunandan	18	Male	990234754	False	Ring Road, Vijayaka Da...	14.460276	75.9202532	Daily	Flowers
22	75.9202273,14.46762...	THAKKA	Purnanatham ready	40	Male	984029549	True	B4E, Anjola Rd, NB En...	14.46762485	75.9202273	Daily	Flowers

NAME OF STREET VENDOR  
Ravi Kumar

AGE OF STREET VENDOR  
40

GENDER  
Male

MOBILE NO  
[REDACTED]

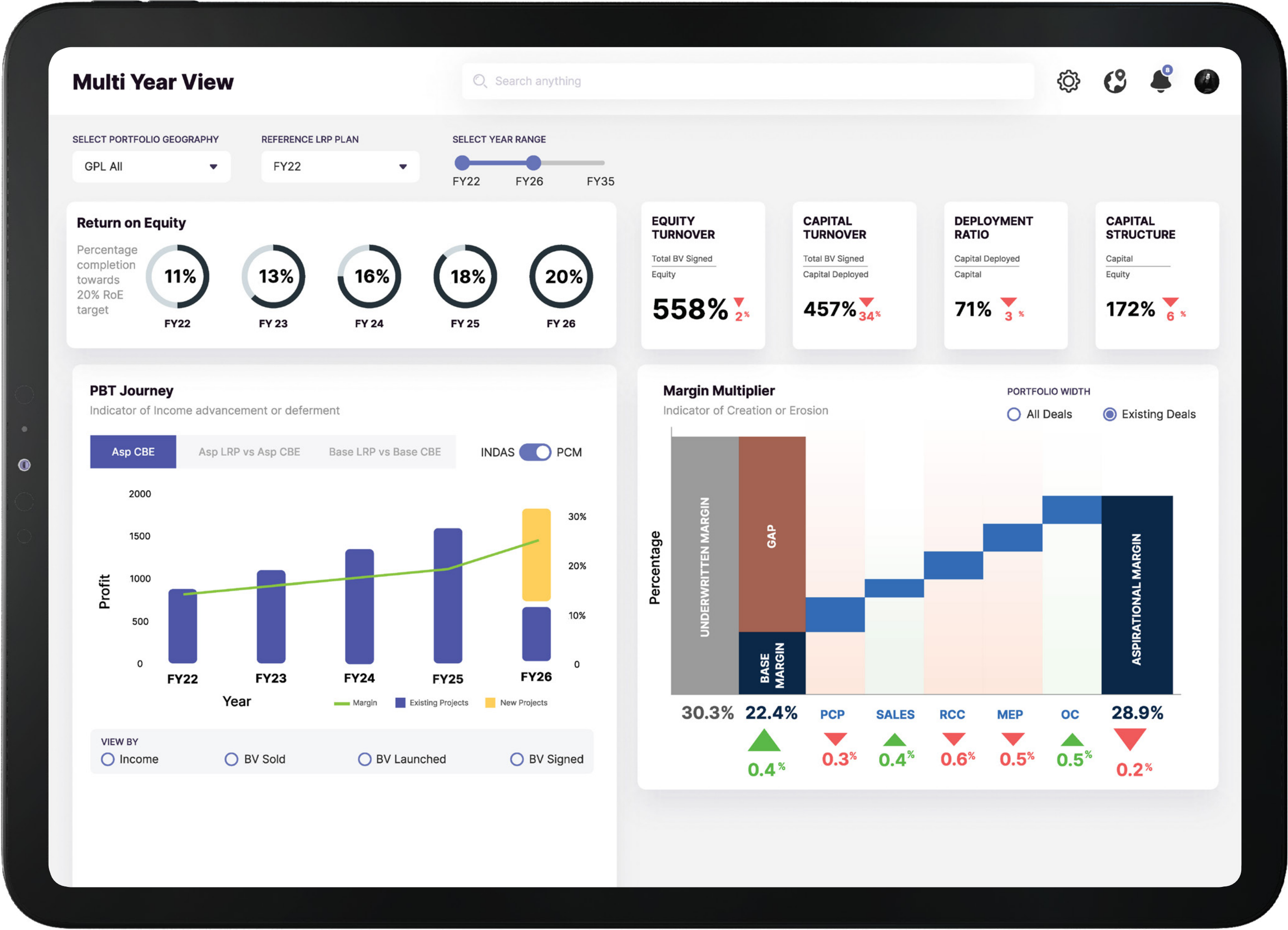
LICENSE ID CARD  
false

VENDING FREQUENCY



# Dashboard prototype for Real estate data

User experience design  
Visual design  
Prototyping  
Data visualization  
Design system



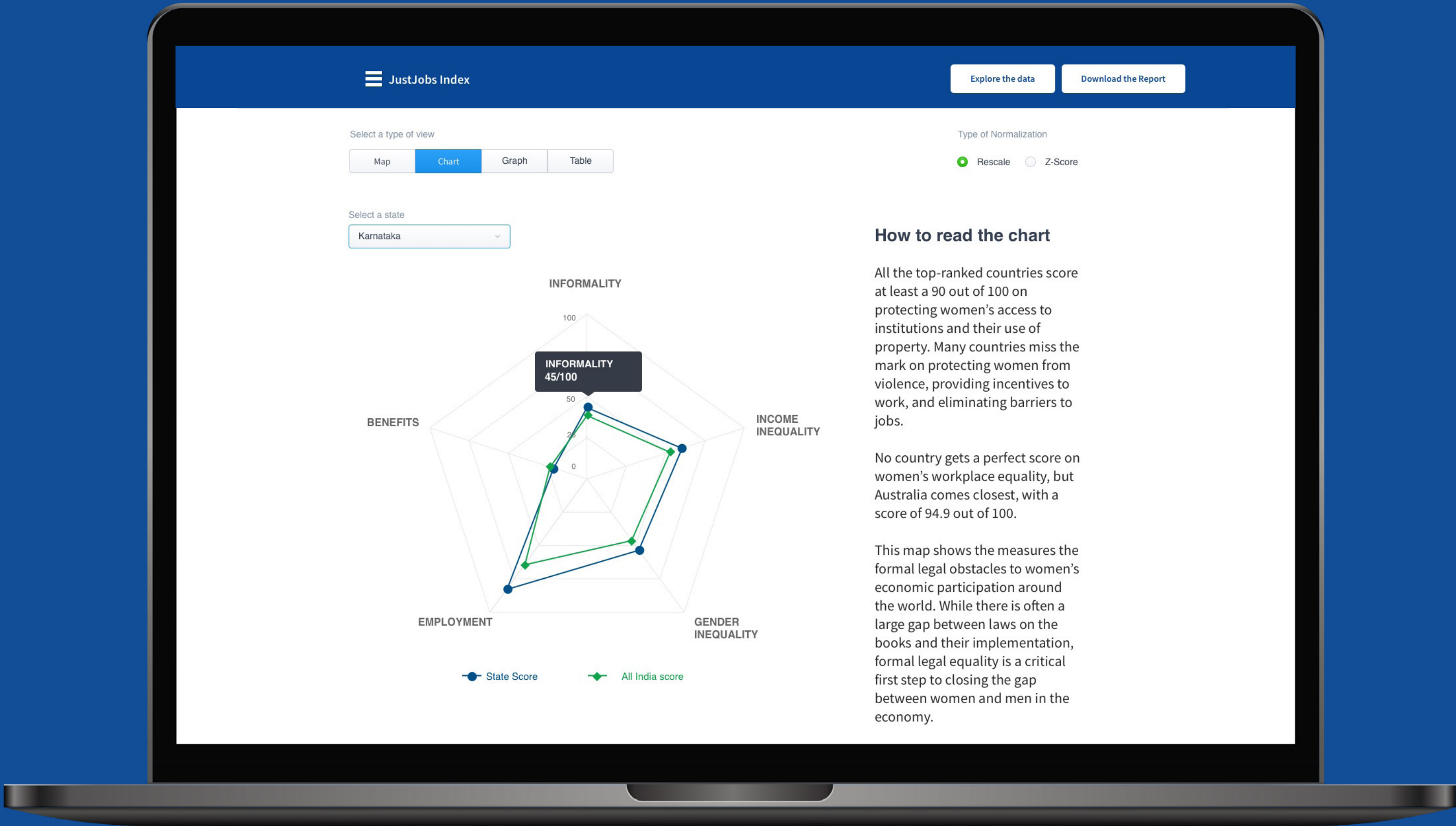
# WEB + PRODUCT DESIGN

# A data driven tool to assess the quantity and quality of jobs in India

The JustJobs Index is a data-driven tool to measure the quantity and quality of jobs in India. The first of its kind, the tool also has a weightage feature to let users play around with the weights of the indicators.

- Product Design
- User Experience Design
- Data Visualization
- Front end Development

As featured in

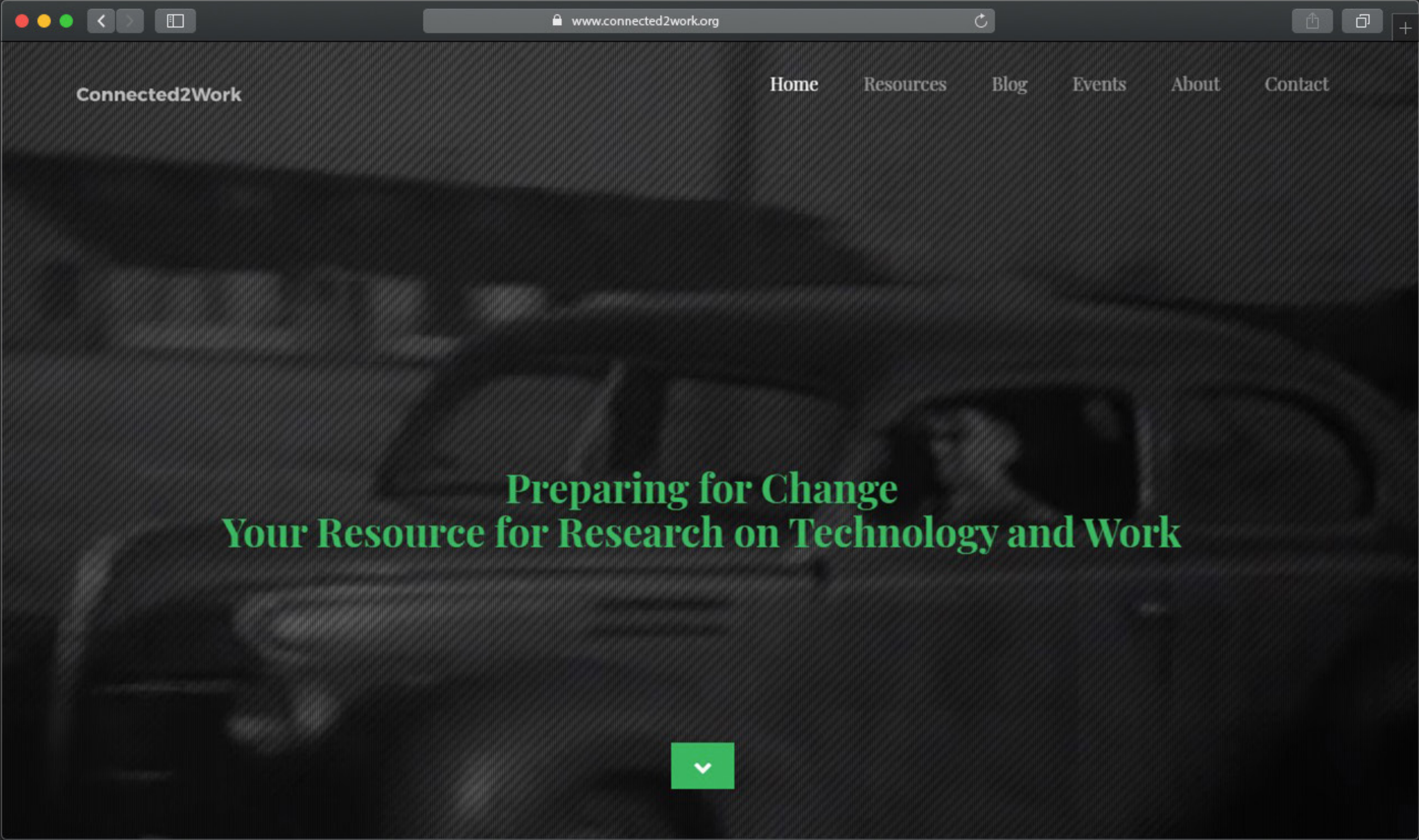




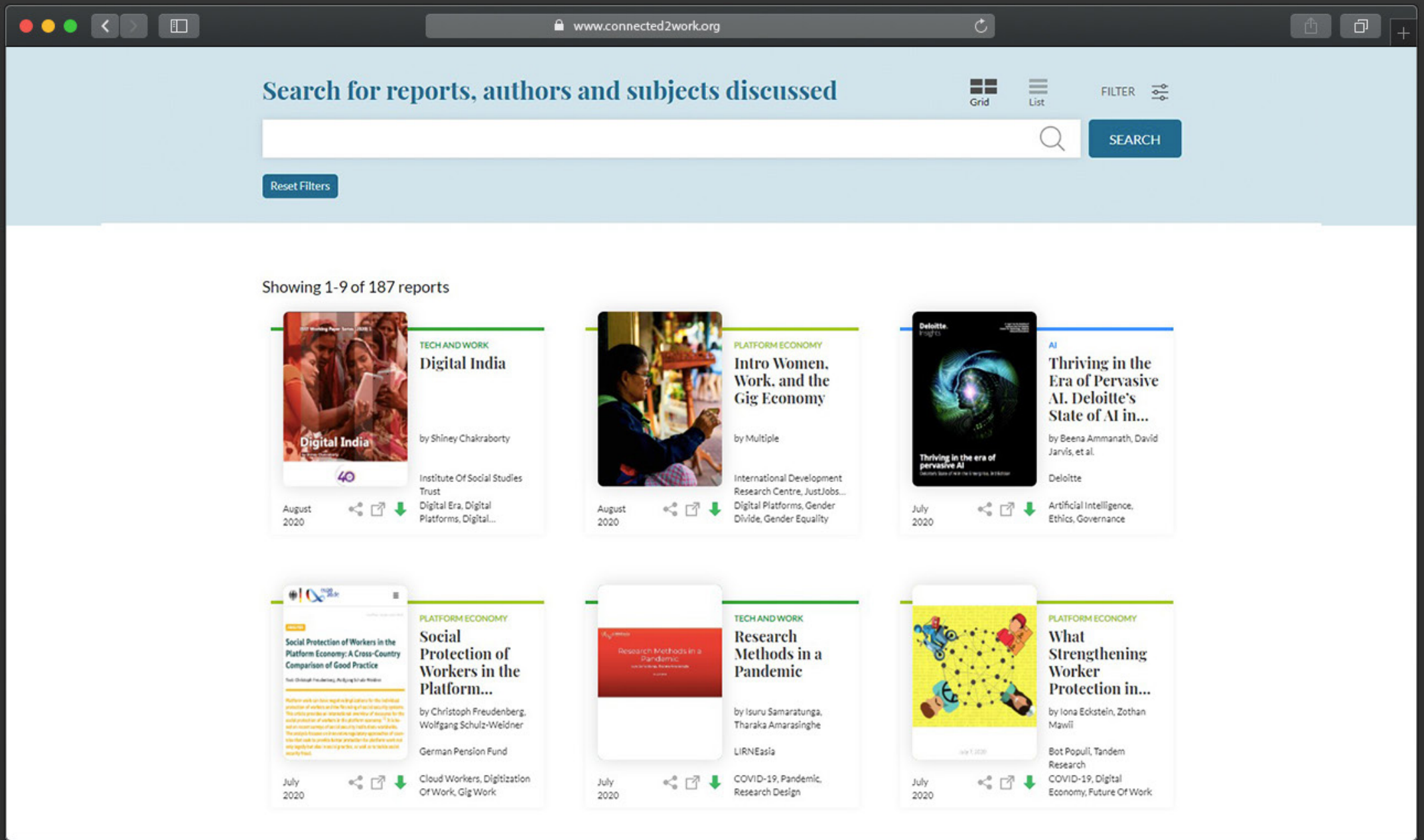
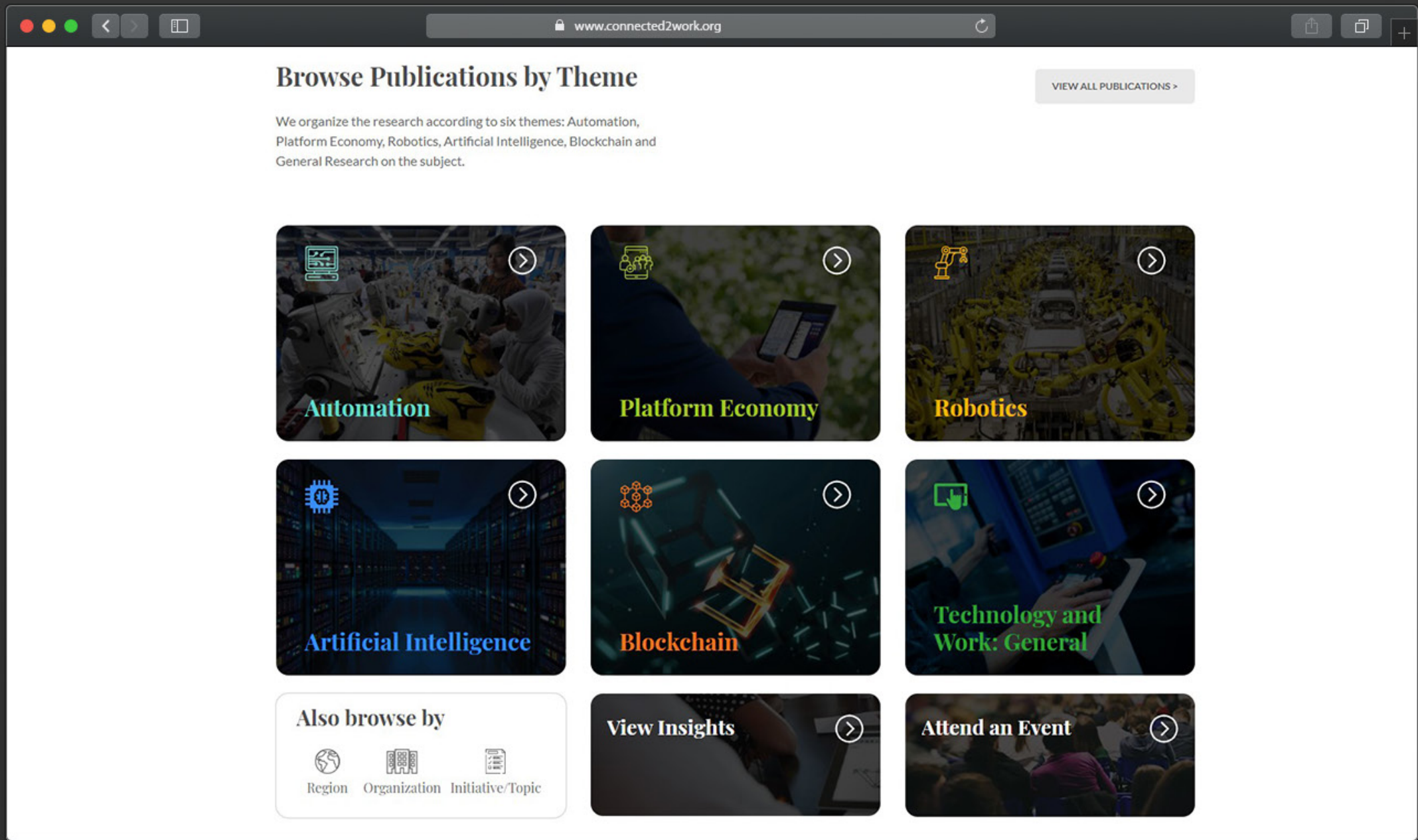
A knowledge platform  
that collates research on  
the impact of technology  
on livelihoods.

Connected2Work is a global platform to enable organizations share cutting edge research work on the impact of Technology on Work. The platform covers 6 key themes across Artificial intelligence, Blockchain, Automation, Robotics and General Research.

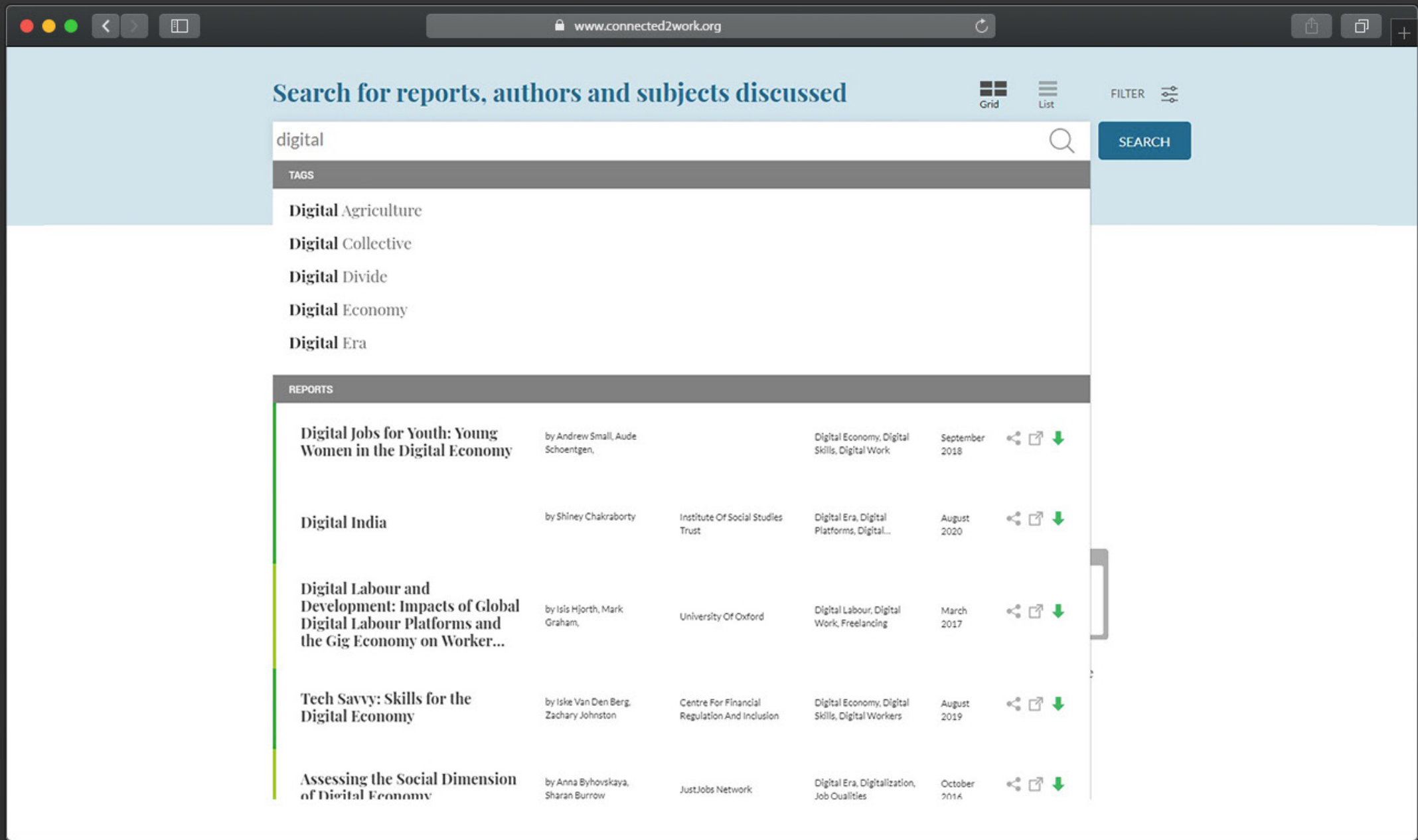
- Product Strategy
- User Experience
- Wireframes
- Prototypes
- Visual Design
- Interaction Design
- Information Architecture
- Database management
- CMS configuration
- Front end development



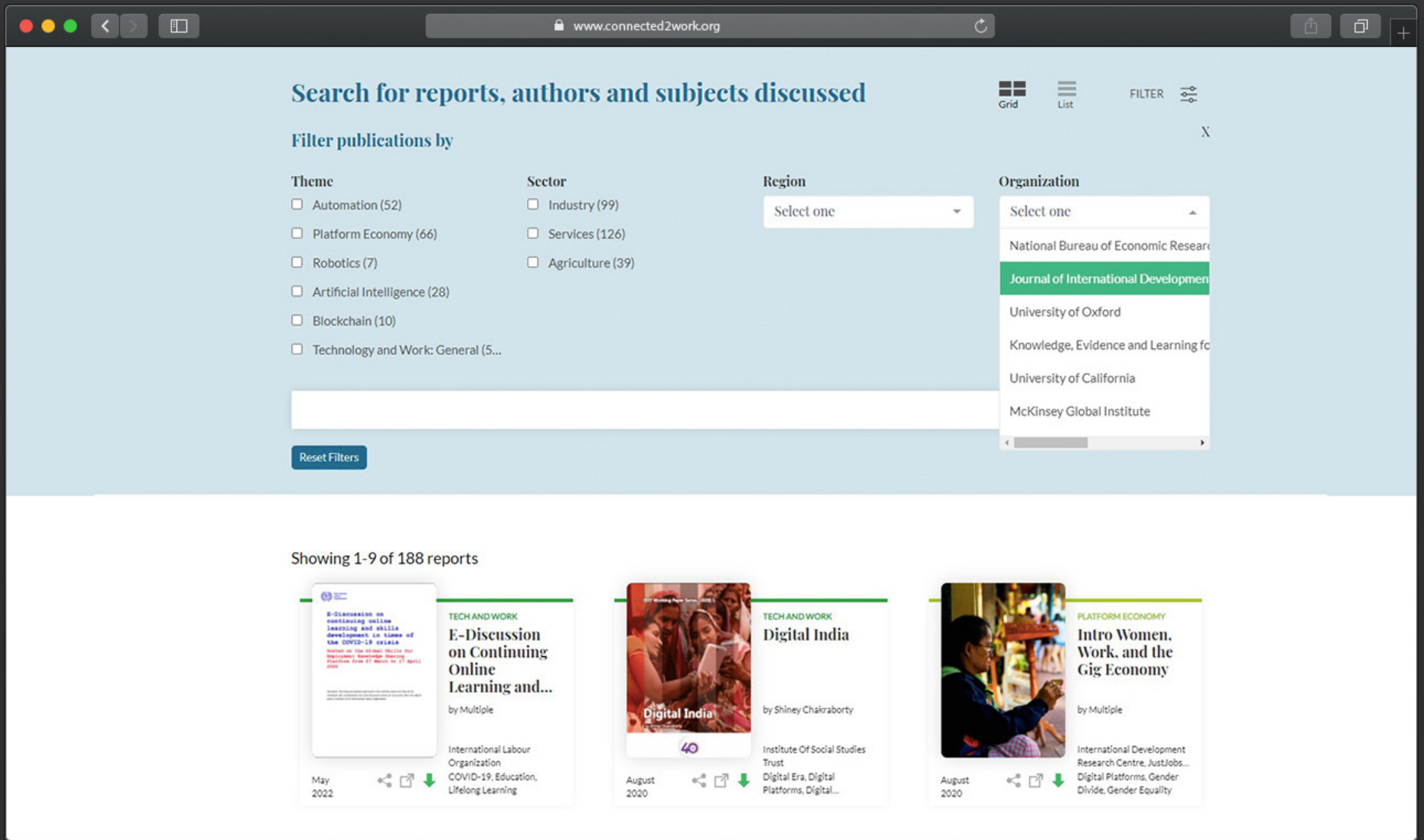




▲  
Browse research by theme, region, organization or author.



