



Freedom Flies

Freedom Flies is a children's book written and designed to spread awareness about gender conditioning amongst young children so that they neither become a victim of the same nor limit others by propagating gender rules.

Research shows that gender conditioning begins from the womb itself. From the time that people are aware of the sex of their baby, their behaviours towards them begin to change. Subjected to continuous gender conditioning, children absorb these gender rules by the age of 3-4 and begin to propagate the same ideas by the age that they start school i.e 5-6 years old. This book is an attempt to intervene before concrete gender conditioning sets in instead of trying to undo the effects of gender later.

The book includes activities that help break down this complex topic and make it digestible through interactive exercises.



Snowpop

Snowpop is a hypothetical ice cream brand for kids. It is unique in how the brand promotes sustainability in a fun way. Ice cream packaging is usually seen as 'use and throw'. Snowpop packaging however, can be stacked on top of each other to be reused as lunch boxes. The packaging also doubles as building blocks and can be turned into a collectible playset for kids.



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