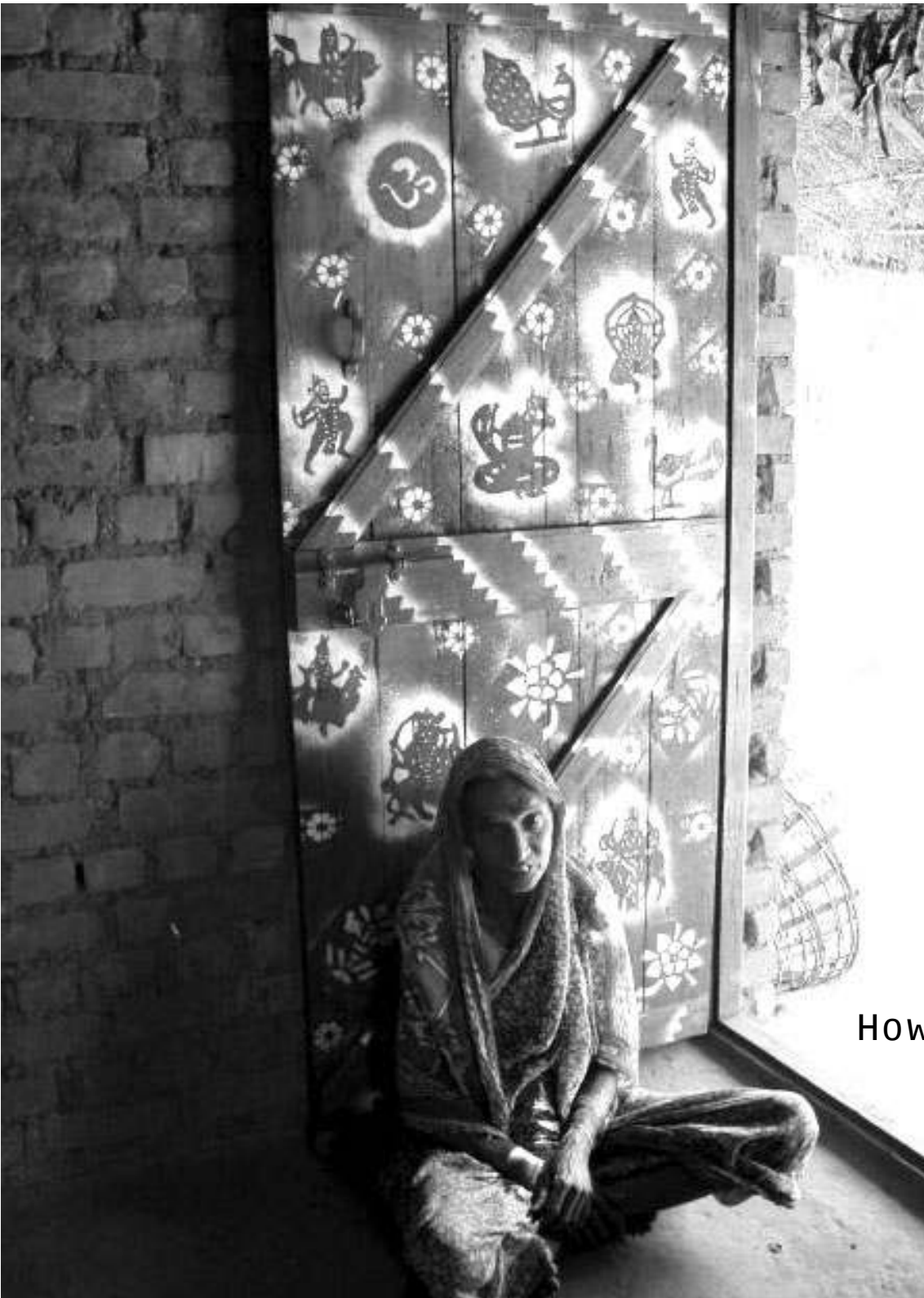




How people live and the objects that surround them - An ethnographic Observation

Guide : Prof U.A Athvankar

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How people live and the objects that surround them .

Approval Sheet

The special project titled "How people live and the objects that surround them"
by Sindhu K.N & Vaibhav Gadade is approved as partial fulfillment of the requirements
for the post graduate degree in Visual communication & Industrial design respectively.

Signature of the guide

Signature of the Examiner

How people live and the objects that surround them .

We thank our guide Prof. Athvankar for his guidance and Insights throughout the study.