▲ Search UX involving autosuggest, keyword stemming, synonym matching



▲ Filter UX involving faceted filters

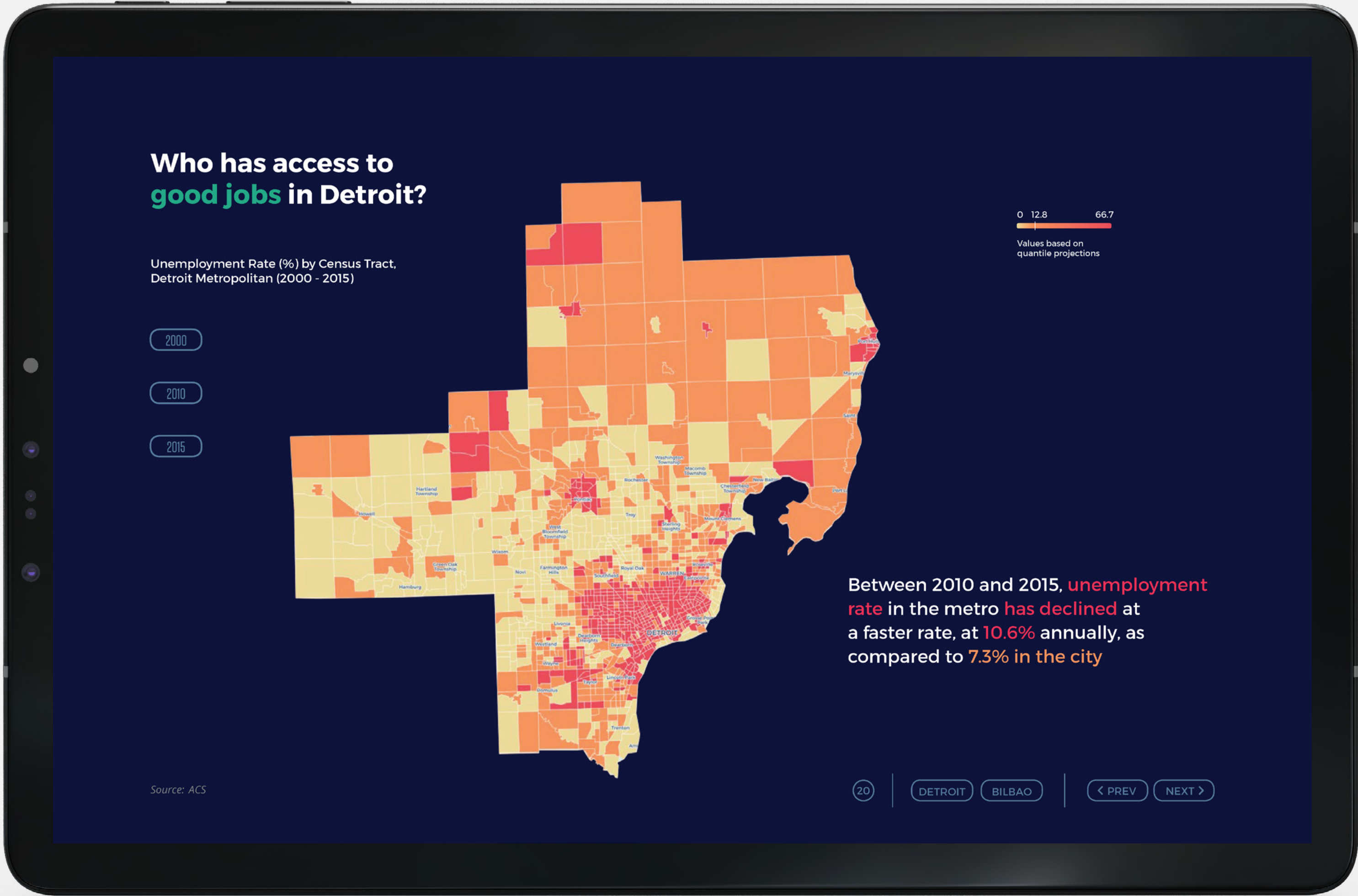


# Interactive data story on Job Creation & Job Quality in Detroit and Bilbao.

Storytelling, Data Visualization and Interaction for a data story exploring the nexus of wages, job creation and job quality in the legacy cities of Detroit and Bilbao.

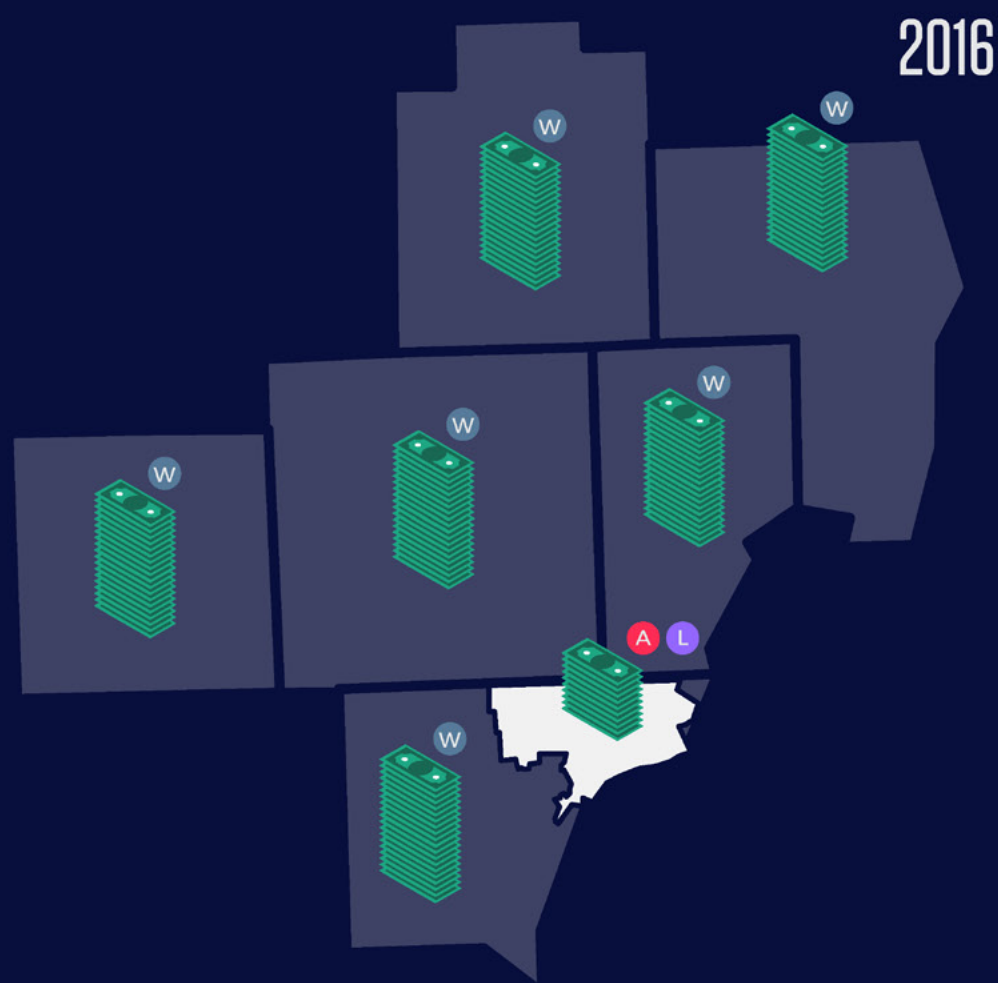
The project unveiled past trends in labor policy, unemployment, along with geospatial visualizations presented through animations. The story was presented at the annual BUILD conference held in Detroit, Michigan and funded by The German Marshal Fund of the United States.

- Storytelling
- Art Direction
- Illustration
- Infographics
- Data Visualization
- Geospatial mapping
- User Experience Design
- Animation and Interaction

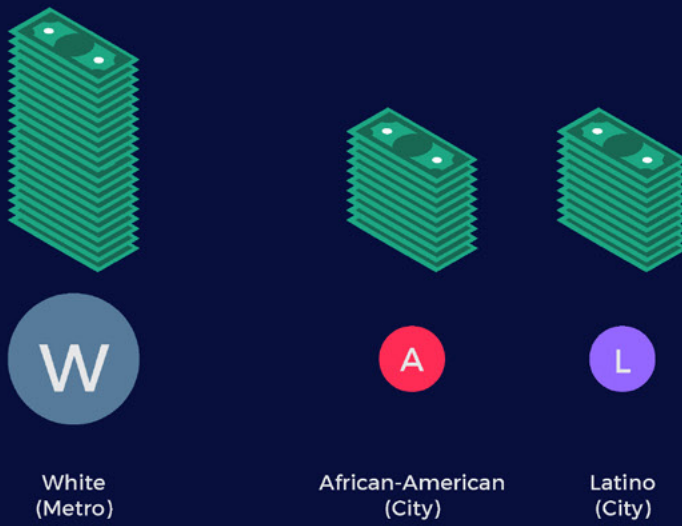




Who has access to  
good jobs in Detroit?



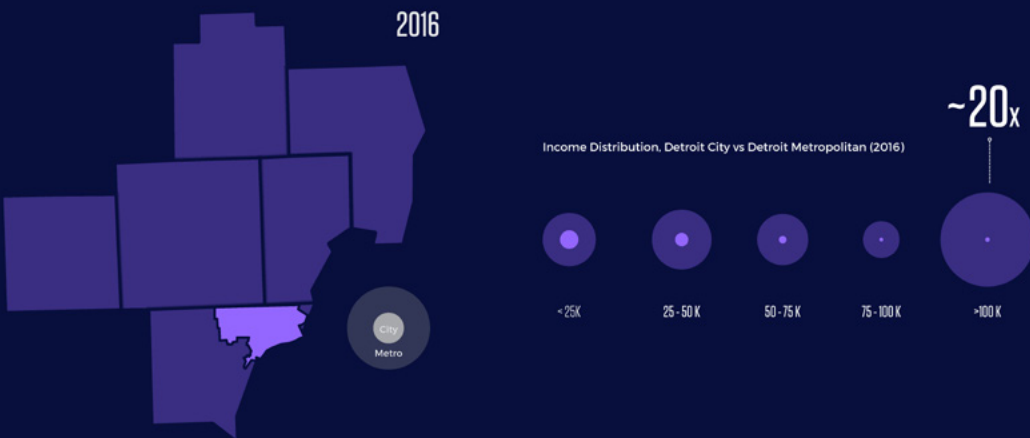
Whites in the metro area as a whole still earn more than double what African-Americans and Latinos in the city earn.



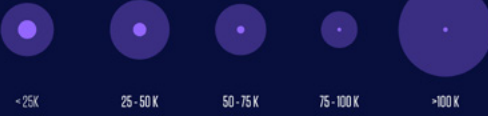
Per Capita Income by Race, Detroit City vs Detroit Metropolitan (2016)

Source: ACS

Who has access to  
good jobs in Detroit?



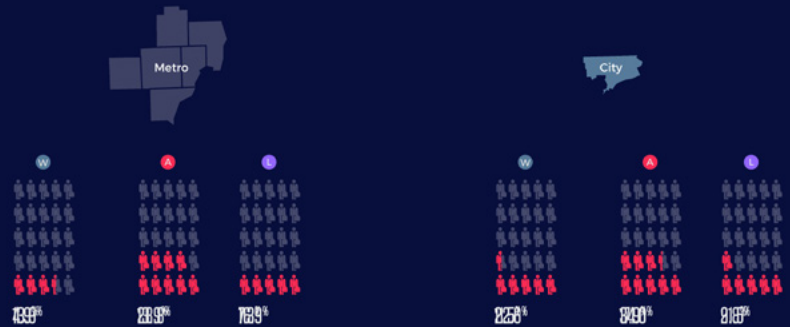
Income Distribution, Detroit City vs Detroit Metropolitan (2016)



Source: ACS

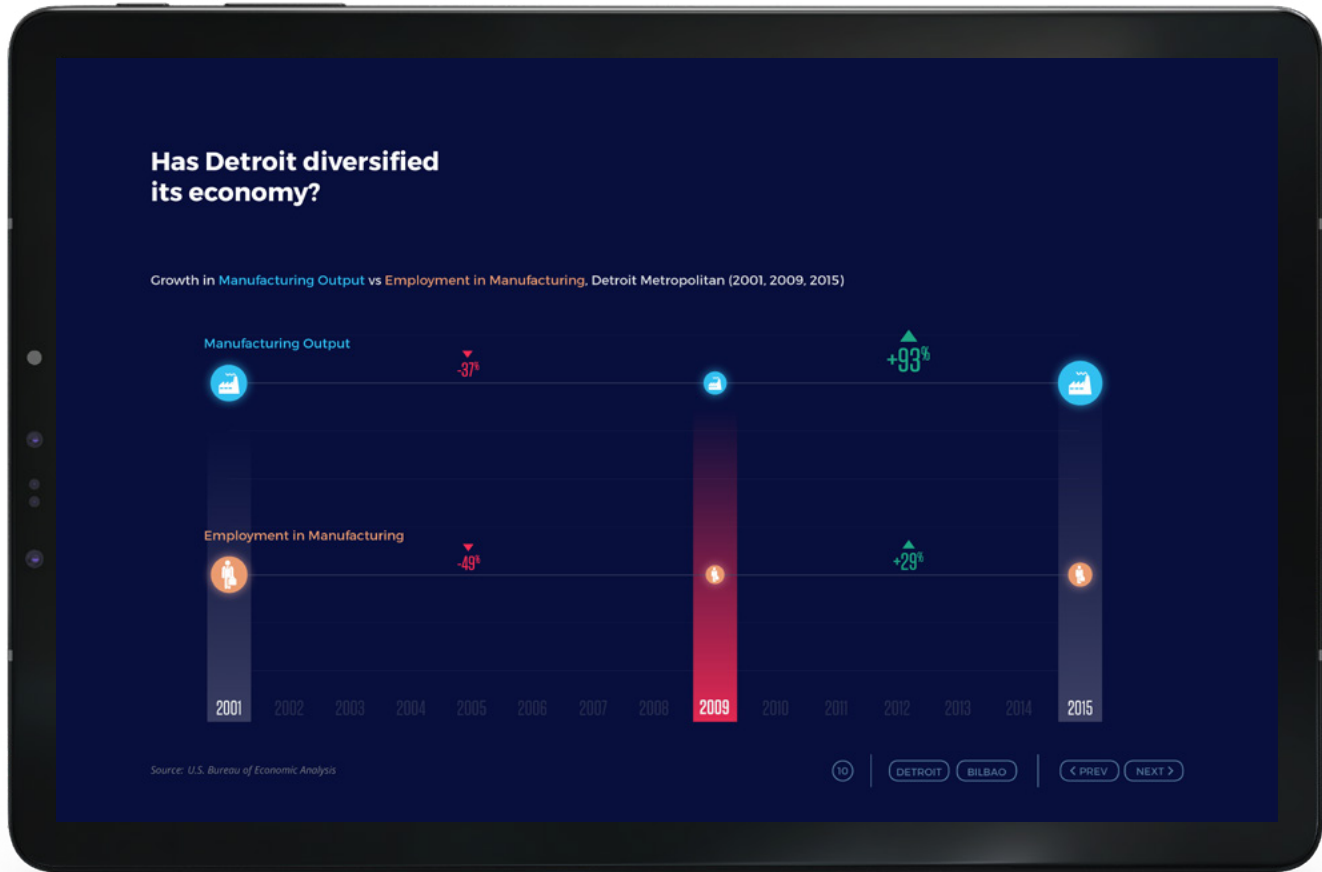
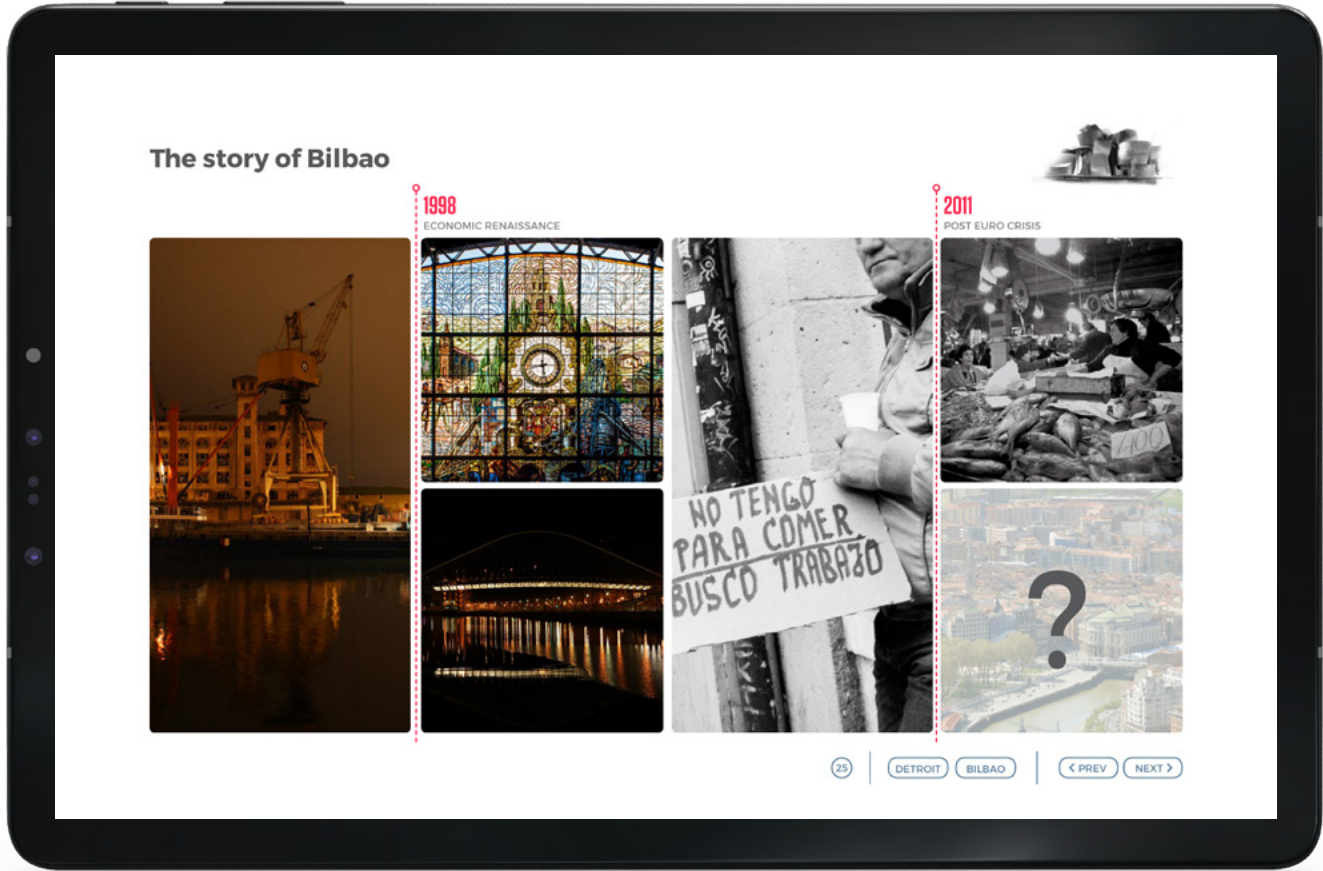
Who has access to  
good jobs in Detroit?

Unemployment Rate by Race, Detroit City vs Detroit Metropolitan (2008 - 2016)



Source: ACS, U.S. Bureau of Labor Statistics



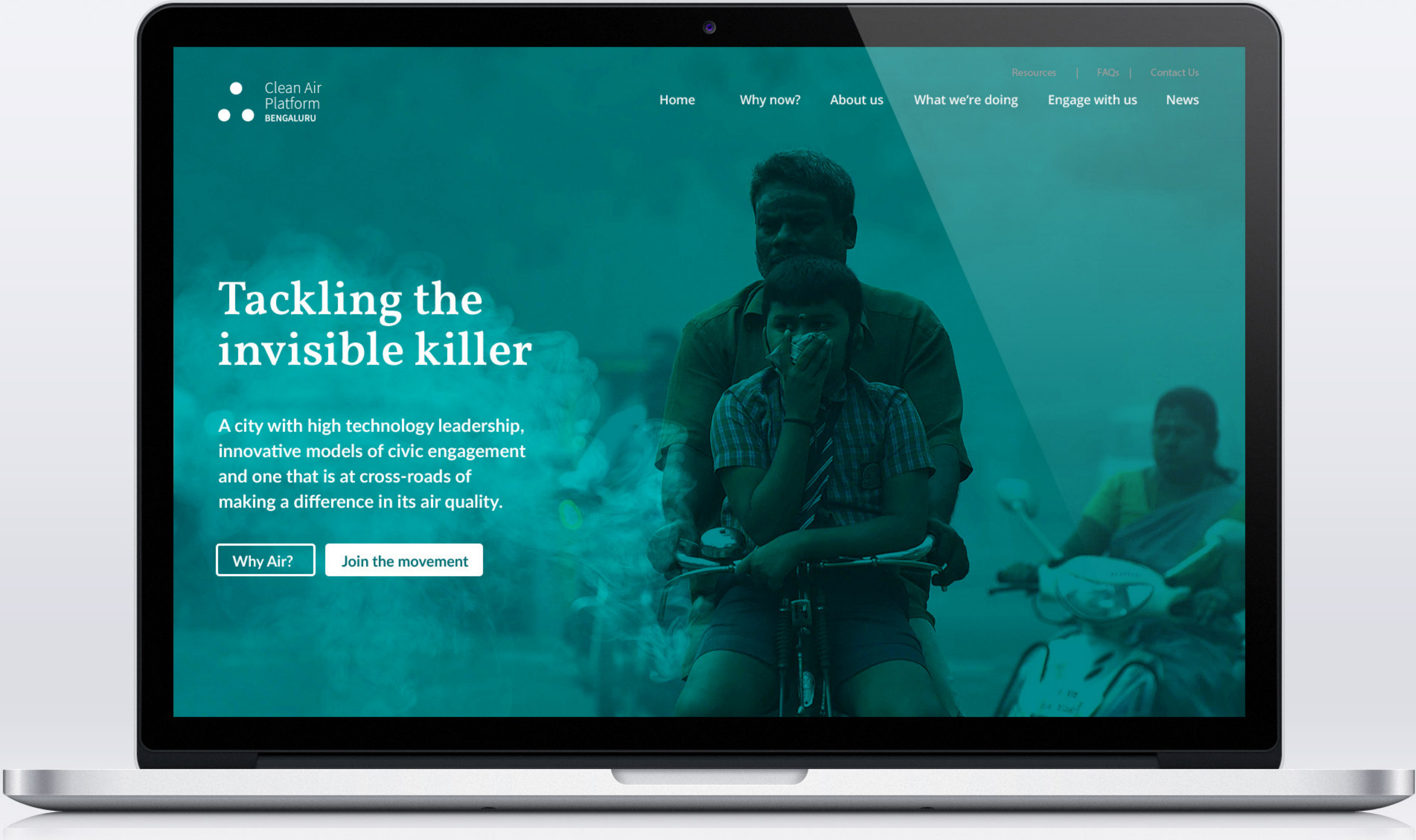




# Tackling Air Pollution through Effective CSR

Communications and digital content strategy, tone and voice guidelines, campaign collateral, website design, illustrations for the Clean Air Platform Project.