We also thank all the people who have let us into their homes and helped us with our survey.

We also thank all our friends at IDC.

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In India, those without and the lowest in caste, eat very often off a banana leaf. And those a little bit up the scale, eat off of a low fired ceramic dish. And a little bit higher, why, they glaze on a thing they call tali.

It graduates to a brass tali, a bell bronze tali is absolutely marvelous. And things get to be a little questionable. Silver-plated and solid silver talis, I suppose some fellow has a gold tali also. But you can go beyond that and that a guys that have not only means, but a certain amount of knowledge and understanding, go to the next step and eat off a banana leaf.

Charles Eames - Unfinished film "banana Leaf"

Ethnographic Study

Ethnography, scientific description of human cultures, a study of the world of meanings which shapes behaviours. is the study of culture and social organization through participant observation and interviewing. Ethnographic research provides interpretive and descriptive analyses of the symbolic and other meanings that inform the routine practices of everyday life.

It emphasizes on a context i.e people's environment, experiences etc.

Ethnography draws on different methodologies, including in-depth interviews, participant observation, secondary analysis of documents and archives. It is mainly qualitative but may incorporate methods such as surveys. The choice of method depends on the topic, e.g., perceptions and concepts are best explored through actual interviews; practices can be looked into through a combination of interviews, observation, and secondary research.

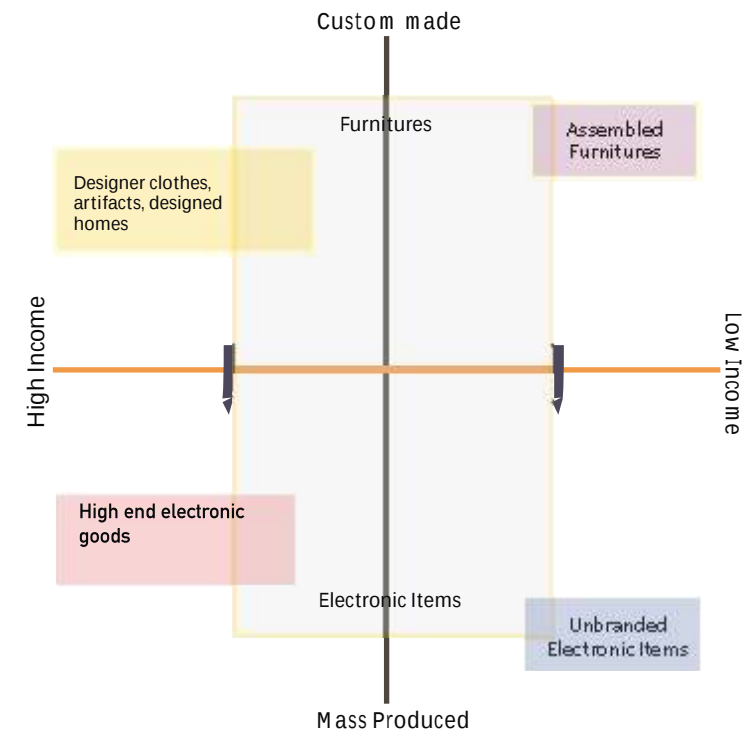
Observation and analysis therefore look closely at what people say to each other and at what they remain silent about. Talk is social practice. Both what people say and what they don't say produce value and meaning in social life. Their talk is socially constituted, that is, it is given by social and historical forces beyond their control; but, at the same time, people's talking also constitutes their lives together by specifying, creating, questioning, changing the terms and frames of their activities and their very being.



Purpose of our study

The purpose of our study was to look at kind of products, understand buying patterns, people's understanding of brands, Living conditions, Aspirations of people with respect to products, Affordability, Attitudes towards these products, role of advertising and many other surprising observations which would come by through study.

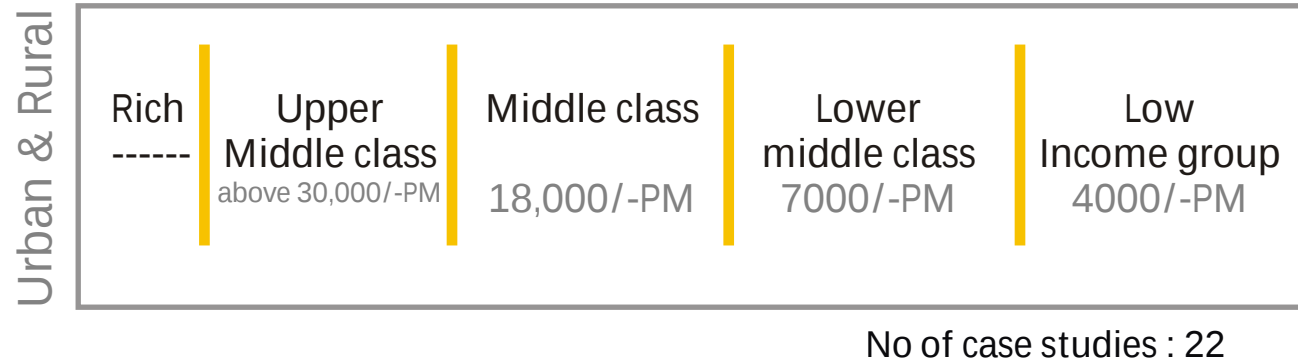
- In India, It is observed that custom made and Mass produced products occur at every cross-section of society, though for totally different kind of products. At the same time, the need for brands seem to be concentrated in a particular section of the society, for obvious reasons.
- The survey was started with all these observations and intentions in mind. It was decided that the study would mainly concentrate on the upper middle income group, middle income group, low Income groups.



Methodology of study

A categorization and a sketch for urban and rural society was done in order to ease documentation and aid further analysis by comparing the data between the same category of urban and rural and the rural and urban societies within themselves.

A questionnaire and a checklist of products were made for the documentation.



Questionnaire

Case Studycategories : R / U

General Categories:

Name:

Age:

Number of people in Family:

No of people working:

Occupation:

Annual Income (all members in the family):

Education:

Marital Status:

Language:

Hometown:

Interests

Product (sequence in which it was bought)

Product Details:

Brand:

When was it bought?

Where was it bought?

Why was it bought? (Need / fancy)

Why the brand?

Where did you hear about the brand? (Advertisements/ newspapers / word of mouth)

Was brand Important?

To what extent they understand the Product ?

How was time spent ?

What they watch on T.V ?

Movies in theaters ? Which movies ?

What kind of songs ?

What kind of clothes / bags / slippers.

Pictures on walls.....

What they dream of buying ?

Use of Services

ATM machines, Internet, Telephones(STD-ISD), Mobile phones

Depending on the Co-operation & flow of Interaction, questions were sequenced, added and edited.



How people live and the objects that surround them - Documentation.

Category - Urban Low Income Group

Case Study 1

Name: Mrs. Saraswati Ijagaj (works in a mess)

Age: 48 yrs

Number of people in Family: 6 nos

Husband- 54yrs, 10th pass - working in India tube mills.

Daughter - 26yrs, 11th pass - working as a sales girl

Son1- 24yrs, Diploma(mech) - Unemployed.

Son2- 20yrs, 10th pass - unemployed.

Daughter2 - 18yrs, 9th pass - unemployed.

All studied in Marathi medium.

No of people working: 3

Annual Income (all members in the family): Husband+herself+daughter= 8000/- PM

Marital Status: None of the children - Married.

Language: Marathi, Hindi.(children speak english occasionally)

Hometown: Mumbai- Powai from past 50yrs

Home at Kanjurmarg from past 30yrs - 450sft (G+mezz)

Type- Pucca house with an asbestos sheet roof in a basti, (Moved to kanjurmarg after marriage)

24 hrs electricity and Water supply (3 days a week) Water stored in a blue drum.
Open drainage.

Products (arranged in the sequence of acquisition)

LPG gas - 10yrs back

Tape recorder- 1 Phillips (radio+1tape) - 8yrs back

Television- Videocon (color with remote) - 6yrs back

Steel Boiler for heating water - 6 yrs back.

Mixer- Magic (local brand) 5yrs back

Refrigerator- videocon 165 lts/single door - 4yrs back

(both brought at vikhroli)

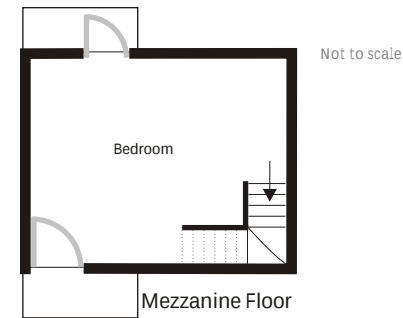
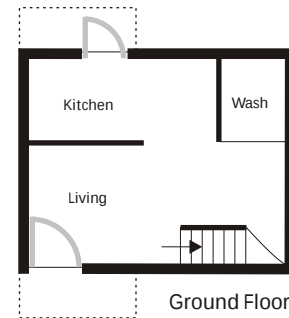
Stereo system- Aiwa (nsx-5333 cd, 2tapes, speakers) - 3yrs back

VCD player- Magnet - 2yrs back Occasionally used.(prefer T.V)

Mobile Phones- Reliance - 2nos (no land line) - a year back.