- Storytelling
- Art Direction
- Illustration
- Infographics
- Data Visualization
- Stakeholder interviews
- Persona creation
- User Experience Design
- Visual Design
- Wireframes





MEET KUMAR.

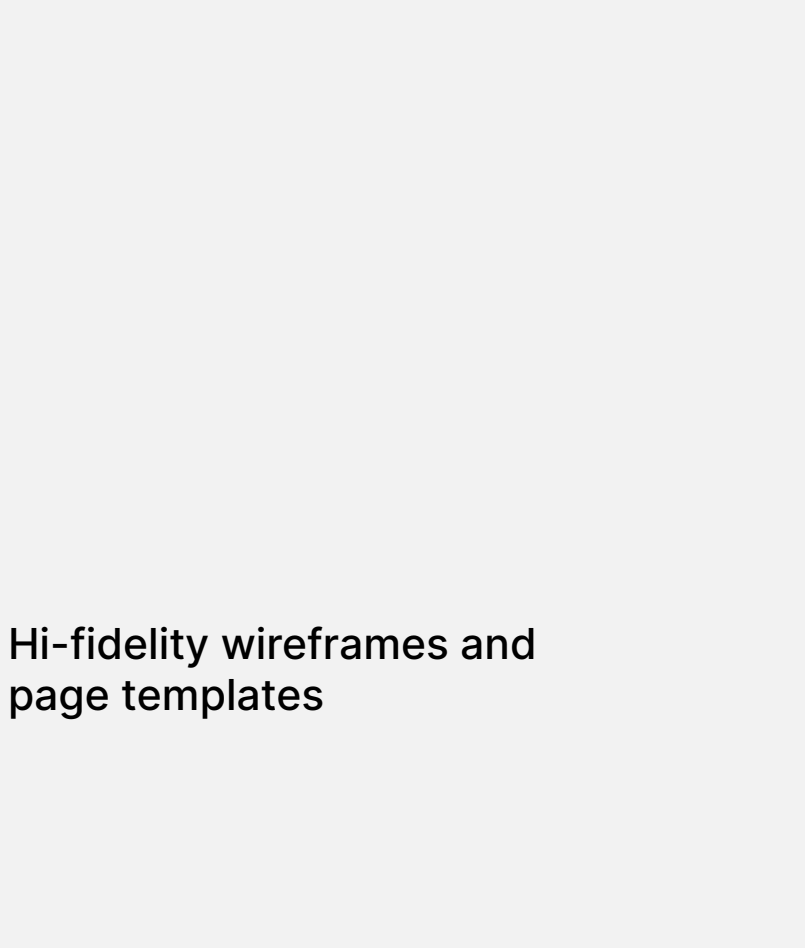
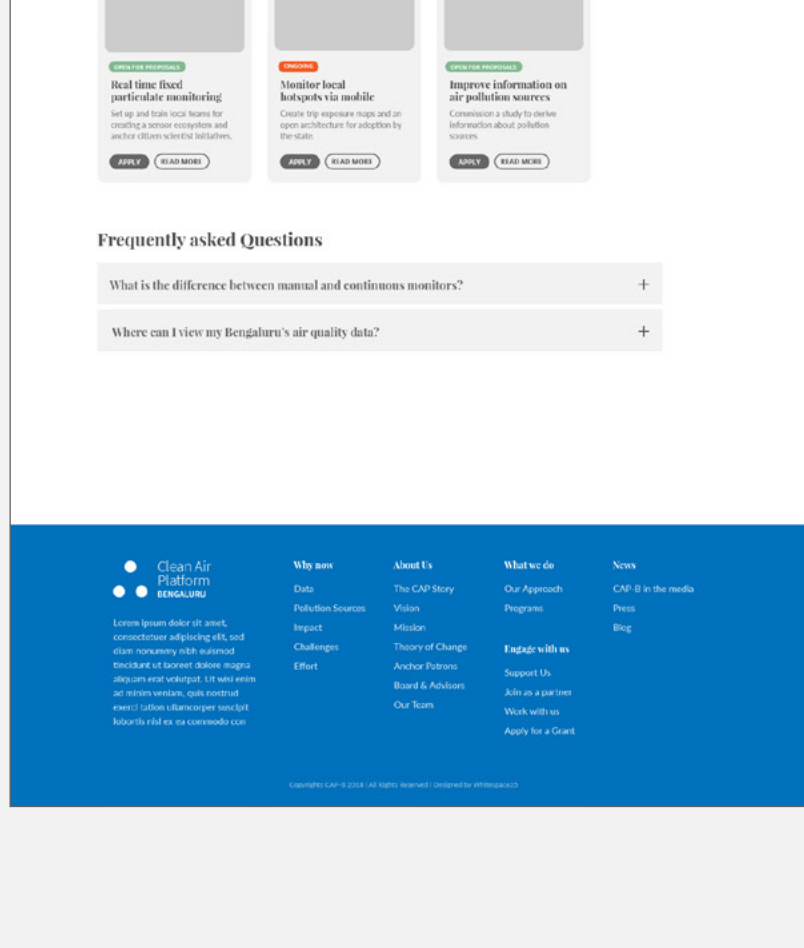
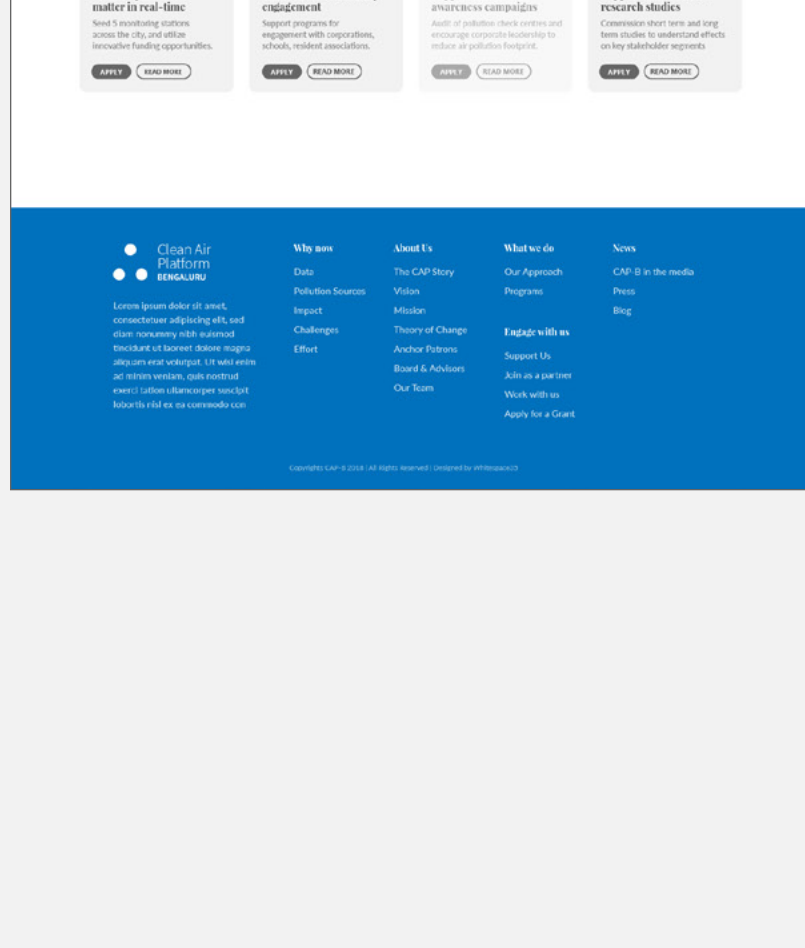
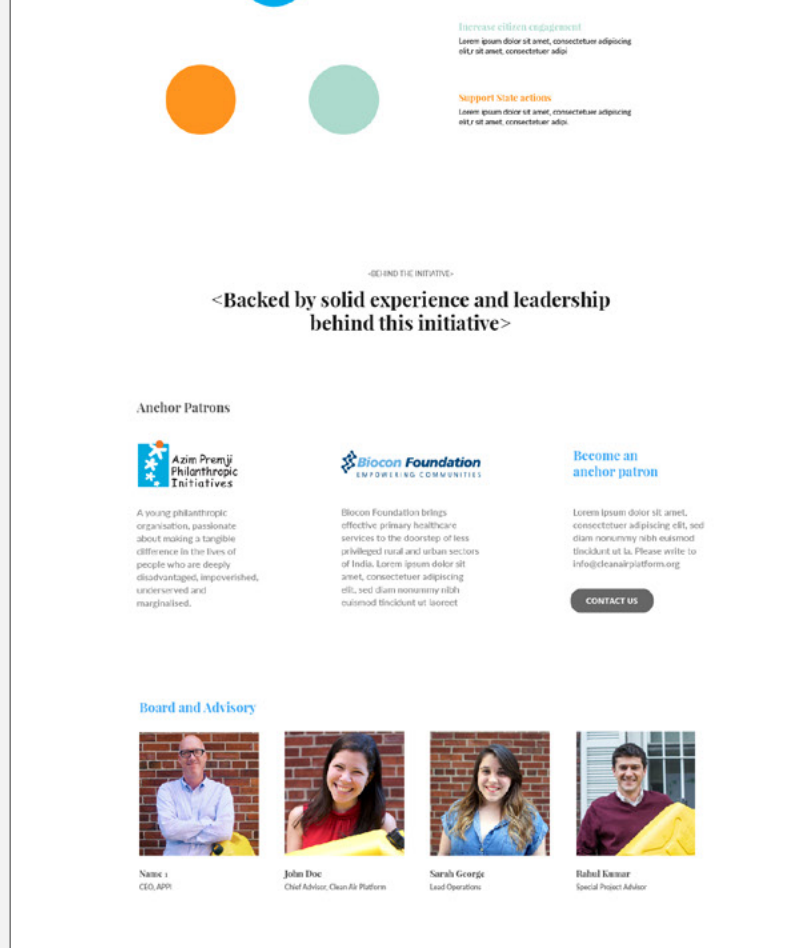
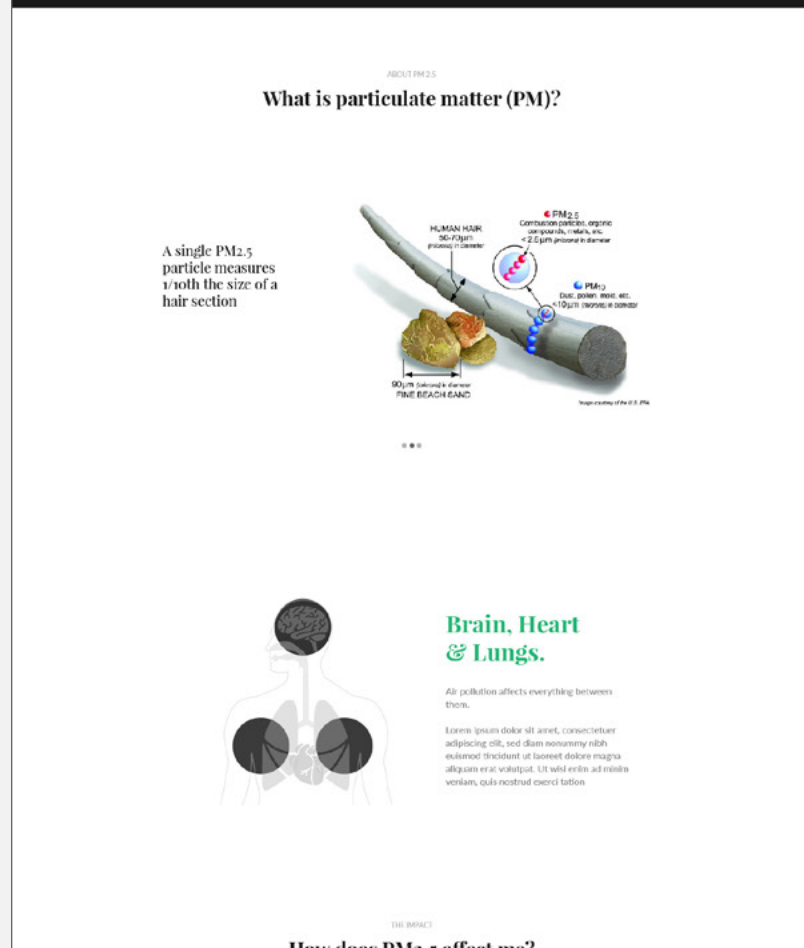
**20 minutes** a day in  
an auto reduces my  
life by **5 years.**

GET INVOLVED



Human interest stories and  
art direction to deliver an  
impactful user experience  
and to engage the user







Colors



Typography

## A collective to improve air quality in Bengaluru

Source Sans Pro

Open Sans

Clean Air Platform - Bengaluru is being incubated and supported by Azim Premji Philanthropic Initiatives (APPI) through formation of a not-for-profit trust, to catalyze collective action against air pollution.

It is imagined as a model to showcase how multi-stakeholder engagement and joint action can turn around the air quality in a city. Clean Air Platform will provide support (funding and capacity) to a number of initiatives.

Design system for the website encompassing buttons, forms, columned layouts, cards, tags, footers, call-to-actions and hero sections

Main menu



Home Why now About Us Our Programs Engage with us News

submenu

WHY NOW • DATA SOURCES BENEFIT CHALLENGES EFFORTS

Hero header

## A collective to improve air quality in Bengaluru

Clean Air Platform - Bengaluru is being incubated and supported by Azim Premji Philanthropic Initiatives (APPI) through formation of a not-for-profit trust, to catalyze collective action against air pollution.

It is imagined as a model to showcase how multi-stakeholder engagement and joint action can turn around the air quality in a city. Clean Air Platform will provide support (funding and capacity) to a number of initiatives.

OUR PROGRAMS WHAT WE DO

Section subheader or button

### How Bad is the Situation?



20% of Bengaluru's children have asthma



20% of the heart attack admissions in the cardiac ICU at Sri Jayadeva Institute



the number of non-smokers with lung cancer is going up by 30% to 40%

Young children are particularly vulnerable they breathe at twice the rate of adults, are more active and breathe closer to the ground, where pollution is more concentrated

WHAT WE'RE DOING ABOUT IT

#### Our Team



Yagesh Bangarvali  
CEO



Anil Ramaprasad  
CEO



Anant Raj Sharma  
CEO

4 Column Layouts

### To Improve Air Quality by



Creating a Collective to tackle air pollution



Seeding Foundational Infrastructure to catalyze actions by diverse stakeholders



Improving Capabilities of stakeholders to take evidence based decisions



Replicable Models being created for other cities

#### Board & Advisors



Ramesh S  
CEO, APPI



John Doe  
Chief Mission Officer, APPI



Sarah George  
Lead Operations



Rahul Kumar  
Special Program Advisor

Footer



#### Why now

Data

Pollution Sources

Impact

Challenges

Users

#### About us

The CAP Story

Vision

Mission

Theory of Change

Anchor Patrons

Board & Advisors

Our Team

#### What we do

Our Approach

Programs

Press

Blog

Engage with us

Support Us

Join as a Partner

Work with us

Apply for a Grant

#### News

CAP-B in the media

Press

Blog

Contact Us

Join as a Partner

Work with us

Apply for a Grant

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Large button outline

OUR APPROACH

OUR APPROACH

OUR APPROACH

Large button fill

SET INVOLVED

SET INVOLVED

SET INVOLVED

categories / tags

RECENT POSTS

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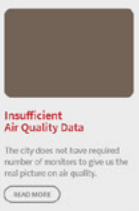
RECENT POSTS

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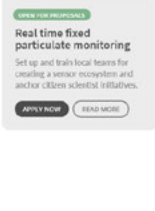
News card



Challenges card



Program card



Call to action card full width

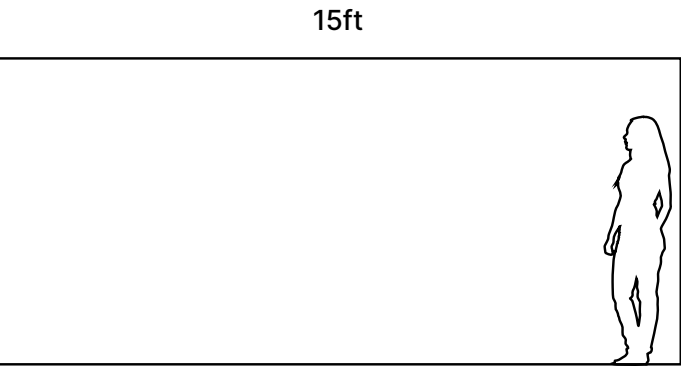


**SYSTEMS/ FRAMEWORKS/  
PROCESS VISUALIZATION**

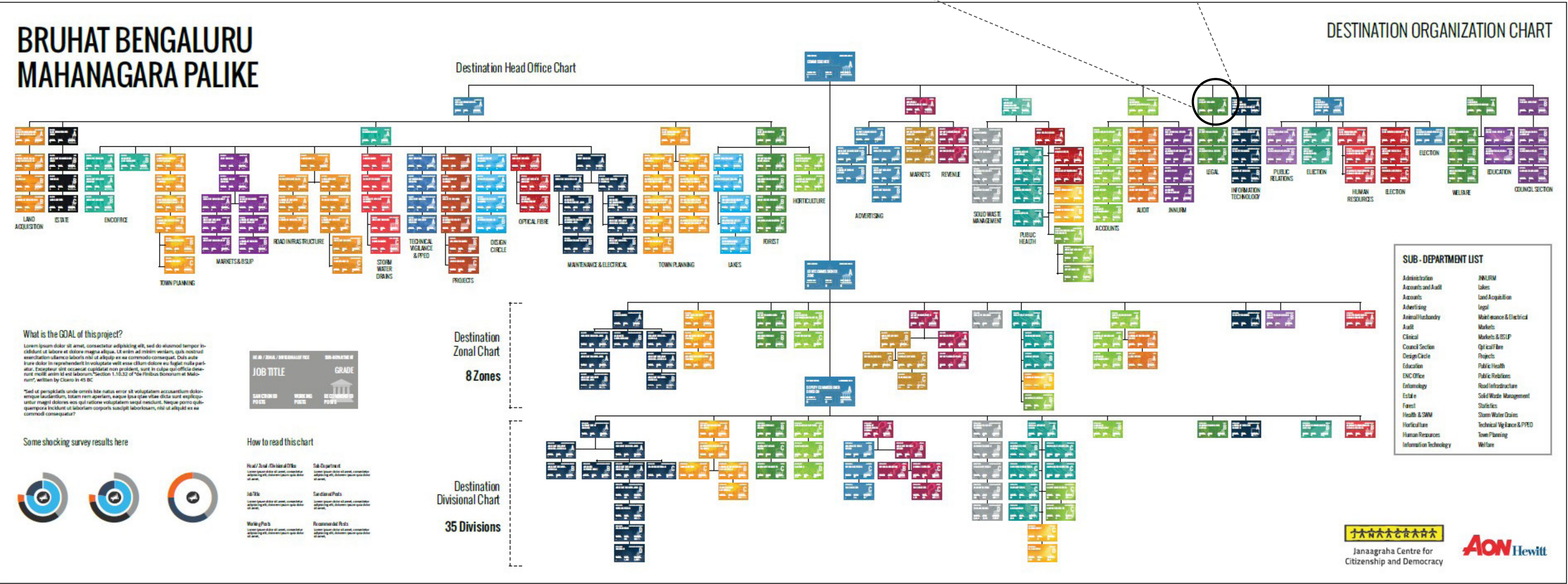


# Mapping the organization structure of the government

This massive project involved visualizing the organization structure of the government to identify redundancies, rebalance capacity and reduce inefficiencies. The final output was a 15ft x 6ft size canvas for a consultation workshop.



Each title card displayed the sanctioned posts, working posts and recommended number of posts for the position

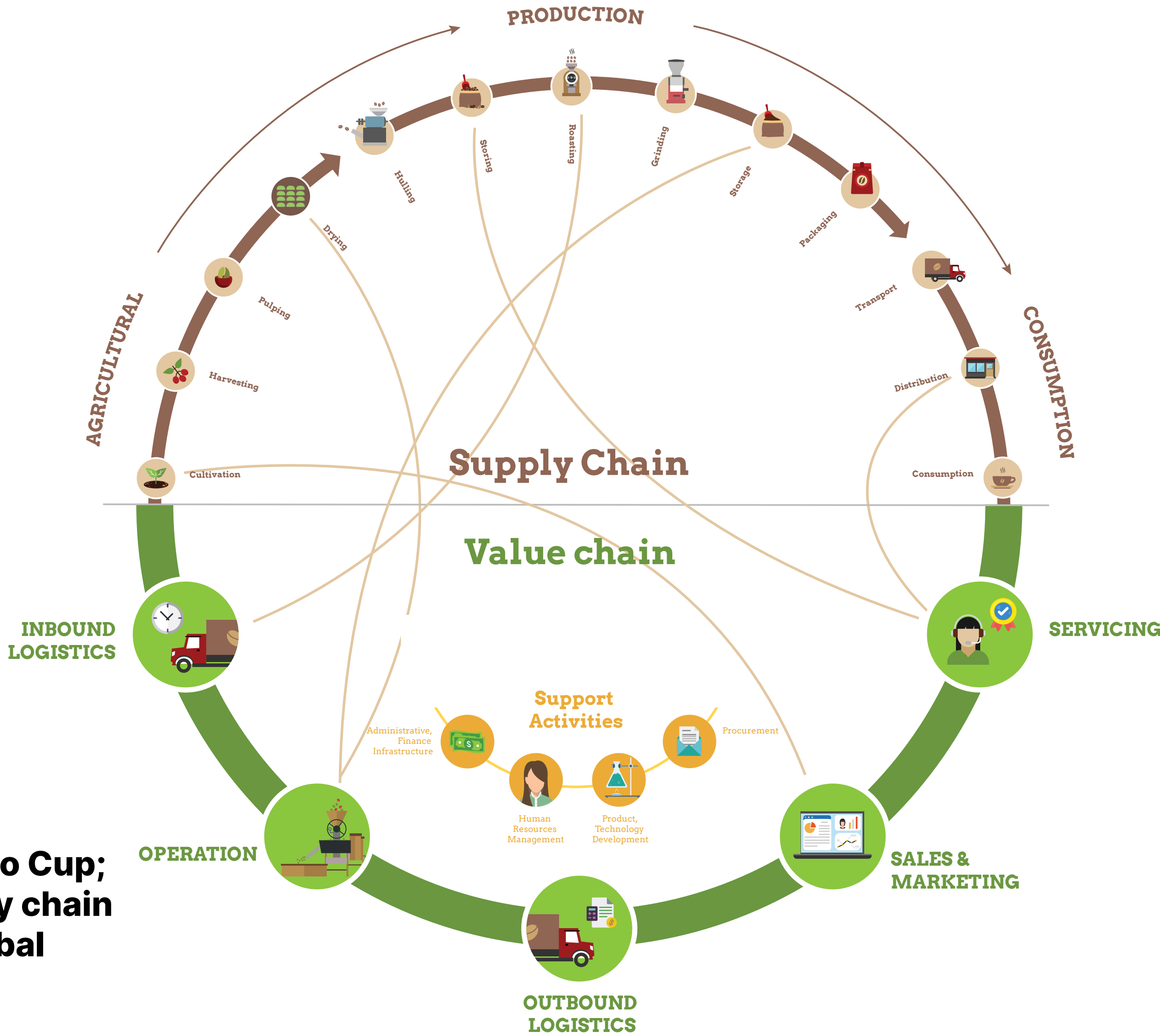


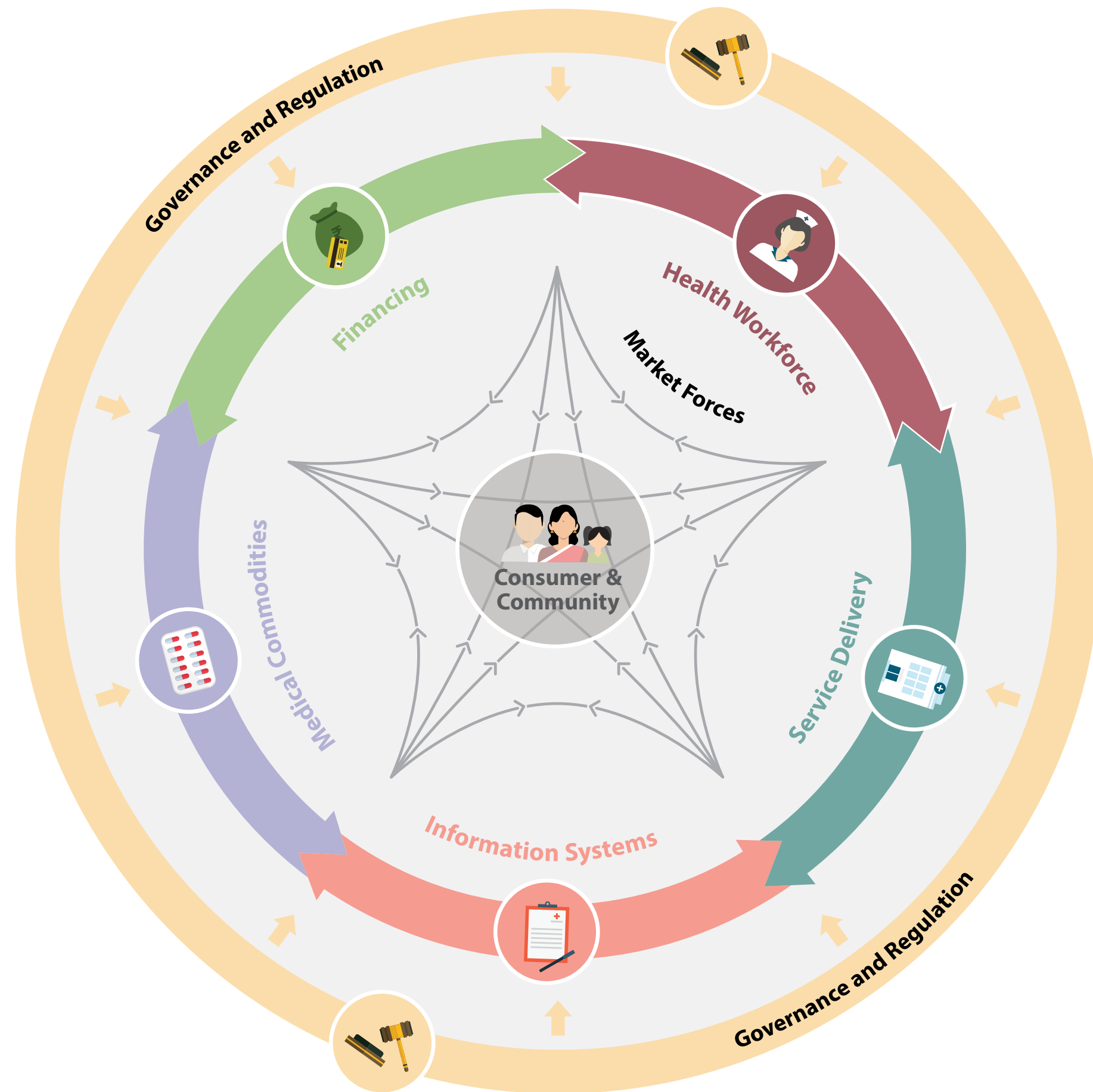




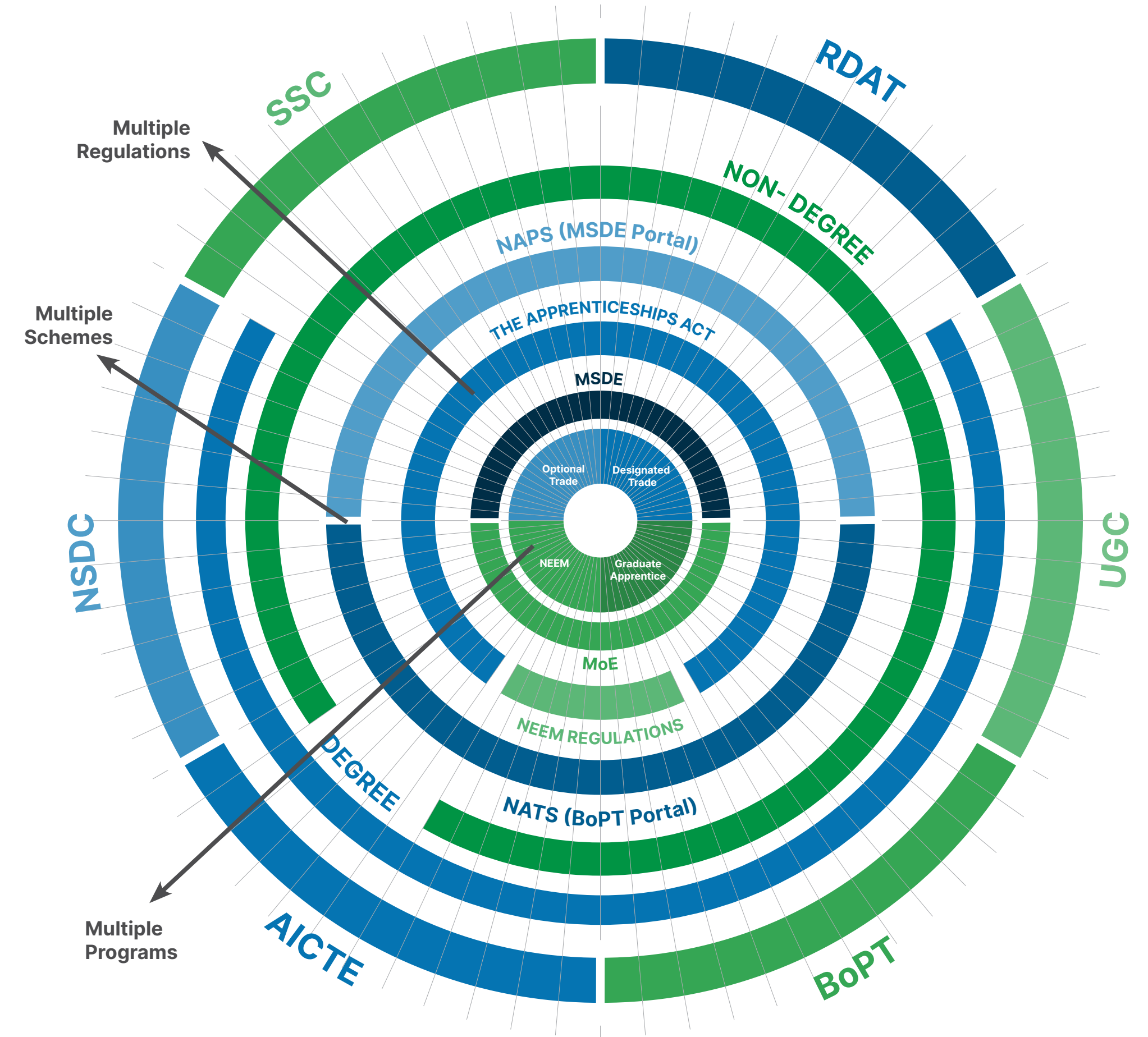


**From Coffee bean to Cup;  
Mapping the supply chain  
process within Global  
Value Chains**





**Visualizing the seven building blocks for healthcare delivery**



**Illustrating the complexity of the current ecosystem of Apprenticeships**



# Mapping the sustainability framework of an organization

A multi-layered framework that maps Stakeholders to GRI indicators, ESG (Environment, Social, Governance) to a 6P framework.

LEGEND

ESG Topics

Environment

Social

Governance

All ESG Topics

GRI Indicators

GRI 400

GRI 300

GRI 200

GRI 103

GRI 102

GRI 101

No GRI

Stakeholders

Employees

Contractors

Consumers

Suppliers

Consultants

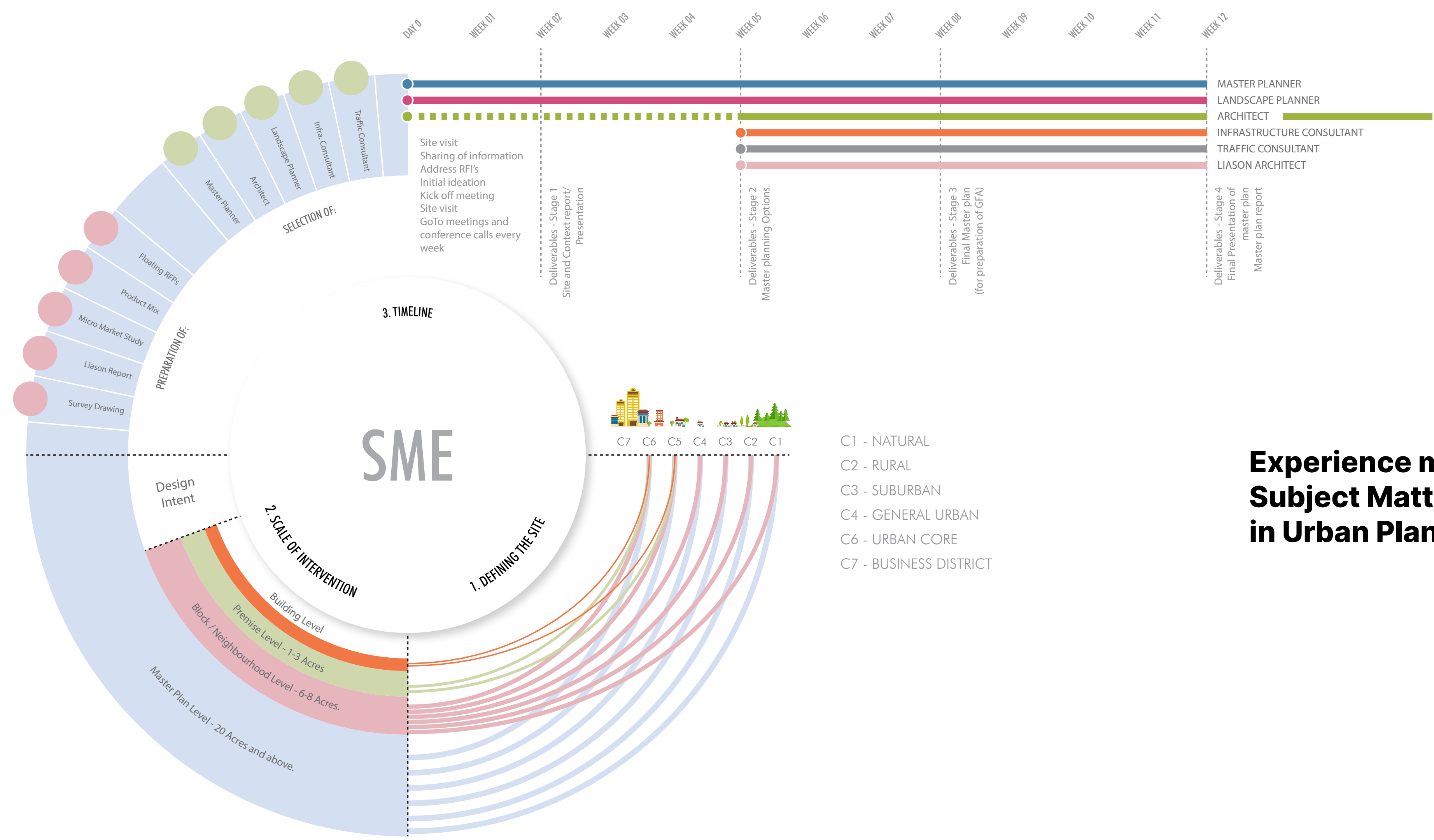
Local Communities

Agencies

Investors

Government Bodies





**Experience map of a Subject Matter Expertise (SME) in Urban Planning**



**INNOVATION TOOLKITS,  
PLAYBOOKS AND GUIDES**

## A toolkit to prevent neonatal mortality in hospitals

Conducted and facilitated workshops with multiple stakeholders including government, policymakers, doctors and healthcare professionals to identify issue areas, knowledge gaps in existing protocols.

Human centered design  
Process mapping  
Contextual inquiry  
Content audit  
Information architecture  
Packaging  
Visual design  
Publication







Developed a STARRE framework (Setup, Train, Act, Record, Remind, Evaluate) to map the healthcare professionals experience.

Passport format as a quick reference guide for Doctors



Pocket cards for Nurses and Staff workers to increase task retention.





The end outcome of this project was an extensive toolkit that included information for different stakeholders in the system - Hospital management, nurses, staff and doctors.



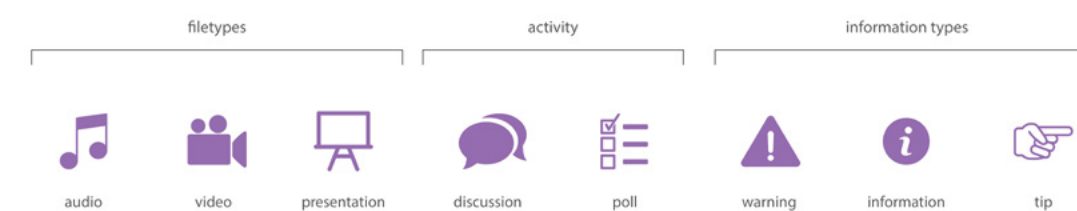


**Gender Based Violence manual for SHGs and link workers understand key concepts such as gender and sex, patriarchy, signs of gender discrimination and forms of domestic abuse.**

▼ Content mapping and information architecture to create a design system for the manual

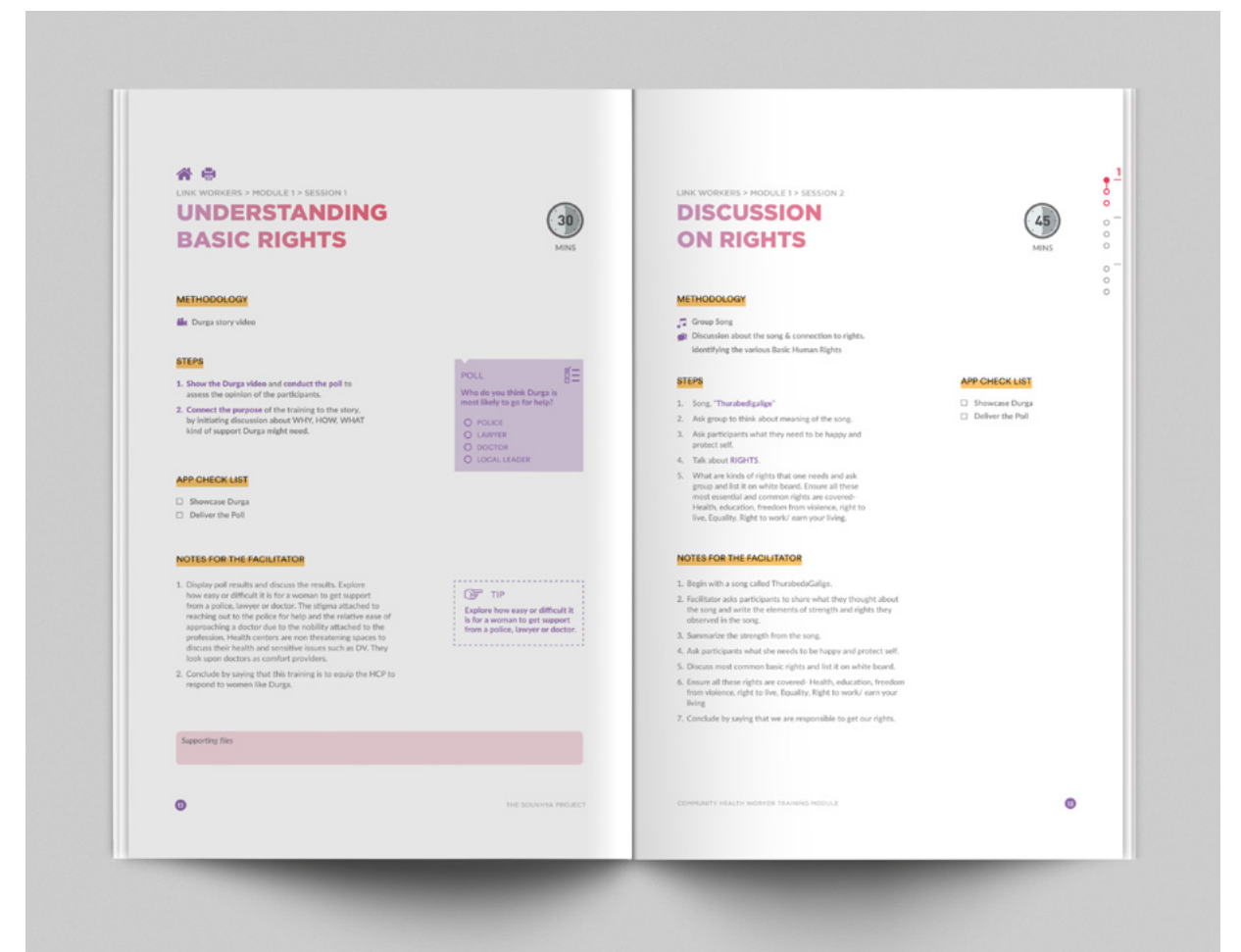
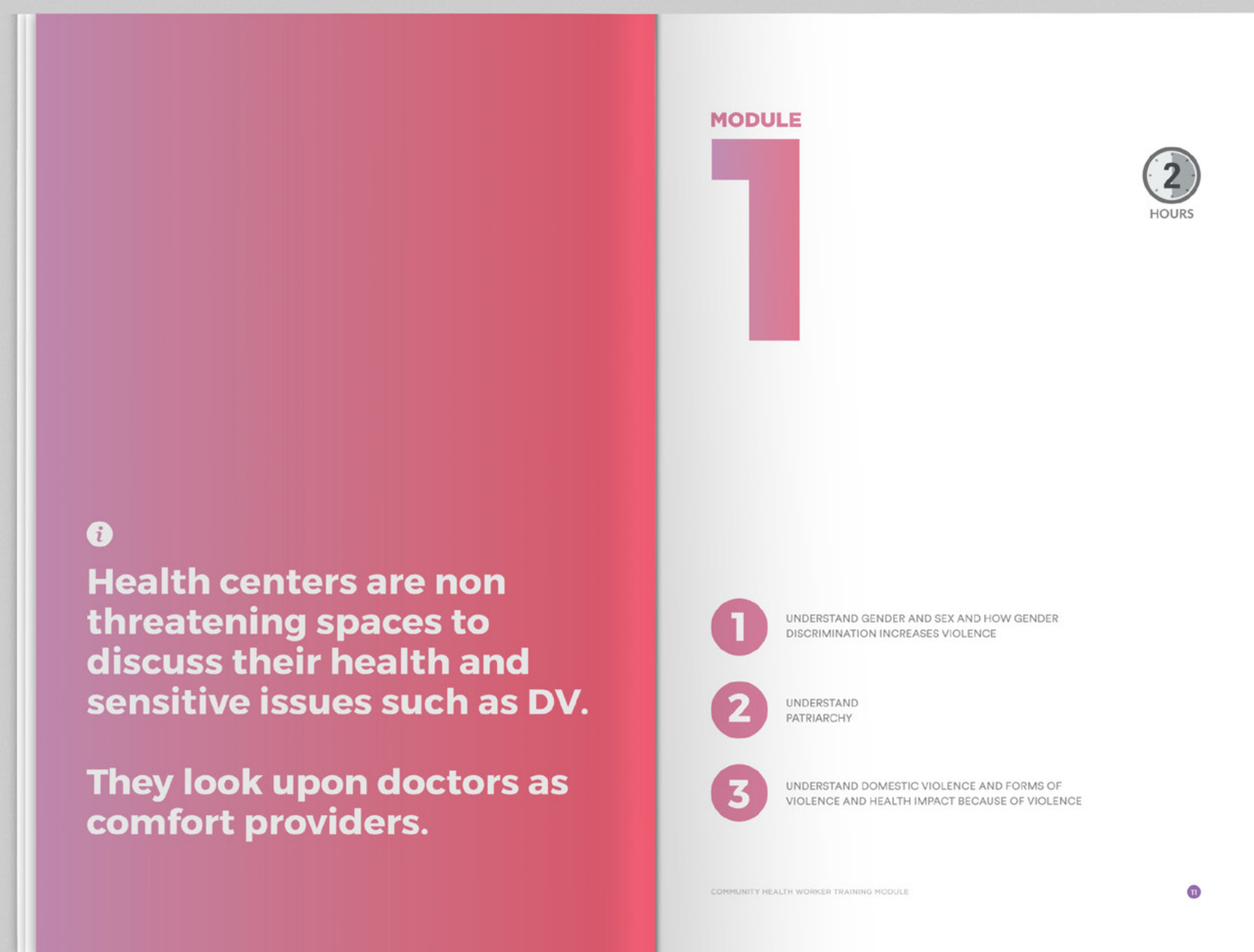
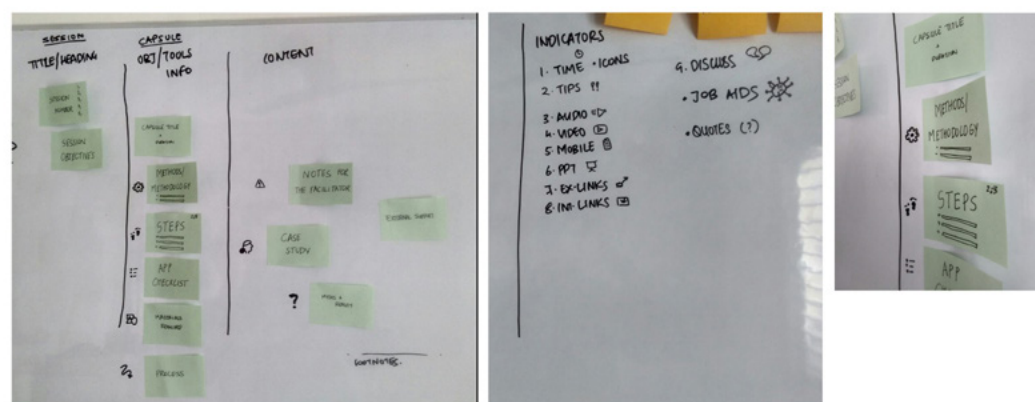
## DESIGN ELEMENTS

- key indicators identified across the manual
- each indicator marked with a symbol for visual aid



## CONTENT MAPPING

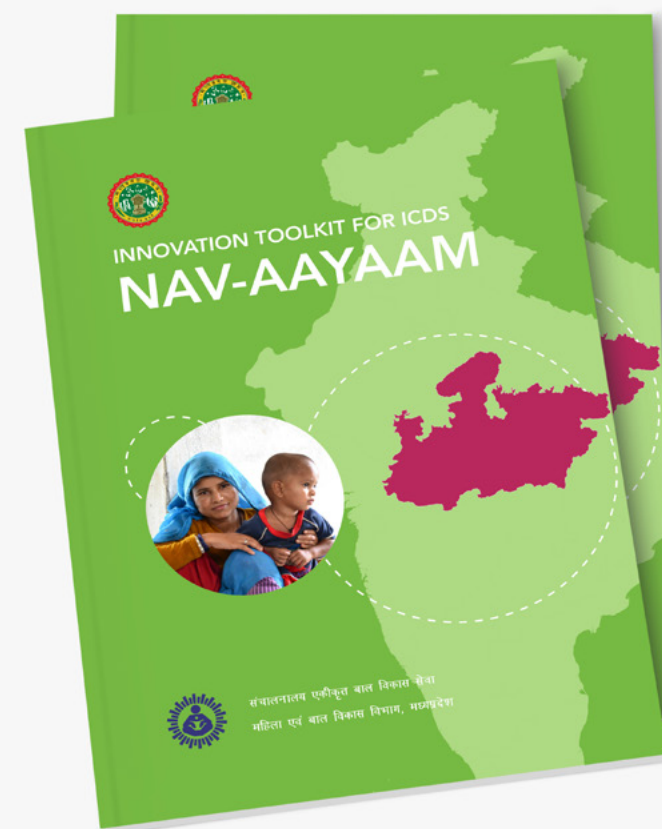
- different types of content identified along with repeating vs unique elements





## A handbook of innovation methods to tackle malnutrition in schools

With clear, crisp instructions across well-defined phases, this toolkit aims to provide support for creation of more robust and scalable innovations.