FM player- china market - trendy (personal use)

Most products were brought from a shop in Vikhroli,
The loan scheme is an incentive for buying.



How people live and the objects that surround them - Documentation.

Furniture

T.V stand brought when T.V was bought, but now used as a storage unit, since it does not provide for any extra storage around the unit.
Wooden cot made by carpenter.
Cupboard made by carpenter - laminated.
Wall mounted T.V cabinet - Laminated.
Steel storage in kitchen for cutlery and utensils.

Services used

ATM machines : Know how to operate, but do not possess a card (has seen a friend operating it).
Internet : Only the elder daughter uses once a week to check the matrimonials and mails.
Cable connection was installed around 5 years back.

Why a brand?

The company existing from a long time, and another product of same company at home working fine.
Heard about the brand by relatives who owned products of the same brand.
Brand was extremely important for electronic products like T.V, Stereos etc.

How time is spent ?

Mainly watching T.V, Listening to music or reading books or going out with friends (sons only)
Watch Star Plus (Kynki saas bhi kabhi bahu thi, ghar ghar ki kahani,)
Marathi movies, Hindi movies (prefer hindi songs to English and marathi)
Radio Mirchi a very popular source of entertainment for all members at home.
Men : Ready made synthetic shirts,
Trousers stitched/ unbranded jeans
Women : The lady wears only cotton sarees and for occasions wears a silk saree.
Salwar suits stitched (for everyday use) or ready made (for special occasions)
All imitated unbranded accessories since branded ones are unaffordable.

Kind of Pictures on the wall - Ambedkar & Buddha

Bollywood characters (Aishwarya rai, Vivek Oberoi.) and the members of the family among them.

Aspirations

To get the daughters married and buy a flat in Thane (near the railway station because of connectivity)
Buy a whirlpool washing machine - fully automatic after moving to the new house.
Buy a 2 wheeler - Kinetic Honda (so that even the women can drive)





How people live and the objects that surround them - Documentation.

Category - Urban Low Income Group

Case Study 2

Name: Mr. Babasaheb Khandagale

Age: 40 yrs works for the Hindustan Petroleum.

Number of people in Family: 4 nos

Wife : 32yrs 5^h pass Housewife

Son1 : 14yrs 9th standard.

Son2 : 13yrs 8th standard.

Studying in Marathi medium.

No of people working: 1

Annual Income (all members in the family): = 4000/- PM

Language: Marathi, Hindi.

Hometown: The man moved to Mumbai from Wardha around 24 yrs back and married a girl from his hometown.

Home : at Kanjurmarg, from past 16yrs 300sft (G+mezz), earlier staying at Ullhasnagar.

Type : Pucca house in a basti with an asbestos sheet roof.

24 hrs electricity and Water supply (3 days a week)

Open drainage.

Products

Table fan - Crompton greaves : 14 yrs back.

LPG gas - 12yrs(working in a LPG company)

Tape recorder - (radio+tape) , Not in working condition

Exhaust Fan in kitchen (for circulation of air, since children sleep in the ground floor)

Mixer - Shanti (local brand) : 5yrs back

Television - Videocon (color with remote) : 4yrs back (brought at vikhroli)

Telephone (Land line) - 2 hand sets - 2 years back.

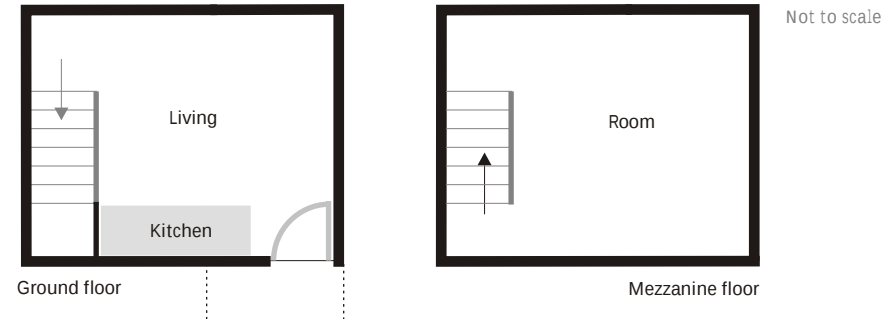
Iron Box - 2 years back.