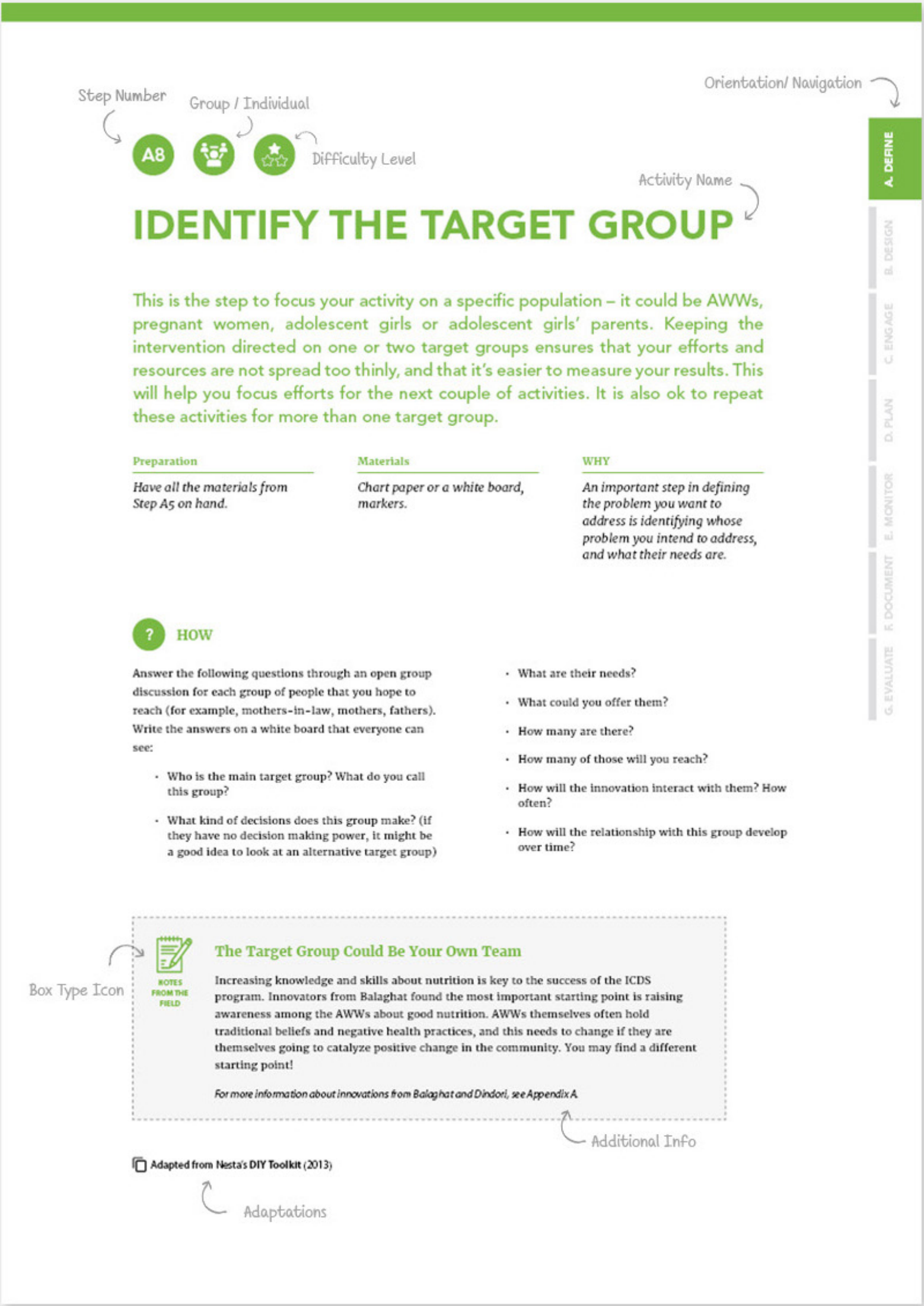






Icons to indicate stage of innovation, ease of implementation, single or participatory activity

Icons to indicate stage of innovation, ease of implementation, single or participatory activity



Color systems to increase recall and recognition across the project

Content structure and navigation system for easy accessibility







# Visual screening guide to identify cancer symptoms and lifestyle diseases.

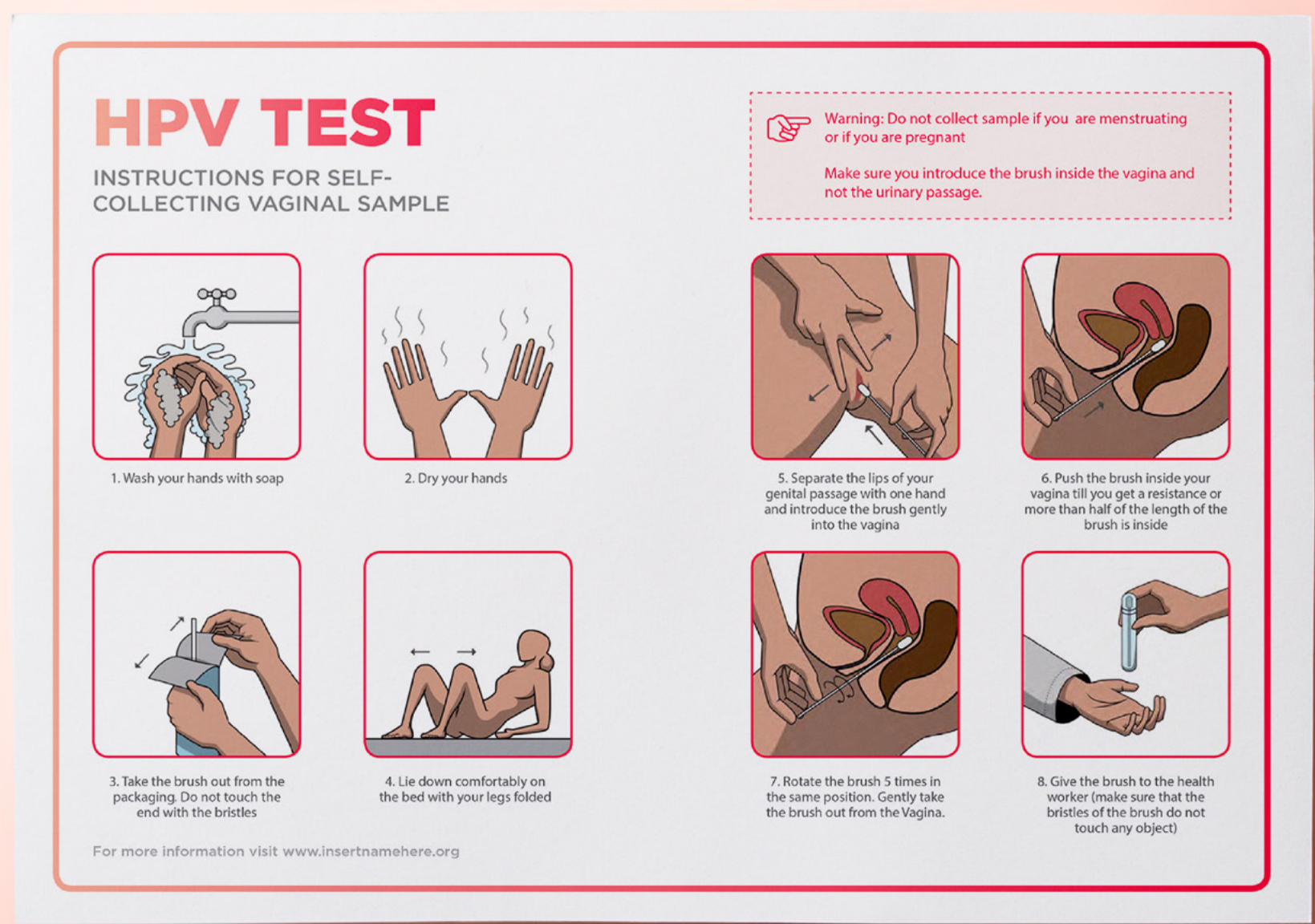
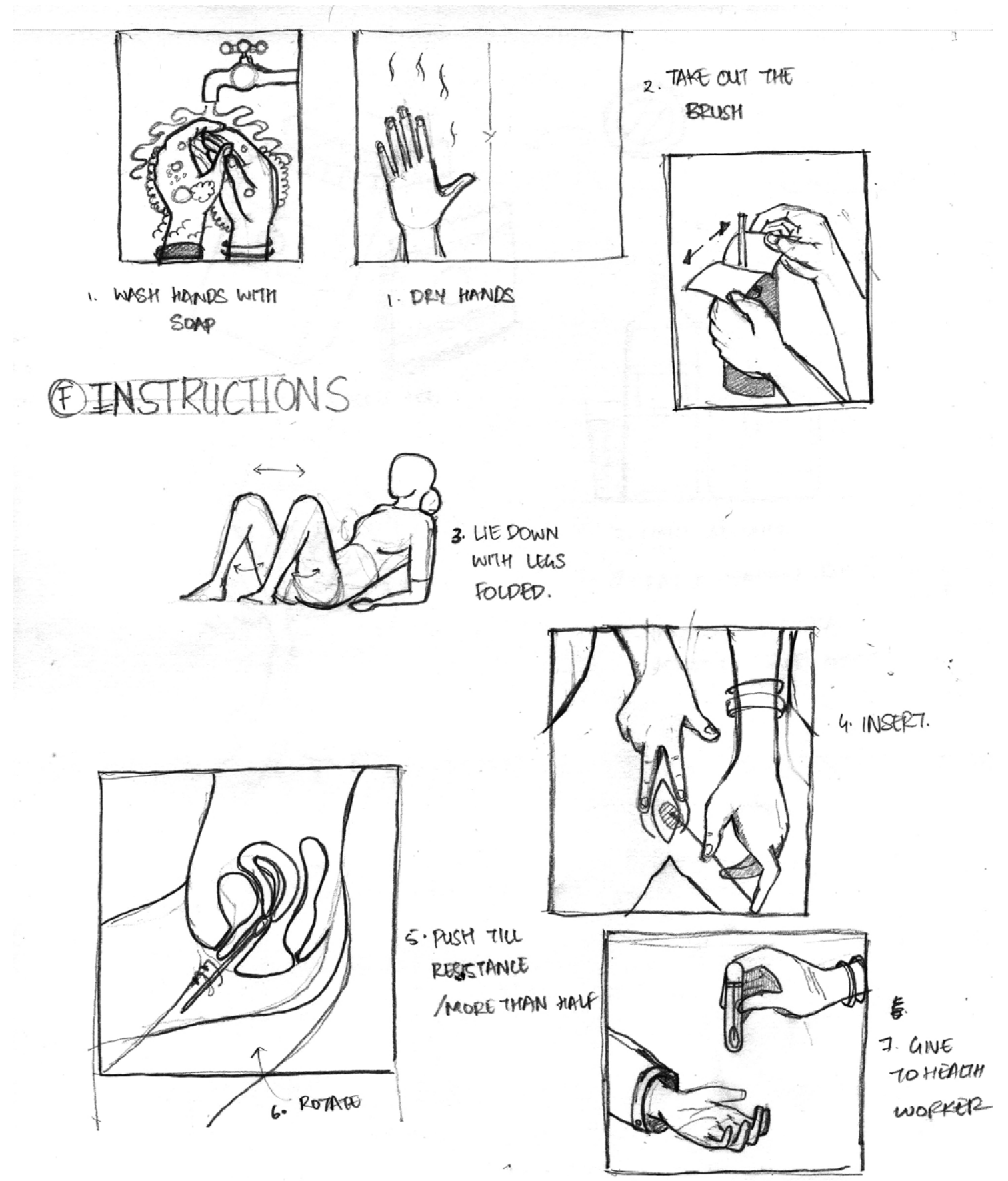
Instructional design for a cancer detection and screening program run by the World Health Organization. The subject audience, being a remote tribal community, implied making the guide as visual as possible.



2017-01-31 10:50:46









**PUBLICATION +  
LAYOUT DESIGN**



# Sustainability and ESG Reporting Collateral

Communications strategy and  
information architecture for ESG  
reporting on Real Estate Data.

Art Direction  
Content Strategy  
Information Architecture  
Infographics  
Illustrations  
Publication Design





# LEVERAGING OPPORTUNITIES FROM CHANGING BUSINESS ENVIRONMENTS

Robustness of a company's risk management system at strategic and operational levels defines its capability to generate superior returns. As such, identifying risks and managing them promptly is a critical part of our corporate governance. We continue to evolve and adapt ourselves to mitigate risks and leverage opportunities arising out of changes in the business environment. We have enforced an enterprise-wide Risk Management Framework through our Risk Management Charter that identifies and addresses risks. Through this Charter, our Board of Directors, Audit Committee and Executive Risk Management Committee ensure pragmatic and efficient risk management processes across the business.

Our Risk Management Committee is responsible for effective implementation of our risk management framework. The committee has the onus of assessing the robustness of the framework and examining whether our risk management procedures and policies are in line with the Company's risk appetite. Audit Committee and Executive Risk Management Committee meet half-yearly or earlier, if needed, to incorporate the emerging trends and update mitigation strategies.

GRI 102-11, GRI 102-30



## RISK GOVERNANCE

- » Directors define and approve the Risk Management Framework
- » Delegate execution and assurance processes
- » Periodically monitor and review risk reports of various business units



## RISK EXECUTION

Efficient execution of risk management process is overseen by Audit Committee, Executive Risk Management Committee and Line Management



## RISK PROCESS

- 5 step risk process embodying:
- » Identification & definition
  - » Classification
  - » Assessment & prioritization
  - » Mitigation
  - » Reporting & monitoring



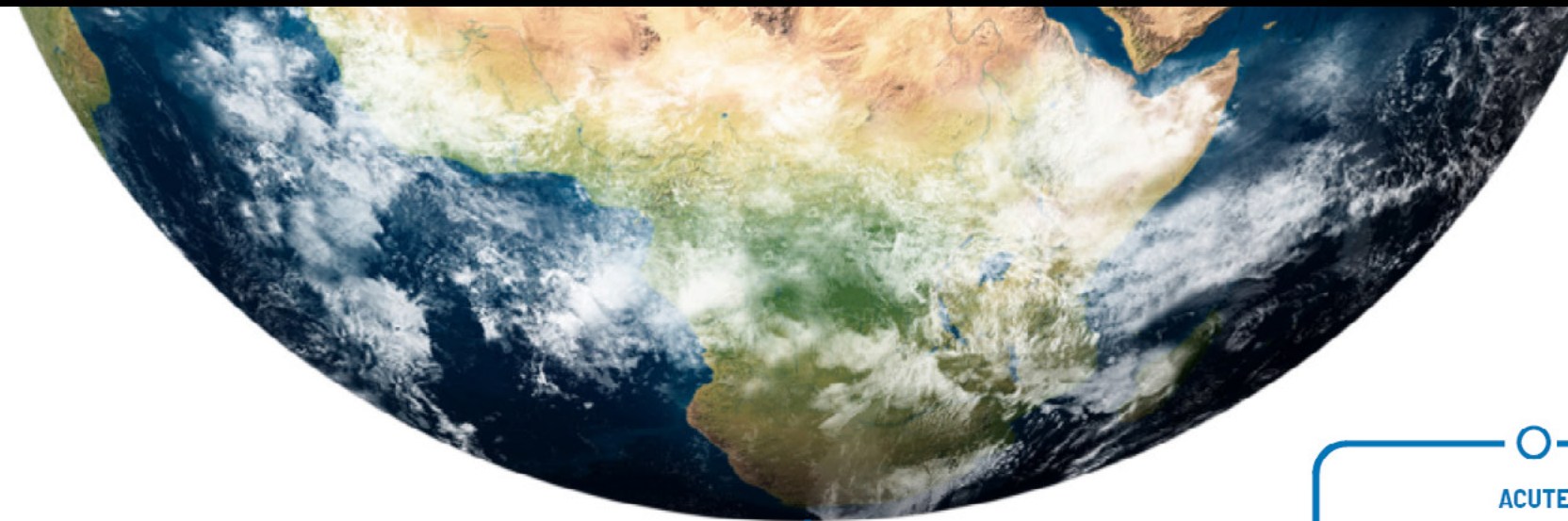
## RISK ASSURANCE

Assurance on the overall efficiency and effectiveness is provided by the Corporate Internal Audit team

## We have implemented a Risk Management Framework to successfully navigate through the dynamic business landscape

### RISK MANAGEMENT

Risk Management at GPI focuses on building resilience and embedding robustness in business processes. It covers a host of activities including risk identification, categorization, and mitigation. One of the major risks identified during FY 2020-21 was Climate Change. In order to ensure a sustainable future, GPL commits to actions prescribed by governments and regulators. We have taken a step further to adopt recommendations of Task Force on Climate-related Financial Disclosures (TCFD) and commit to the Science Based Target (SBT) initiative since 2020. The chart below portrays the various climate risks identified and categorized based on the TCFD recommendations.



### CLIMATE CHANGE RISK

#### PHYSICAL

#### ACUTE



#### CLIMATE CATASTROPHE



#### RISE IN TEMPERATURE



#### RISE IN SEA LEVEL



#### WATER AVAILABILITY



#### ESG DISCLOSURE LEVELS



#### ENVIRONMENT REGULATIONS

#### DISCLOSURE OBLIGATIONS

#### POLICY & LEGAL

#### TRANSITIONAL

The chart below portrays the various climate risks identified and categorized based on the TCFD recommendations.

### COVID-19 RESPONSE

The pandemic is global challenge that has inspired differentiated solutions that for us included well formulated group-wise response measures and management frameworks. The pandemic resulted in continued disruptions across projects and value chain.

During the reporting period, GPL spent approximately 70% of CSR funds towards COVID-19 response. Some of GPL's relief and recovery initiatives undertaken towards COVID-19 have been further elaborated under the 'Partnerships' section of this report.



OF CSR FUNDS SPENT  
TOWARDS COVID-19  
RESPONSE

## 9.6CR

Contributed for the pandemic response (including CSR, CDR, JV partner commitment and employee contribution)

**PEOPLE FOCUS**  
During pandemic, GPL provided wholesome food, masks, sanitizers, vehicles to travel home, incentives to return to work and free of cost vaccines to its employees and workers

## 29045

PEOPLE SUPPORTED WITH RATIONS, HEALTH AND HYGIENE KITS



#### WORKERS



#### EMPLOYEES



#### CUSTOMERS



#### COMMUNITY

**SAFETY**  
For residents through sanitization of common areas, temperature monitoring, handling delivery parcels etc.

**VIRTUAL SITE VISITS**  
For customers including video broadcasts of construction progress on sites across the country

**SAFE SOCIALISING PLATFORMS**  
For residents to combat lockdown related anxiety among customers. 24,000 customers participated in the 2-month online engagement program with virtual games, events, trivia, etc.

**A ROBUST IT SYSTEM**  
IT infrastructure enabled us to take the digital leap in customer engagement mechanism and a swift transition to remote working

**EMPLOYEE SUPPORT**  
Facility management teams stationed themselves at project sites during lockdown

## 356

STUDENTS PROVIDED WITH TABLETS FOR E-LEARNING

ENSURED SAFETY, SECURITY & MOBILITY OF MIGRANT WORKERS AT DESTINATION AND SOURCE

## 3609

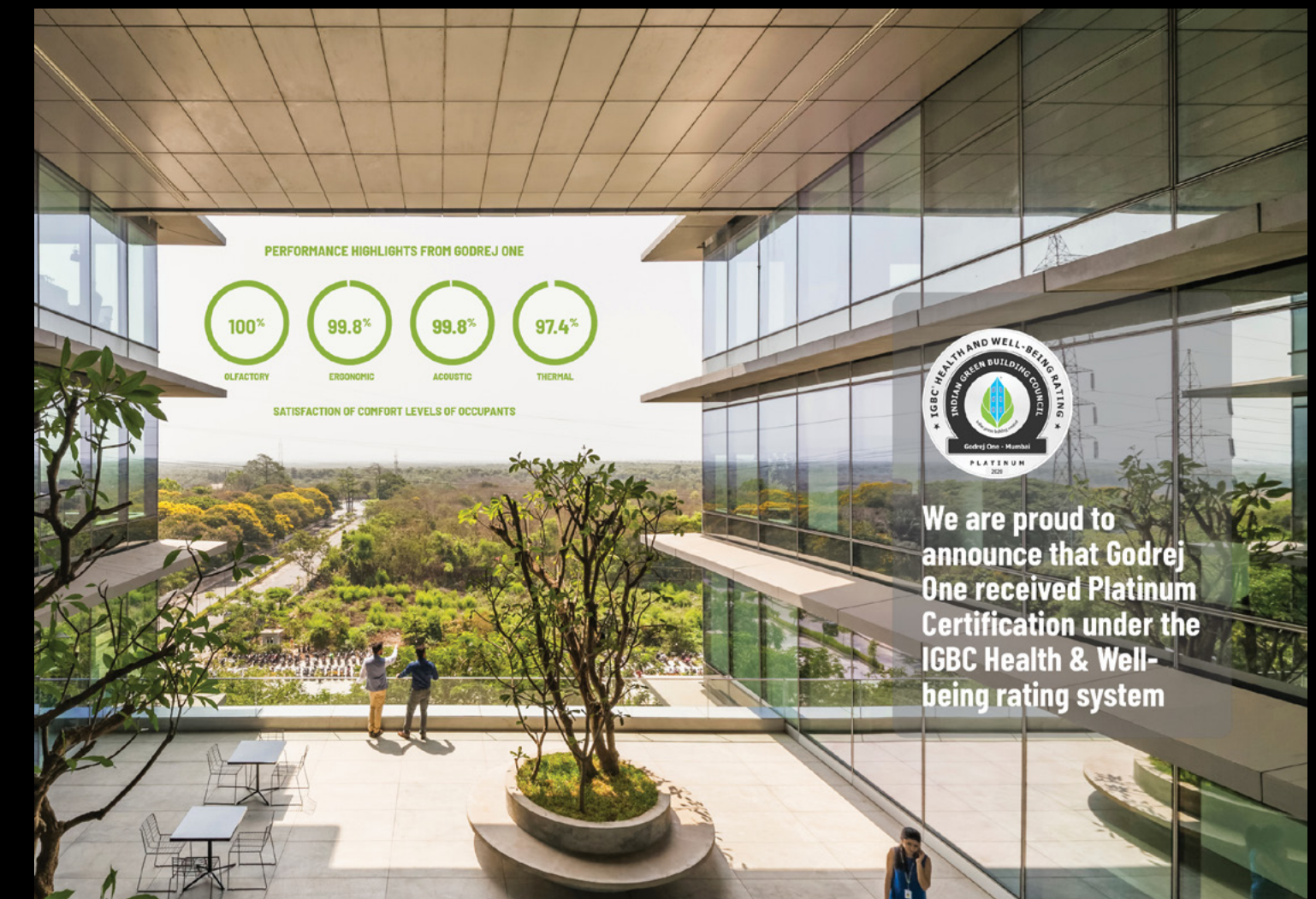
WORKERS GIVEN LEGAL AID

## 11,457

WORKERS GIVEN FINANCIAL LITERACY TRAINING

## 77,258

WORKERS PROVIDED AWARENESS ON ENTITLEMENTS, LABOUR RIGHTS, POST EMPLOYMENT COUNSELLING



### PERFORMANCE HIGHLIGHTS FROM GODREJ ONE



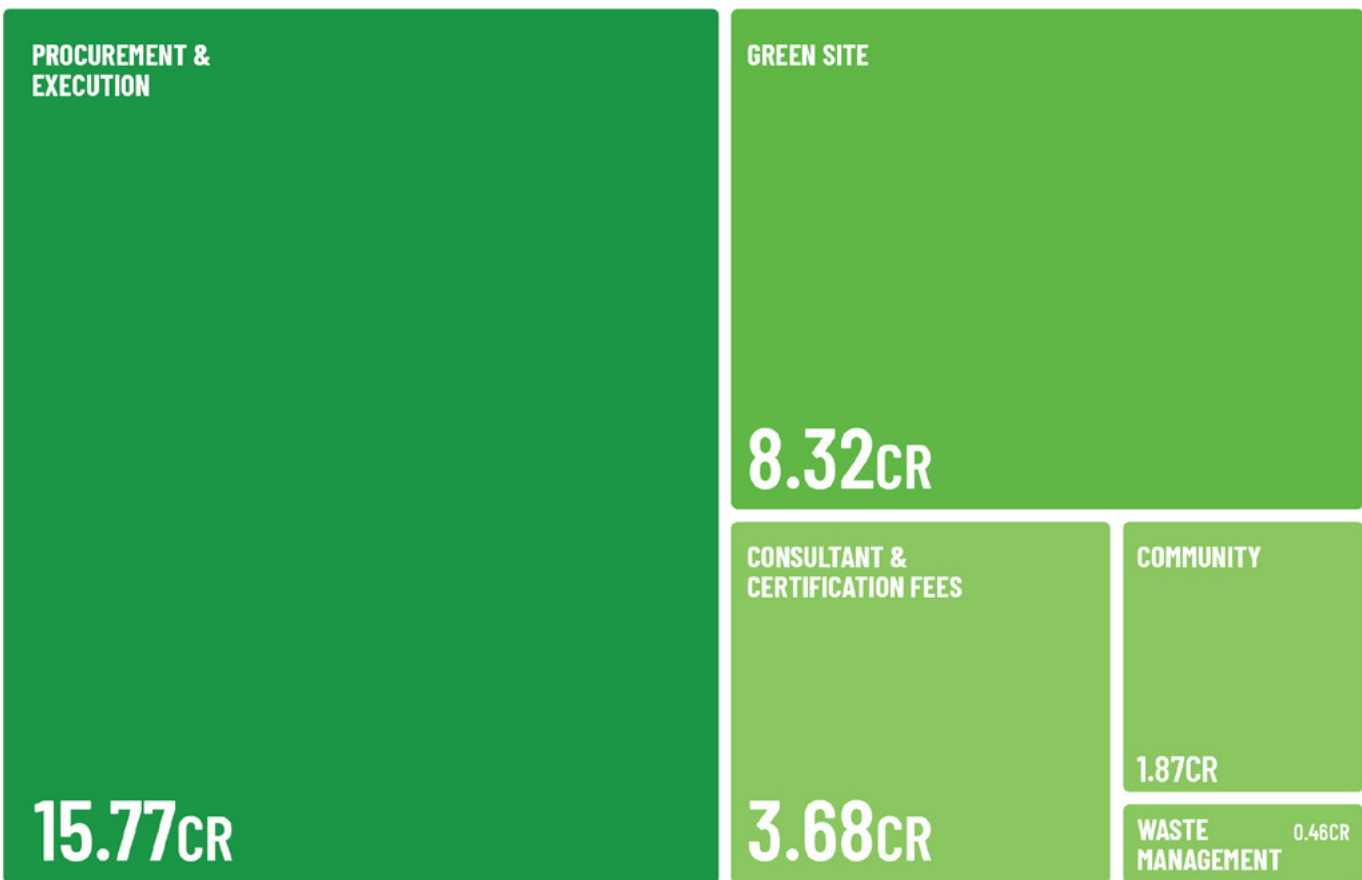
SATISFACTION OF COMFORT LEVELS OF OCCUPANTS



We are proud to announce that Godrej One received Platinum Certification under the IGBC Health & Well-being rating system



DEDICATED BUDGET FOR SUSTAINABILITY INITIATIVES



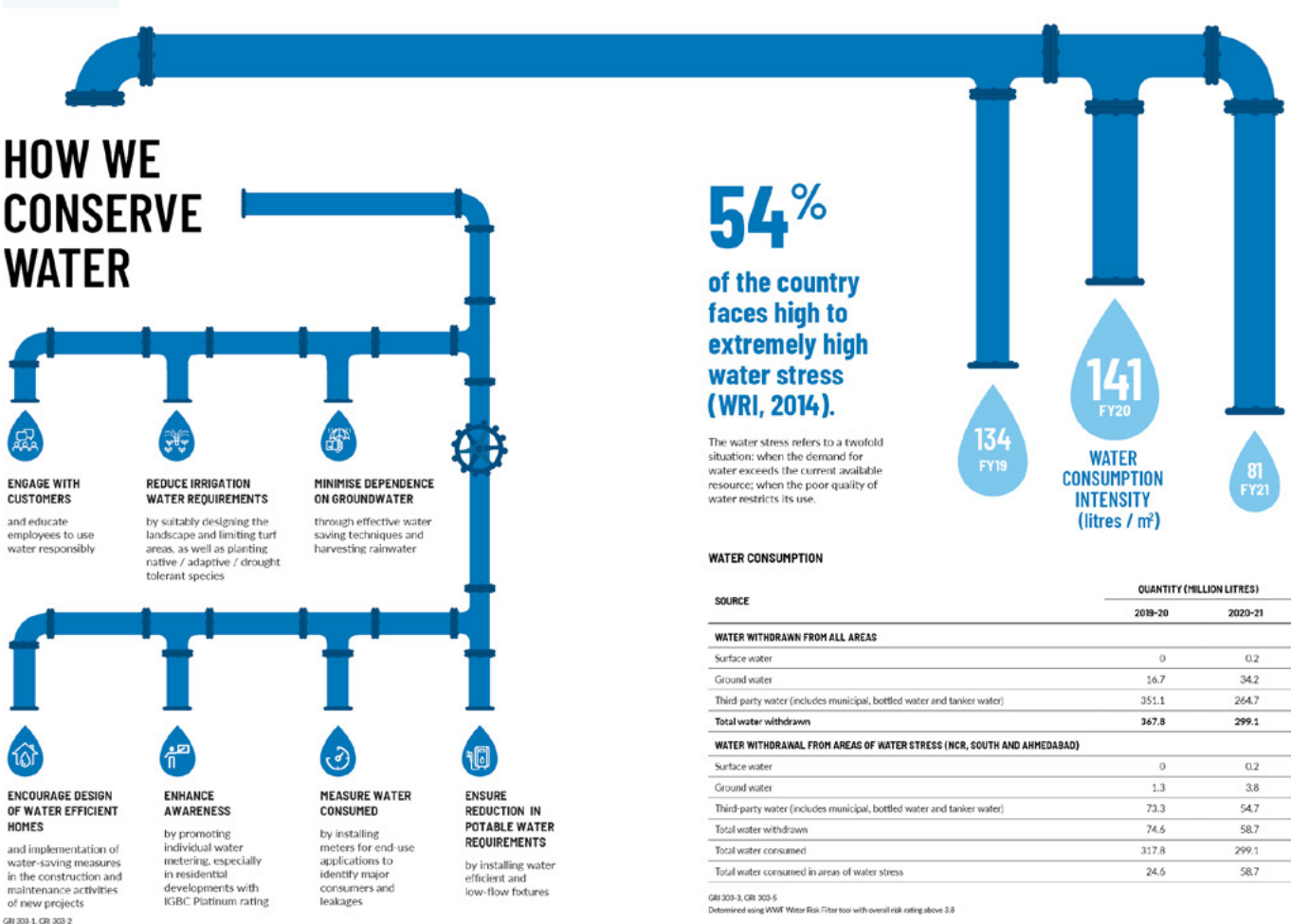
154

COGEL PROPERTIES LIMITED

SUSTAINABILITY REPORT 2020-21

155

WATER STEWARDSHIP



160

COGEL PROPERTIES LIMITED

SUSTAINABILITY REPORT 2020-21

161

WATER STEWARDSHIP

## REPLENISHING BACK MORE THAN WE CONSUME

Even though 71% of our planet is covered by water, only a small fraction is suitable for human consumption. The scarcity is further exacerbated by extreme weather events caused by climate change, such as droughts and heat-waves. Furthermore, growing population and economy has put the available water resources under extreme stress and risk of inequitable distribution.

The real estate sector is severely dependent on water input in the construction activities. As these projects are usually in urban or semi-urban areas, the community could face potential issues of water security. Being a responsible company, we swiftly adopted sustainable water management initiatives across our operations to optimise water consumption. We also encourage water harvesting and

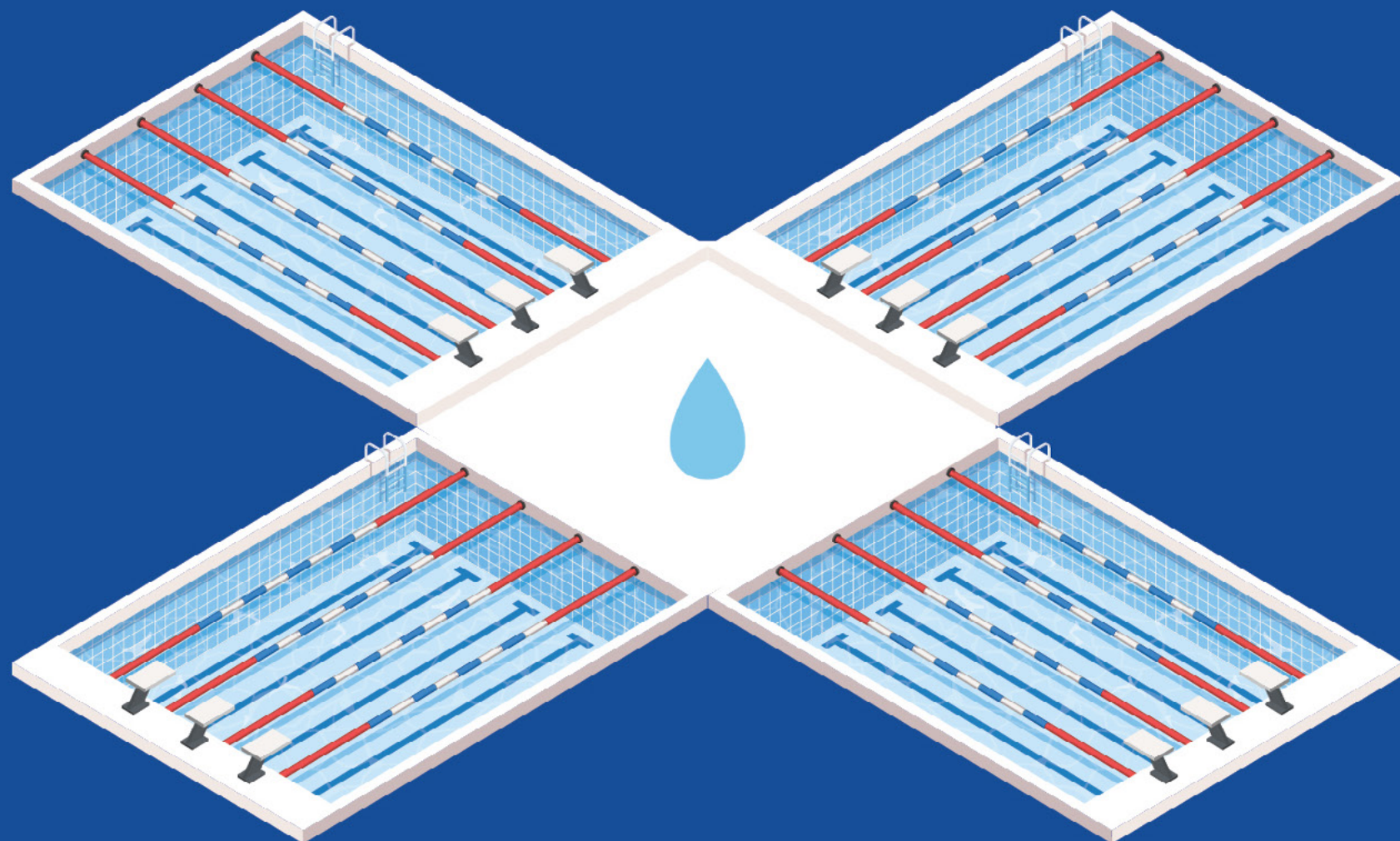
recycling wherever possible to limit our dependence on freshwater.

Our total water consumption in the reporting period is provided on page xx. We chose to offset this by undertaking an integrated watershed management program in the Beed district of Maharashtra. This was implemented as a CSR initiative benefitting three villages with total coverage of about 3300 Ha. Through surveys, we have estimated the potential for groundwater recharge to be around 12,000 million litres every year, far exceeding the water withdrawn for our operations in the reporting boundary. We are humbled to report that we are water positive for the second year in a row, a testament to our water conservation efforts.

## We have been able to give back more than we consumed during our operations, thus becoming WATER POSITIVE

GRI 103-1, GRI 103-2, GRI 103-3

**12000 = 4800**  
**MILLION LITRES OF WATER CONSERVED**  
OLYMPIC SIZED SWIMMING POOLS





## GREEN SPENDS

# BECOMING A SOCIALLY AND ENVIRONMENTALLY CONSCIOUS COMPANY

We strategically invested in the betterment of our products, operations and communities to become a socially and environmentally conscious company. In FY21, our green initiatives were spread across NCR, Mumbai, Pune, Vikhroli, Kolkata, Bangalore and Ahmedabad regions. In our attempt to further broaden positive environmental impacts, we planted 48,413 number of trees athwart various cities.

## 30.13CR

DEDICATED BUDGET FOR SUSTAINABILITY INITIATIVES

### CONSULTANT & CERTIFICATION FEES

The funds allocated to hire consultants and process certificates required to fulfill the sustainability standards and goals.

### WASTE MANAGEMENT

The amount spent on site cleaning and efficient waste removal.

### GREEN SITES

The total spends on site-specific environmental initiatives such as air monitoring, dust suppression, curing compound to reduce water consumption, rainwater harvesting, harnessing renewable energy etc.

### PROCUREMENT & EXECUTION

The amount dedicated to procure materials and execute work on site after a thorough understanding of re-use and recycling and optimum resource management.

## 48413

TREES PLANTED AT VARIOUS CITIES

### COMMUNITY

The expenditure on labour camp to enshrine worker well-being, or to protect the interest of the affected indigenous population in the area.

## BIODIVERSITY

### MINIMIZING IMPACT ON THE NATURAL HABITAT

**BIODIVERSITY SURVEYS**  
We undertook dedicated biodiversity surveys in Khar, Hiranand, Trowbridge, Ghatkopar, Malabar and Marjari Site. The study enabled us to inventory the flora and fauna, and document key ecological observations of the region. As a part of this exercise, dedicated stream surveys were also conducted to document the native topography and stream characteristics. The objective of undertaking these studies was to adapt our development efforts to minimize impact on the natural habitat. The ecological study also helped us ascertain native trees to be used in landscape design and plantation efforts. We envision this understanding to enable preservation and rejuvenation of the biodiversity across our development sites.



## CSR - GOOD SIDE

### BUILDING AN EQUITABLE AND INCLUSIVE WORLD

Our good side echoes actions for an equitable and inclusive world, especially post the pandemic by providing support for necessities through food, shelter and assurance of future security.

**1. COVID-RELIEF & RECOVERY**  
The aftermath of the novel coronavirus pandemic was severely felt by the marginalized societies. In these unprecedented times, CPL leveraged maximum positive impact through increased spending towards COVID response. We allocated an aggregate of Rs. 2 crore for our COVID-related efforts.

**RELIEF**  
Our relief arm focuses on serving the vulnerable informal workers who have witnessed devastating conditions due to COVID. We partnered with Habitat for Humanity, Jan Sahas Foundation, Prayas Organization for Sustainable Development, Aajeevia Bureau, Prens, and Global Care Organization to ensure food security for such communities. Relief was provided through ration and education infrastructure support to workers and their families.



**RATION SUPPORT**  
392 WORKERS IN MUMBAI AND KOLKATA

1755 SEX WORKERS IN PUNE

**EDUCATION**  
356 STUDENTS TO BE PROVIDED WITH TABLETS FOR E-LEARNING

**ESSENTIALS**  
5000 FAMILIES TO BE PROVIDED WITH ESSENTIALS KIT

472 MIGRANT WORKERS IN BANGALURU

7170 MIGRANT WORKERS WERE PROVIDED FOOD & HELP LINE SUPPORT

1600 MIGRANT WORKERS IN MUMBAI & NAVI MUMBAI







## ENSURING HOLISTIC DEVELOPMENT OF OUR EMPLOYEES

We are committed to provide employees tools to achieve personal and organizational success while adding value in the long term

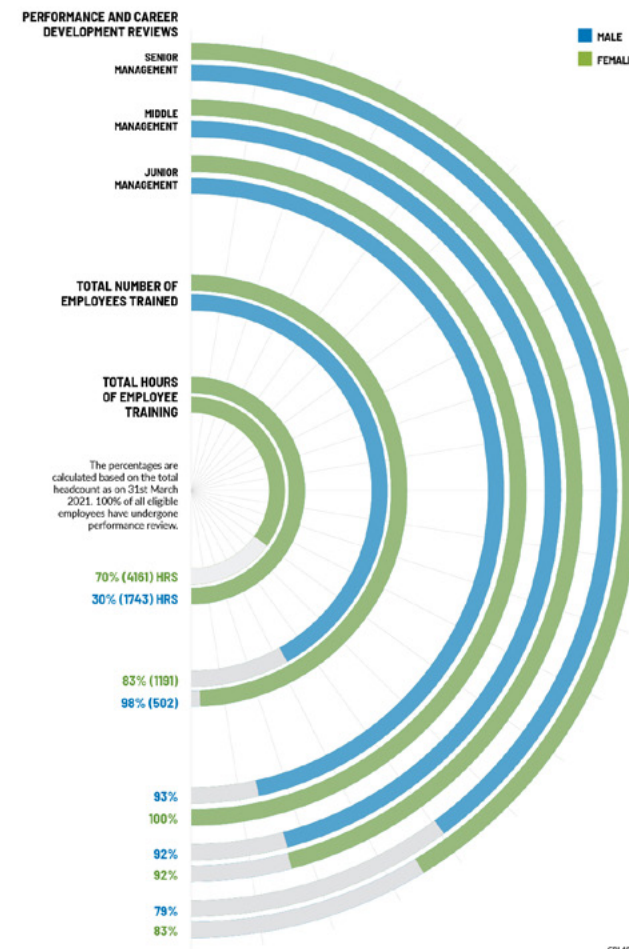
We are committed to provide employees tools to achieve personal and organizational success while adding value in the long term. We invest significant resources to ensure a holistic development of our employees. Through myriad of learning and development tools, we provide unique opportunities that build and strengthen employees' leadership and professional skills. These training programs are a culmination of classroom trainings, E-learning and multi-disciplinary modules, among others.

**OUR LEARNING AND DEVELOPMENT STRATEGY**  
We have created a strategic learning approach for our employees, one that caters to all individualistic needs. GPL's training initiative is endorsed by a framework which

stimulates a holistic development environment for employees to attain personal as well as organizational goals. We have established a singular learning platform, 'Bright Mind' as a one-stop-shop for easy accessibility towards our training modules, skill and knowledge development.

**5904**  
HOURS OF EMPLOYEE TRAINING

**1693**  
TOTAL EMPLOYEES TRAINED



## ACCELERATING EFFORTS TOWARD REVITALIZING ECOSYSTEMS

**CREATION OF CARBON SINKS**  
In our quest to become carbon neutral for a 'Green India', we have invested in various carbon sequestration programs across India. As part of our Afforestation of Land initiatives, we address 'tagging interventions in Gujarat, at Kala and Nagrol. We partnered with Enviro Creators, Nargol panchayat and Social Forestry Department at Kala, to maximize our impact. Miyawadi plantation method was employed by us for fruitful implementation and growth of saplings. Through this endeavor, we strive to accelerate efforts toward climate change mitigation and revitalization of ecosystems.

GPL received recognition from Enviro Creators Foundation and Minister of Forest & Tribal Development (Gujarat) for planting over 16,250+ plants at Pulwama Shahid Vann, Gujarat

**6787**  
TCO2E OF ESTIMATED TARGET CARBON SEQUESTRATION PER YEAR

**15** THOUSAND SAPLINGS PLANTED AT KALAJ

**1.2** LAKE SAPLINGS TO BE PLANTED AT NARGOL



**UPLIFTMENT IN ECONOMIC CONDITIONS**  
of farmers in 4 villages

**INDICATION OF SLOW RESTORATION**  
of natural eco-system through bird and nests spotting

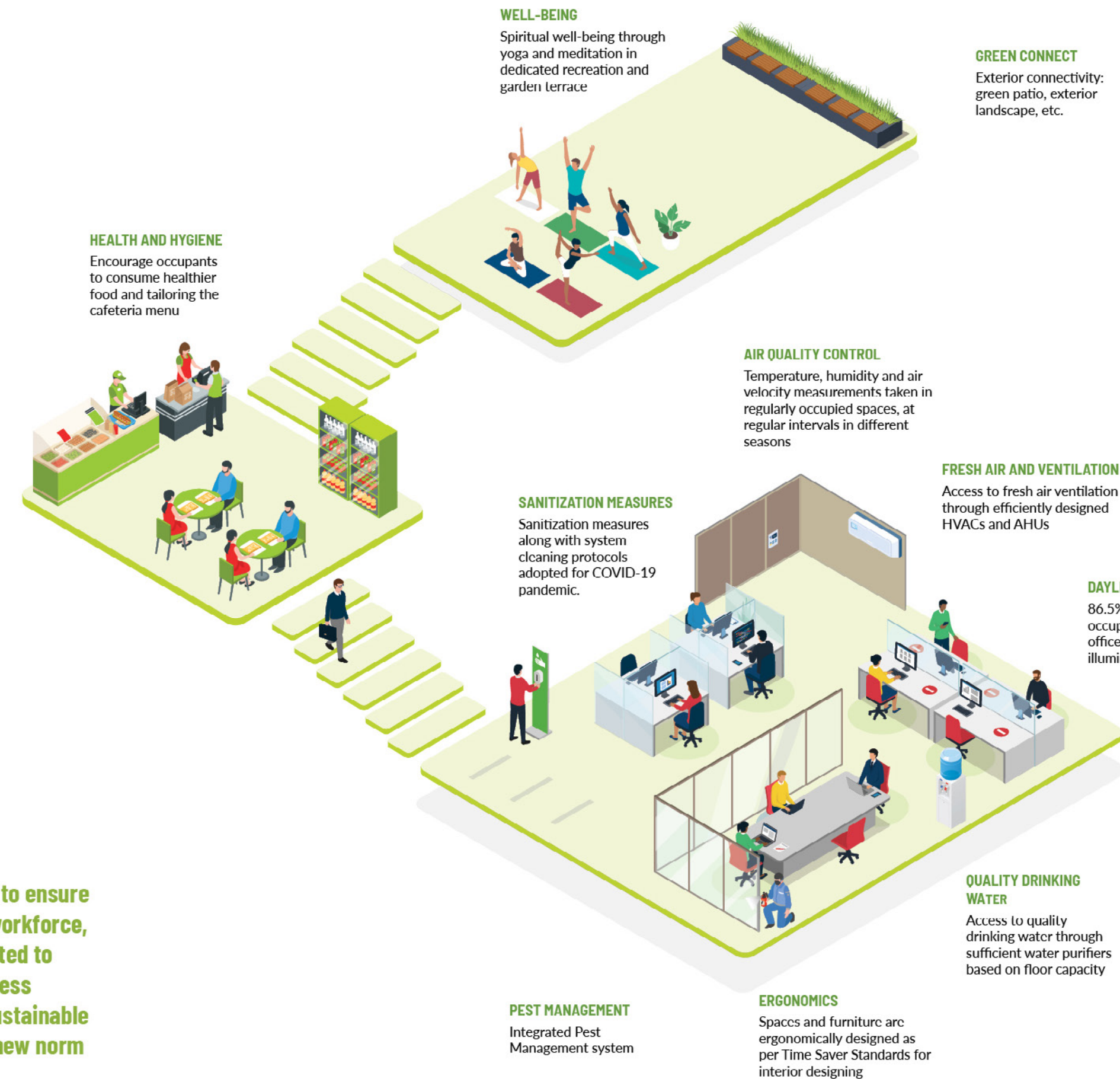
**IMPROVEMENT IN MICRO-CLIMATE**  
around area due to enhanced air quality

**SIGHTING**  
of snakes, reptiles and other small animals like rabbits

# IMPROVING THE HEALTH AND WELL-BEING OF OUR WORKFORCE

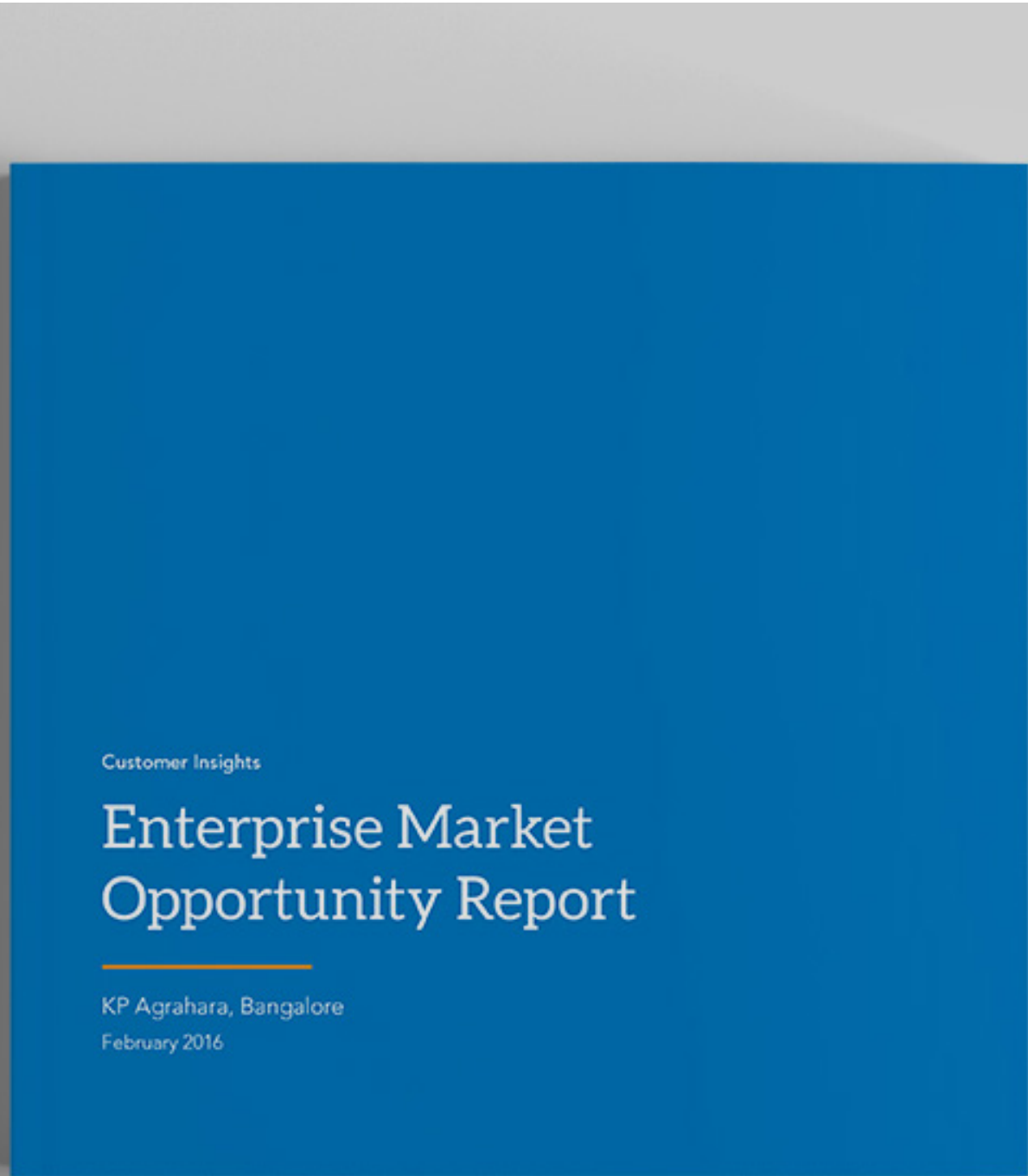
At GPL, we strive to spearhead the Green Building movement in India through the IGBC structures. Our commitment towards the safety of our customers, employees and partners in the post COVID19 world has translated to obtaining Global Leadership status from IGBC. We wish to further strengthen our commitment by achieving IGBC Health & Well-being certification for all our regional offices.