Mobile - Phone : Reliance - brought a year back.(since as a HP agent the man is travelling all the time and hence the need to be in touch)

2FM players - brought from the china market. It is trendy (personal use for both the sons)

Heating coil in Bathroom.

The loan scheme is an incentive for buying.



How people live and the objects that surround them - Documentation.

Furniture

1. Wall mounted wooden board becomes the T.V stand due to the lack of space for a special cabinet for the Television.
2. A double wooden cot was marriage gift by brother (which was made by the carpenter at the ullhasnagar home.
3. Cupboard Metal - brought when they moved to powai, mainly to store Expensive jewellery and clothes.
4. Steel storage in kitchen for cutlery and utensils, easily transportable.
5. Clay matka for drinking water, steel drums for storage for cooking.

Services used

ATM machines : The Man Knows how to operate, but do not possess one.

Internet Parlour - used by the sons for playing computer games. They know about internet but do not understand how it works nor feel the need for it.

Why a brand?

Neighbor suggested the brand and it was affordable.(Did not trust the salesperson at the electronics showroom, but trusted the repairer)

Brands were important as long as it was affordable.

How time is spent?

Mainly watching T.V (cricket), Play cricket on Sundays, News (father)

Woman : Star Plus (Kynki saas bhi kabhi bahu thi, ghar ghar ki kahani,) Alpha marathi and Sahyadri and some programmes in the afternoon.

Marathi movies, Hindi movies (prefer hindi songs to marathi)

Red FM, Radio Mirchi, Times FM are favorites.

Due to the FM players they do not feel the need for getting the taperecorder Repaired.

Clothes and accessories

Men: Ready made synthetic shirts,

Trousers stitched/ unbranded jeans

Women: always wore a Saree mainly cotton and silk at festivals and occasions.

Not many accessories used but If any it was unbranded.

Kind of Pictures on the wall : Ambedkar, Buddha, Sai baba

Photos of the couple and children when they were young.

Sport Certificates of the boys.

Aspirations

The sons to study well and get a good job.

No aspirations for a space consuming product since there is no place.

Buy an air cooler (the roof heats up during summers and the table fan is inadequate)

Buy a bigger flat.(will mainly think about it after retirement)





How people live and the objects that surround them - Documentation.

Category - Urban Low Income Group

Case study -3

Name: Mr. Ananda Kasbe

Age: 41 yrs works for the BMC(Bombay municipal corporation)

Number of people in Family: 6 nos

Wife- 34yrs, Uneducated Housewife

Daughter1- 21yrs, 9th pass - unemployed.

Daughter2- 20yrs, B.A - Studying.

Son- 14yrs, 9th standard

Daughter3- 12yrs, 7th standard

Studying in Marathi medium.

No of people working: 1

Annual Income (all members in the family): = 4000/- PM

Language: Marathi & Hindi.

Hometown: Ahmednagar.

Home at Kanjurmarg from past 20yrs 300sft (G)

Type Pucca house with asbestos roof in a basti, Got it renovated recently with

(Walls clad with ceramic tiles and marble flooring.

24 hrs electricity and Water supply (3 days a week)

Open drainage.

Products

LPG gas - 14 yrs

Television - Videocon (color with remote) - 9yrs back (brought at Vikhroli).

Took the T.V on Instalment scheme.

Mixer - Bajaj - 5yrs back.

Telephone - (1land line) - 3 yrs back.

Exhaust Fan in kitchen since there is no cross ventilation.

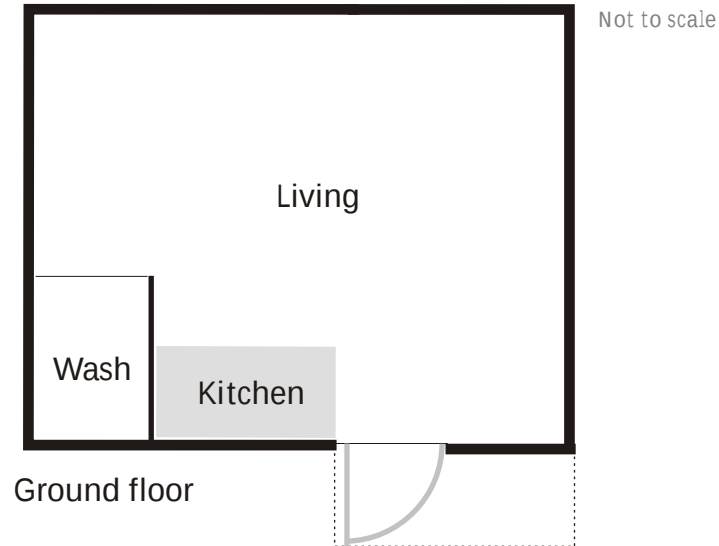
Iron Box - exchanged an old metal Iron to a second hand new model from the repairman.