**While we continue to ensure the safety of our workforce, we remain committed to accelerating progress towards holistic sustainable development, the new norm of tomorrow.**





A series of 200 reports that studies market opportunities for formalization of small businesses





SECTION 3B

## SECTORS OF INTEREST DETAILED PROFILES

Some key sector-specific insights are detailed in this section<sup>10</sup>.



### FOOD & BEVERAGE

61% of enterprises run without power as opposed to the 22-wards average of 50%.

89% of enterprises have fewer than 8 employees, which is lower than the average of 94% across the 22 wards.



### HEALTH & WELLNESS

15% enterprises have registrations, while the overall average is only 7%.

18% enterprises have a majority of female employees, when the overall average is 12%.



### EDUCATION

In the 'Education' segment too, enterprises tend to be more formalized.

17% enterprises have registrations.

36% enterprises have more than 8 employees, while the 22-wards average is 6%.

41% of enterprises have a majority of female employees, whereas the average across 22-wards is only 12%.



### RETAIL

67% of enterprises function without power, compared to the 22-wards average of 50%.

There is a greater prevalence of formalization in this segment, with 15% of enterprises being registered, compared to the 22-wards average of 7%.



### TRANSPORT & LOGISTICS

79% enterprises run without power, as compared to the 22-wards average of 50%.

84% enterprises do not have registrations and is far higher than the average of 75% across the 22 wards.



### CONSTRUCTION

In this segment too, there are more formalized enterprises with 13% enterprises being unregistered, whereas the average across the 22 wards is 7%.

<sup>10</sup> Average percentage values across the HECTER sectors, all enterprises in 22 wards and all enterprises in Bangalore are provided in Appendix B.

## SECTORS OF INTEREST AN OVERVIEW

The business has identified sectors of interest from which to acquire customers. These are:



These sectors were chosen for various reasons, one of them being that they are 'niche' sectors. These sectors were also chosen for their potential to generate high margins. Another reason was that these businesses are not seasonal and therefore not subject to seasonal fluctuations in income or activity. They are also relatively low cost to start and are growing rapidly.

On things to look for enterprises that have power and do not have registration, the entrepreneur for enterprise through these segments was contacted to do the office visit.

The following observations have been made regarding these enterprises:

In the 22 wards under consideration for KP Aghara, the enterprises that fall under these sectors of interest make up 10% of the total enterprises.

17% of enterprises are run without power and 61% function without power. This level is higher than the 50% of enterprises that are run without power.

13% of enterprises are registered and 67% are not. Across the 22 wards, the registration level is 7% of the enterprises.

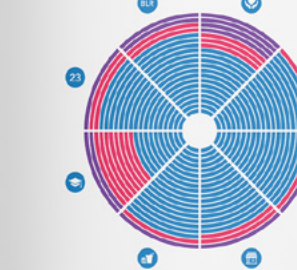
96% of enterprises have fewer than 8 employees and only 36% of enterprises have more than 8 employees.

41% of enterprises have a majority of female employees and only 12% of enterprises have a majority of female employees.

## SECTORS OF INTEREST GENDER DISTRIBUTION

What is the employee profile of enterprises?

Sector of Interest	Registered (%)	Unregistered (%)	Employees (%)
Food & Beverage	15.0%	12.0%	10.0%
Transport & Logistics	15.0%	12.0%	10.0%
Health & Wellness	15.0%	12.0%	10.0%
Retail	15.0%	12.0%	10.0%
Education	15.0%	12.0%	10.0%
Construction	15.0%	12.0%	10.0%
Total	15.0%	12.0%	10.0%



82% of enterprises have fewer than 8 employees and only 36% have more than 8 employees. The 22-wards average is 6%.

41% of enterprises have a majority of female employees and only 12% of enterprises have a majority of female employees.



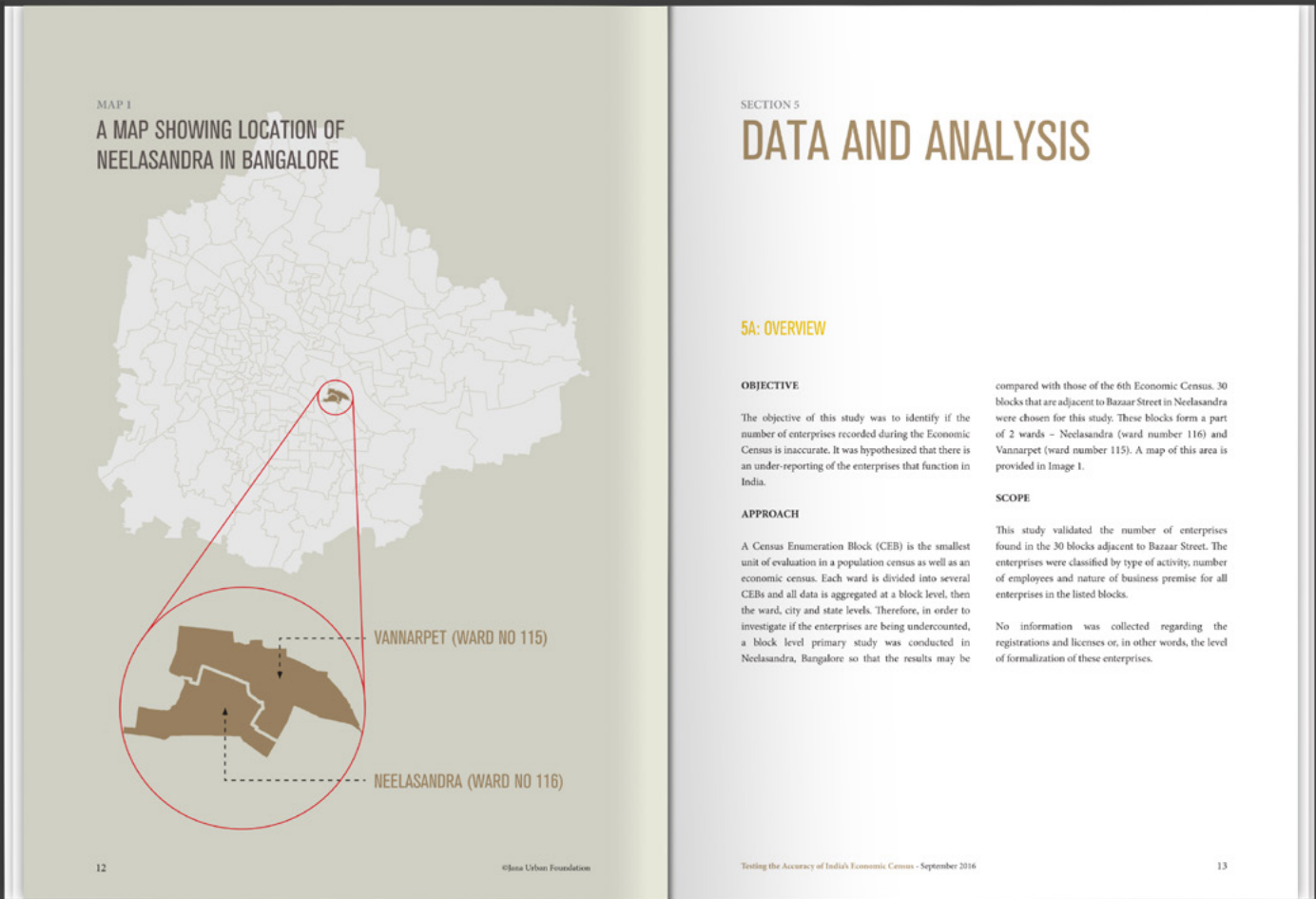
## Testing the accuracy of the economic census

A working paper to investigate the accuracy and methodology of the India's Economic Census (EC). Through this study it was confirmed that the EC underestimates the number of enterprises. Our role was to visualize the data in innovative ways through spatial visualization and publication design.

Art Direction  
Infographics  
Illustration  
Publication Design  
Spatial Visualization  
3D Modeling







SECTION 5  
DATA AND ANALYSIS

5A: OVERVIEW

OBJECTIVE

The objective of this study was to identify if the number of enterprises recorded during the Economic Census is inaccurate. It was hypothesized that there is an under-reporting of the enterprises that function in India.

APPROACH

A Census Enumeration Block (CEB) is the smallest unit of evaluation in a population census as well as an economic census. Each ward is divided into several CEBs and all data is aggregated at a block level, then the ward, city and state levels. Therefore, in order to investigate if the enterprises are being undercounted, a block level primary study was conducted in Neelasaandra, Bangalore so that the results may be

compared with those of the 6th Economic Census. 30 blocks that are adjacent to Bazaar Street in Neelasaandra were chosen for this study. These blocks form a part of 2 wards - Neelasaandra (ward number 116) and Vannarpet (ward number 115). A map of this area is provided in Image 1.

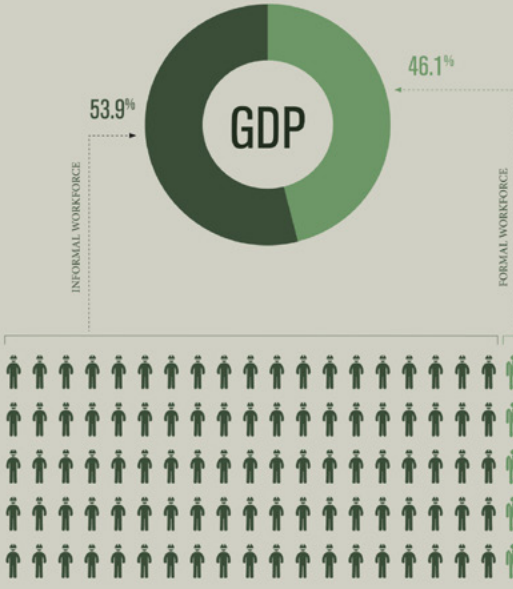
SCOPE

This study validated the number of enterprises found in the 30 blocks adjacent to Bazaar Street. The enterprises were classified by type of activity, number of employees and nature of business premise for all enterprises in the listed blocks.

No information was collected regarding the registrations and licenses or, in other words, the level of formalization of these enterprises.

95.5% of the workforce was informal and contributed 53.9% of GDP, while the remaining 4.5% of formal workers contributed 46.1%

Source: UNCTAD, 2004-05



02

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There are primarily two types of enterprises - those which operate within a premise and those without it.

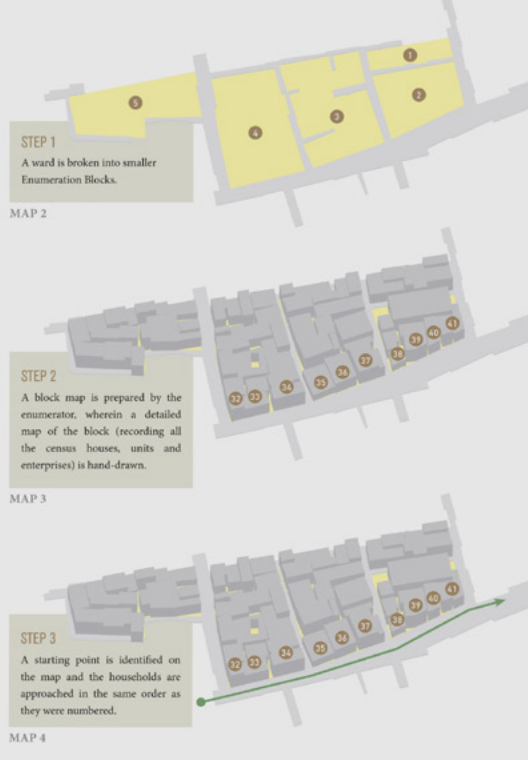


Image 6: A lady selling produce on Bazaar Street in Neelasaandra, Bangalore.

Testing the Accuracy of Indian Economic Census - September 2016

05

5B: METHODOLOGY



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The primary study was conducted using the same concepts and methodology as used by the EC, with one exception - in the EC, information on enterprises without premises was collected from households that reported it, whereas in the primary study, it was collected from the actual location of the business.

Neelasaandra has Bazaar Street as an enterprise dense street that falls into wards 115 and 116 (Vannarpet and Neelasaandra, respectively). In addition to fixed establishments, there are several enterprises that are run on the footpaths and side streets. Considering all this, Bazaar Street was ideal to highlight any inconsistencies in the EC enumeration process.

The data was recorded on a paper schedule, which was then placed out to implement a paperless survey. Data was collected on a form created using Open Data Kit (ODK) and backed onto the mobile phones of the enumerators. Data was stored on an online aggregator (Appropi).

Copies of block maps that were created by the EC enumerators were provided to the team conducting the primary study. They used these maps to enumerate the census units in the same systematic manner as the EC. In addition they recorded any units that have been built or demolished.

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25

Layout design with infographics and data visualizations.



# Impact Report on Microfinancing for the urban poor

An annual report on microfinancing for the urban poor. The report consists of rich human interest stories of beneficiaries of the organization, interspersed with financial health of the organization.

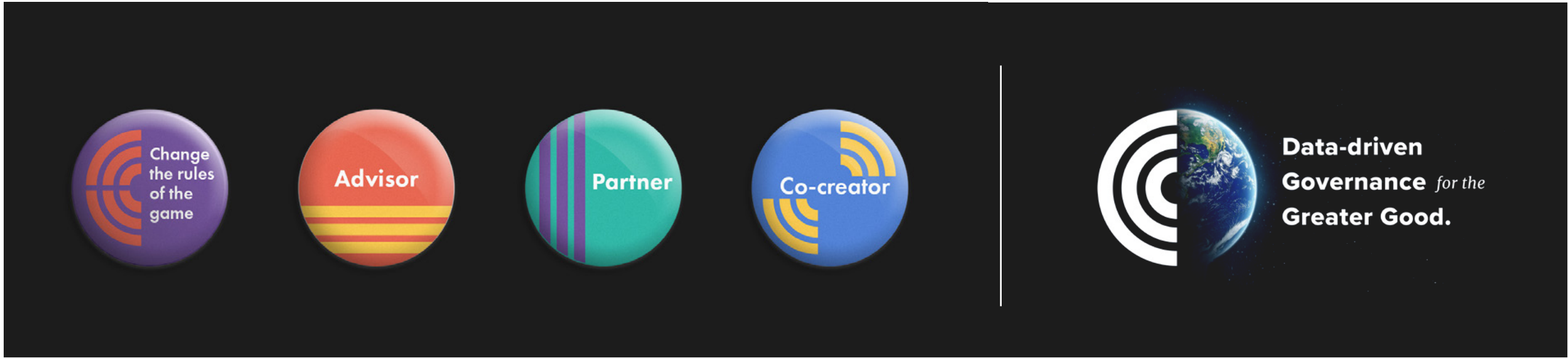
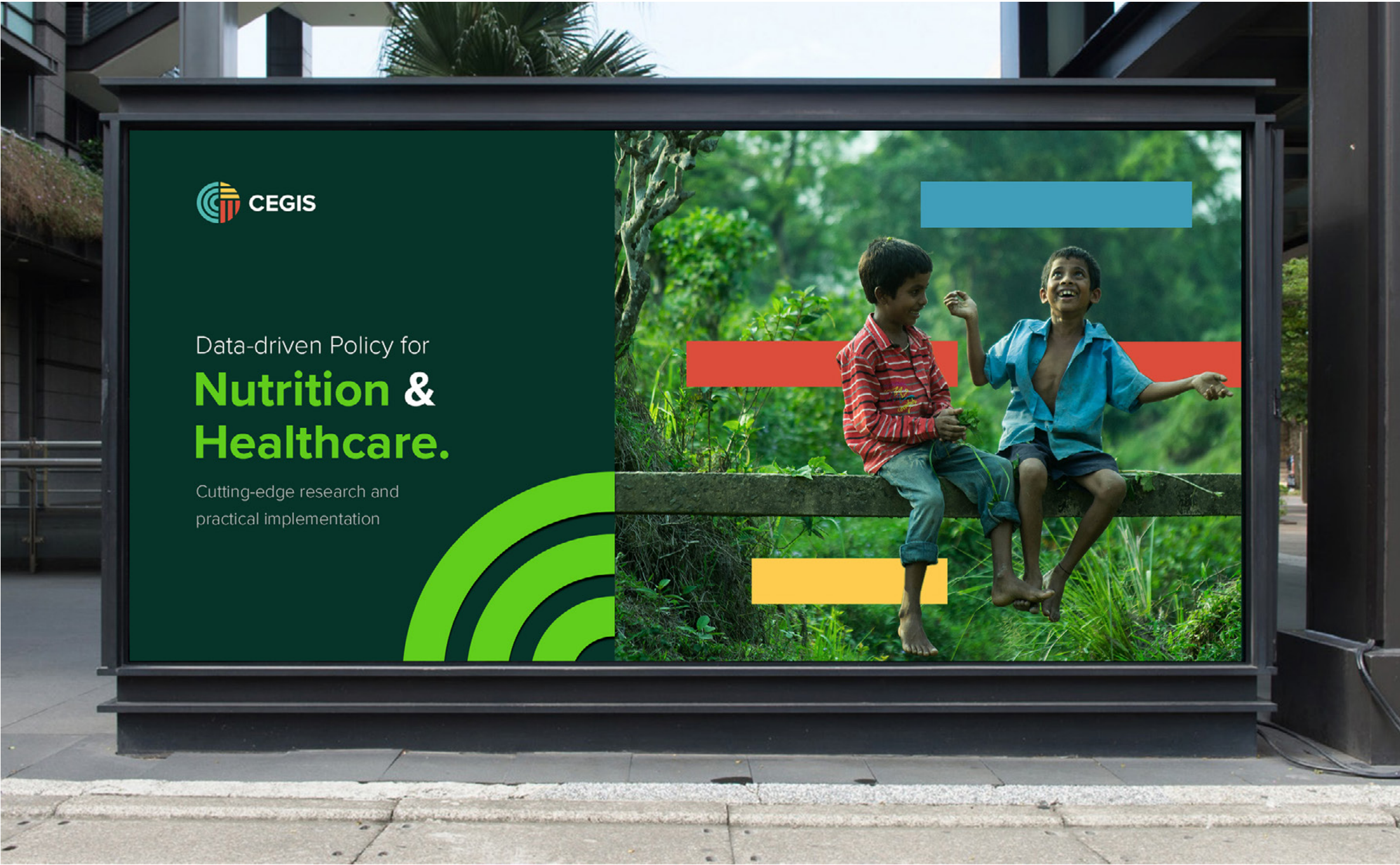




**BRAND +  
COLLATERALS**



Complete Branding,  
collaterals and design  
guidelines for CEGIS

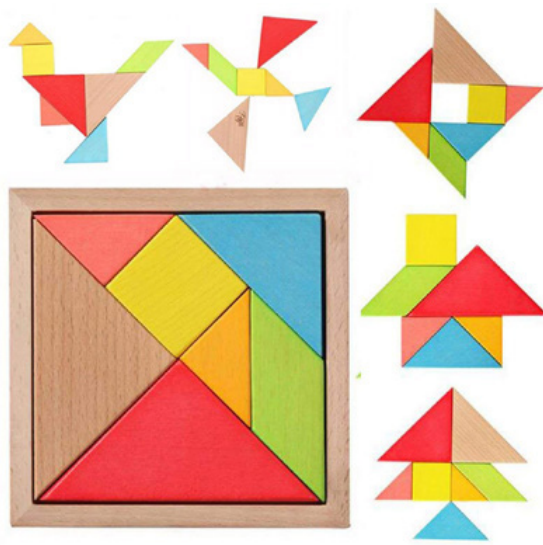




Brand identity for  
a non-profit on  
children’s early  
education



+



+



=



Building blocks of childhood

Rectangles (solidity, stability);  
Circles (community, cyclic);  
Triangle (direction, orientation)

Tangram

multiple outcomes or success stories  
using the same building blocks

Pinwheel

a metaphor for childhood, innocence;  
letters S S form a pinwheel



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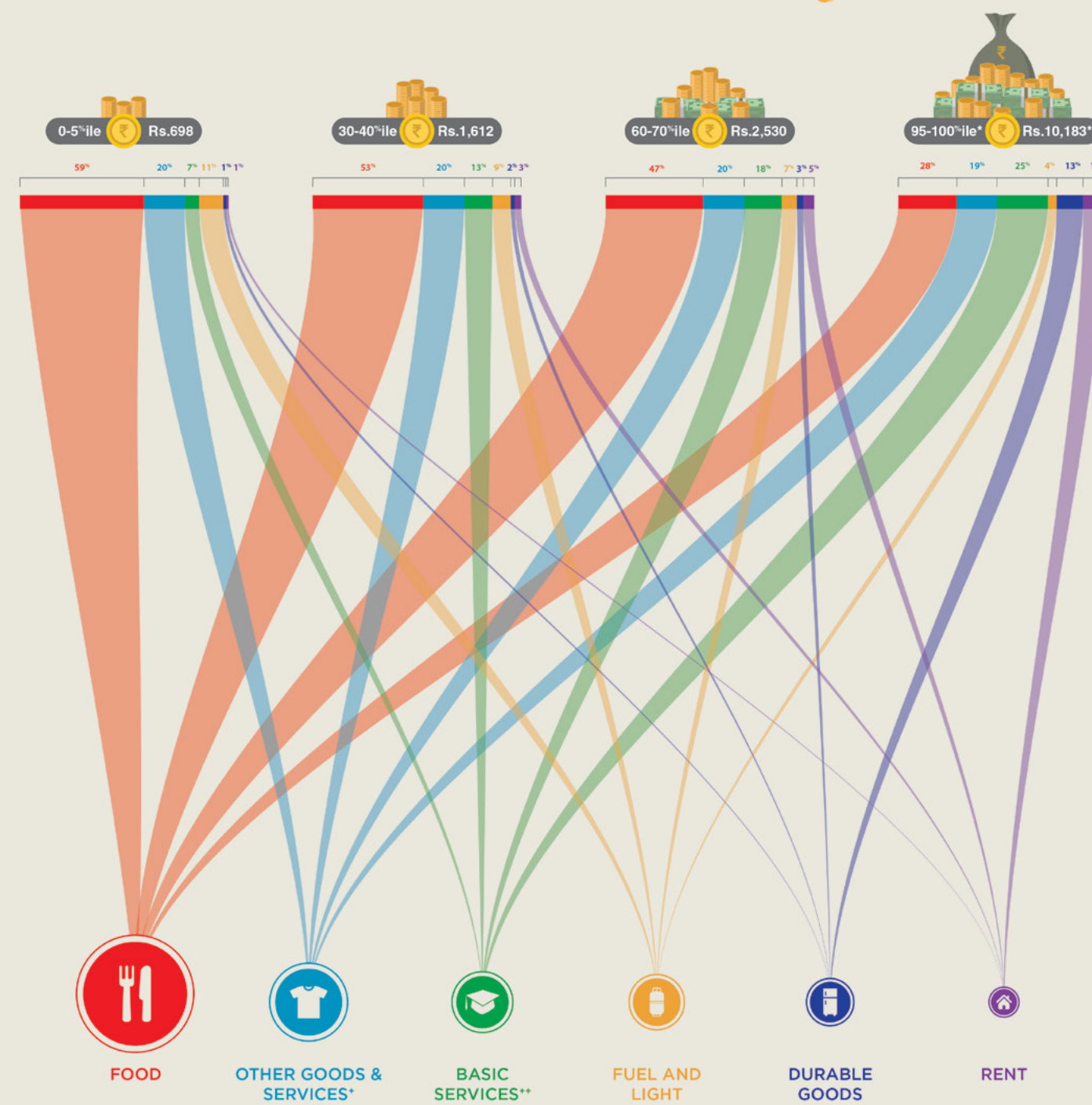
**DATA VISUALIZATION +  
INFOGRAPHICS**



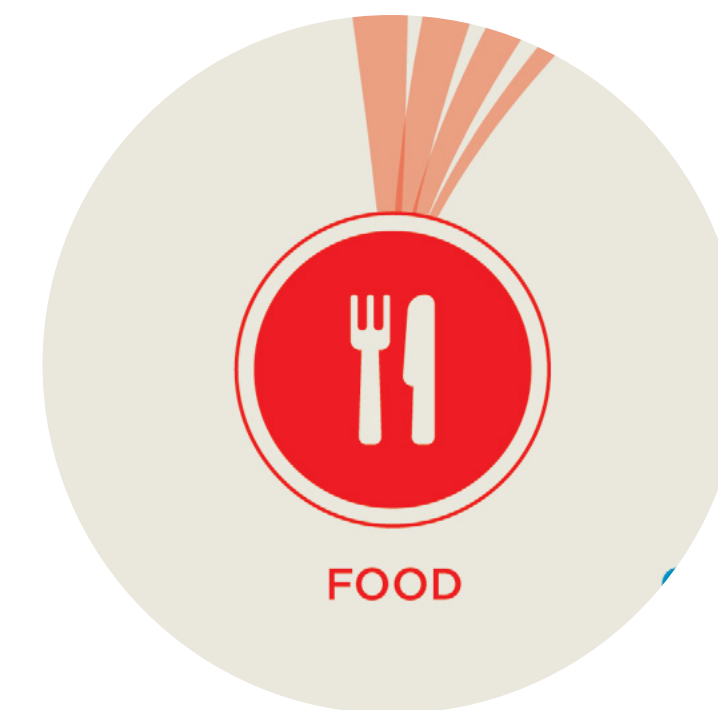
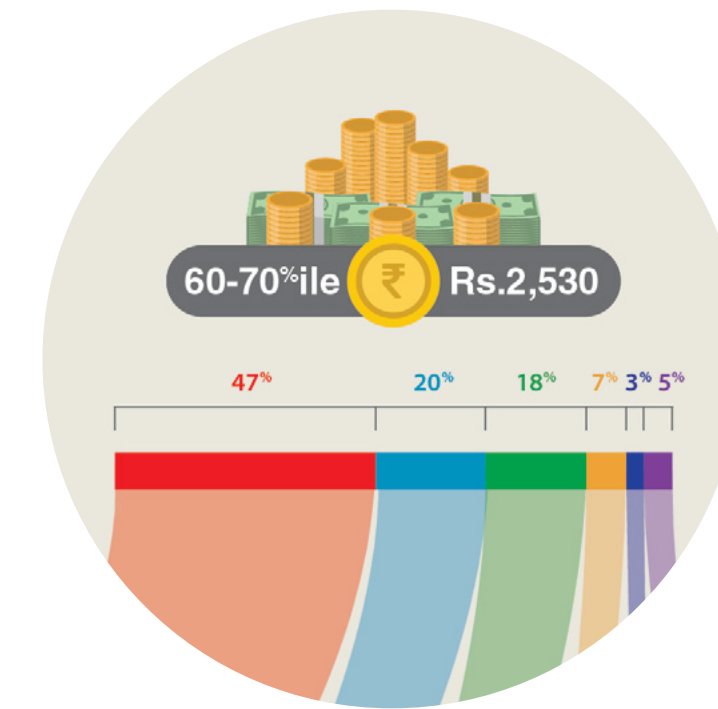
Customer Insights, JUST

## How much are Indians spending monthly?

A preview of the monthly per-capita expenditure across 4 income groups.



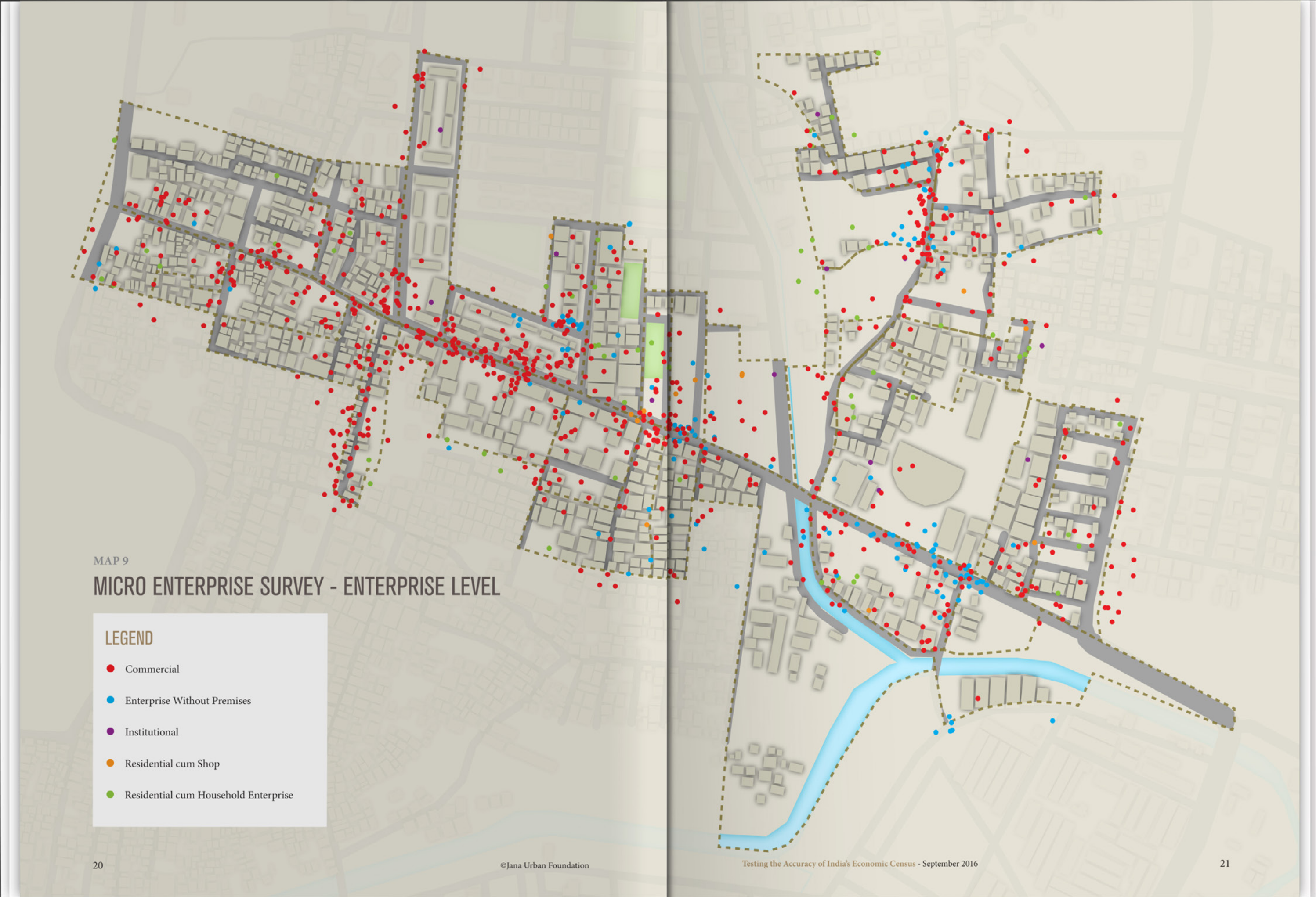
\* Upper and Lower percentile rank limits of the income group, when ranked by monthly per-capita expenditure.  
E.g. Among 100 people ranked by their increasing monthly expenditure, the 30-40%ile group is made up of the people with ranks 31 to 40.  
\*\* Expenditure shown is the mean expenditure of the group.  
\* Basic Services: Education, health and conveyance  
\*\* Other Goods and Services: Entertainment services, toiletries, clothing, footwear, telecommunication, minor goods, telecommunication services, etc.  
Source of the data: Level and Pattern of Consumer Expenditure: NSS 68th Round(July 2011-June 2012)



Data visualization poster on per-capita expenditure across income groups



Geospatial data  
visualization of  
Micro-enterprises by  
type of enterprise





Infographic explainer on ‘What are apprenticeships’

Figure 4

Apprenticeships: The Basics Explained



For 4-29 employees,  
**OPTIONAL**

For less than 4 employees,  
**NOT APPLICABLE**

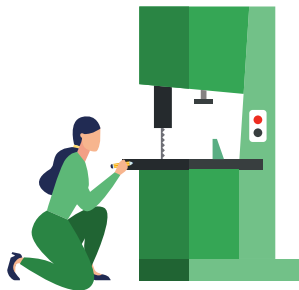


Who is required to engage apprenticeships?

All establishments with more than 30 employees, contractual or otherwise, must engage apprentices constituting a minimum of 2.5 percent of their total manpower strength up to maximum of 15 percent. Optional for Establishments with employee strength 4-29; establishments with fewer than 4 employees cannot hire apprentices.

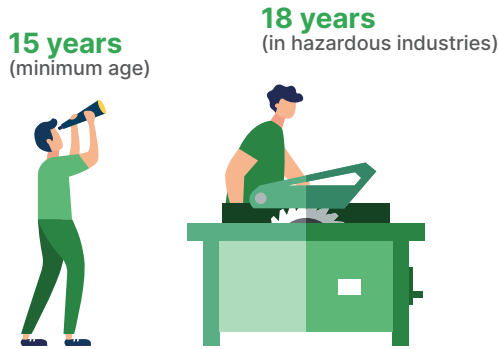
Which labour protections are applicable?

Apprentices are considered to be trainees and not workers and are therefore not to be treated as workers; however, the responsibility for the health and security of apprentices rests with the establishments.



Who provides the training and when?

Any institute with adequate facilities can provide basic training to apprentices. Employers can also provide theoretical training together, or through an approved agency. Apprentices must receive basic training (or quality for exemption from it in terms of notified requirement of the concerned job role), before they are allowed to engage into practical training. For the practical component of training, all employers must make suitable arrangements in their workshop.



What is the minimum age for an apprentice?

The minimum age to be employed as an apprentice is 15 years or 18 years in case of hazardous industries.



What is the duration of an apprenticeship program?

6- 36 months including basic and on-the-job training.



What are the working hours for apprentices?

Employers can engage apprentices over the age of 18 during normal working hours but younger workers may only be engaged between the hour of 8 AM and 6PM.



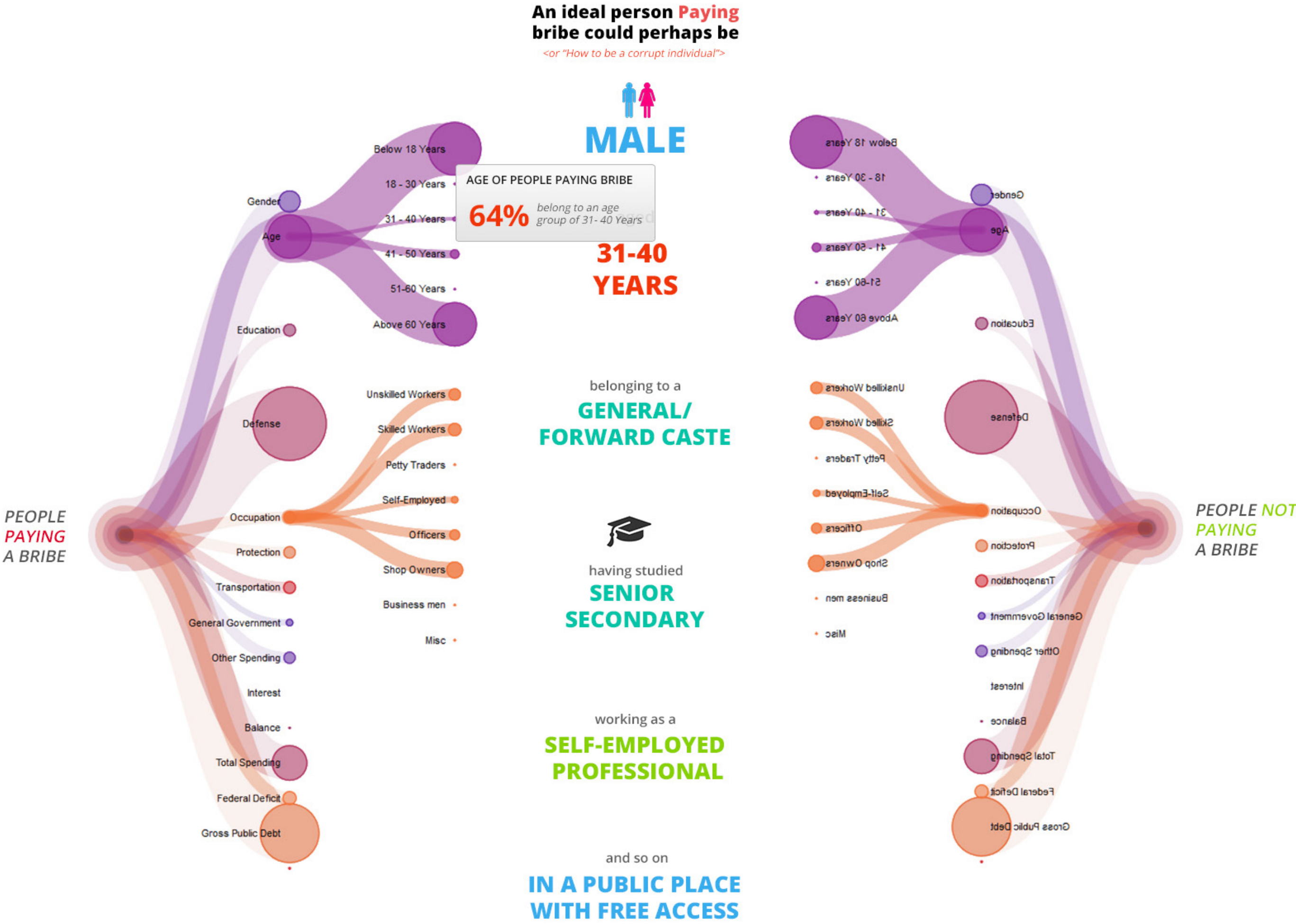
What reservations does the Act provide?

The Act (or Rules) requires that employer reserve a certain number of seats for individuals from Scheduled Castes (SC) and Scheduled Tribes (ST) based on prescribed ratio of SC or ST individuals to total number of apprentices.



# Data Visualization concept on the ideal profile of a bribe paying person.

lpaidabribe.com collects data on people forced to pay bribes out of dire circumstances. Based on website data, this visualization attempts to profile the average bribe paying person.






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**SOCIAL  
MEDIA**




# A social media campaign on EPIDEMICS THAT DIDN'T HAPPEN


This project dissects some of the little-known disease events. It describes the quick actions that public-health leaders took to avert larger tragedies, and offers a look at how a few nations have kept Covid-19 mostly at bay.



## EPIDEMICS THAT DIDN'T HAPPEN

[www.preventepidemics.org/ETDH](http://www.preventepidemics.org/ETDH)









# Public Health Campaign on the benefits of low salt intake

A Nationwide campaign across Twitter, Facebook and Instagram on the effects of high salt consumption. The campaign duration was for a period of 3 months.

5,00,000

Social media impressions across twitter, Instagram and Facebook



# WORLD SALT AWARENESS WEEK

8 - 14 March







# REDUCE SALT GRADUALLY OVER TIME

IT IS EASY AND  
YOUR TASTE BUDS  
WILL EASILY ADAPT

TODAY



NEXT WEEK



NEXT MONTH



ALWAYS









**DO NOT  
~~ADD~~ MORE SALT**  
TO ALREADY PREPARED FOOD

First taste a couple  
of bites of the food

Add salt only if  
it is too little







Various social media  
graphics across the  
campaign duration



**PROTECT  
YOUR HEART  
FROM EXCESS  
SALT**



High salt intake  
stiffens and narrows  
the blood vessels  
leading to heart attack







**CONQUER  
YOUR SALT  
CRAVINGS**

Lower-salt food can  
taste good too.  
Gradually customise  
your taste buds to  
low salt from today!








**GUESS WHICH OF THESE HAVE THE  
HIGHEST SODIUM CONTENT?**

A. BREADS

B. BREAKFAST CEREALS

C. CHIPS

D. SOFT DRINKS









Campaign collateral  
for Clean Air



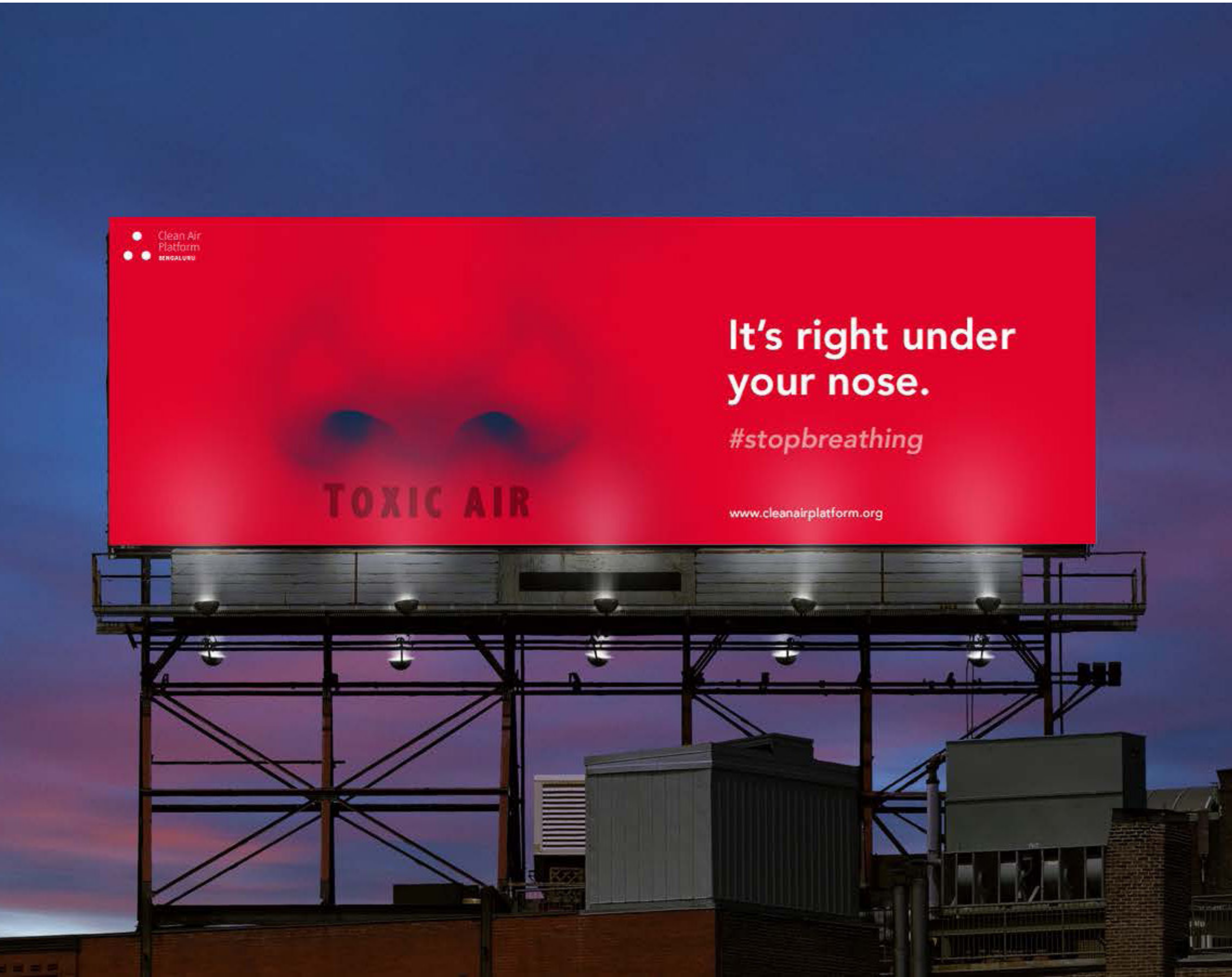
**POLLUTION EQUALS**  
**PREMATURITY**

Pregnancy is a delicate balance. While many things can influence the health of you and your baby, air pollution is something you can learn to avoid. Use these tips to keep your newborn and loved ones safe.

 **Protect Your Air**  
Create a healthy environment by using natural household cleaners.

 **Use Air-Purifying Plants**  
Plants can naturally filter your air and help you and your growing baby breathe healthier air.

 **Get an air purifier**  
These devices remove everything from smoke to allergens to mold and germs from your air





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# Skills overview

## Strategy + Content

Strategy  
Research and Discovery  
Competitor Research  
Content Audit + Strategy  
Communications Strategy  
Persona Development  
Information architecture  
Framework design  
System maps

## Brand + Social

Art Direction  
Storytelling  
Identity Design  
Brand Guidelines  
Brand Collaterals  
Design systems  
Social Media Graphics  
Campaigns

## Print + Editorial

Reports  
Publications  
Factsheets  
Policy papers  
Brochures  
Toolkits  
Playbooks  
Magazines  
Editorial Design

## Web + Digital

Website + Microsites + Landing pages  
User research  
User Experience Design  
Prototyping  
Wireframing (low fi+ hi-fi)  
Visual Design  
Emailers

## Data + Infographics

Infographics  
Data Presentation  
Data Visualization  
Dashboards  
Data Visualization Guidelines

## Technical

Adobe Creative Suite  
Figma, Sketch  
PMS tools (Asana, Basecamp, Trello, Clickup)  
Remote Brainstorm (Miro, Mural)  
Front-end Development (HTML, CSS, JS)  
CMS (Wordpress, Squarespace)  
Mailchimp



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# What clients say

(References available on request)

**“..exceeded my expectations..”**

Anna S, Public Health Strategies

**“..a rare find in the field of design..”**

Prashanthi Krishnakumar, Consultant, Access Health International

**“.. cannot recommend them enough!”**

Priya Bala, Writer and Journalist

**“..working across borders exceptionally easy..”**

John Harris, Associate, Ideas42

**“..commitment to project completion is outstanding..”**

Ebony Bertorelli, Janaagraha

**“...eye for detail, easy to work with...”**

Sruthi R, Data Analyst, JUST

**“..a knack for Design Thinking and Data Visualization..”**

Jit Banerjee, Research Associate, JustJobs Network

**“..quick turnaround time, outstanding skill set..”**

Shobana V, Senior Advocacy Associate, Janaagraha



**Thank you for your time  
and consideration.  
Look forward to a  
potential collaboration!**

**Venkatesh Bilvam**  
venkatesh@whitespace35.com  
+91 9741451309