Steel boiler near wash area.(They use the community toilets and bathrooms.)

Why a brand?

But the main aspect of all purchase is its affordability and size.

Assurance of safety, longevity and service are features of a Brand.



How people live and the objects that surround them - Documentation.

How time is spent?

Father watches News & cricket.

Women : Star Plus (Kynki saas bhi kabhi bahu thi, ghar ghar ki kahani,)

Marathi, Hindi movies)watch Alpha Marathi and Sahyadri

Clothes

Men: Ready made synthetic shirts brought at VT & Dadar.

Trousers stitched/ unbranded jeans

Women: Mainly sarees and the girls wear synthetic/cotton Salwar kameez

All unbranded accessories, know little about unbranded accessories.

Kind of Pictures on the wall

(Ambedkar, Buddha, Mata)

A picture of the couple, Placed around the Television.



Aspirations

To get the daughters married into a good family.

Buy a refrigerator- double door - Kelvinator (Like the looks of the product)

Buy a 2 wheeler(Hero honda) helps his job and the boy.





How people live and the objects that surround them - Documentation.

Category - Urban low Income Group

Case study -4

Name: Mr. Bhagwat Gabale

Age: 33 yrs, works in a school / takes private tuitions. B.A graduate

Number of people in Family: 5 nos

Wife - 28yrs 12th pass Housewife

Brother - 24 yrs works at Godrej

Mother - 61 yrs

Child - 3yrs.

No of people working: 2

Annual Income (all members in the family): = 6000/- PM

Language: Marathi, Hindi, and English.

Hometown: Nanded.

Home at powai from past 6yrs - 450sft

Type Pucca house in a basti,

24 hrs electricity and

Water supply (3 days a week)

Open drainage.

Products

Television - Aiwa (color with remote) 1yr back (brought at vikhroli, had a B/w tv-nelco)

Taperecorder - Phillips radio+ 2tapes. 6yrs back (staying alone)

Mixer - Bajaj 4yrs back

Sewing machine - wife's (humphry) used to stitch earlier(now discontinued)

Telephone - land line

LPG gas - 5yrs back(after marriage)

Water filter - Suttlej 3yrs(child birth)

Exhaust Fan in kitchen

Iron Box - starlite(local brand)

Posses a hero Honda.(3yrs back)

Steel boiler in bathroom.

Took a loan scheme.

Furniture

Table for T.V stand

Foldable metal chairs.

Working table carpenter made near the tuition area.

Wooden cot(double bed-marriage) made by carpenter storage area.

Cupboard Metal (godrej junk).

Steel storage in kitchen for cutlery and utensils.

Clay matka for drinking water, steel drums for storage for cooking.

Services used

ATM machines Know how to operate but does not possess a card.

Internet Aware, used for information getting.(not emails)

Why a brand?

The company existing from a long time, (" I know sufficient about good products")

Heard about the brand on Television, Advertisements/ newspapers / word of mouth.

Brand was extremely important for electronic products like T.V, tape recorder.

What they watch on T.V ?

News , Sports channel, discovery channel,

Marathi movies, Hindi movies (prefer hindi songs to English and marathi)

watch Alpha marathi and sahyadri and star plus(ladies)

Clothes & Accessories

Men: Ready made synthetic shirts,

Trousers stitched/ unbranded jeans

Women: Saree / cotton

All unbranded. (know about electronic goods and clothes)

Kind of Pictures on the wall

(Ambedkar Buddha Sai baba Ganesh)

Photographs of the couple, Group photo from school, child's photographs

Potrait of father.

Aspirations

To have a bigger space for tuitions.(teaches all subjects-wife helps)

Buy a refrigerator- double door - Godrej

Put the child in an English medium school.

Washing machine (within budget limit)

Category - Urban low Income Group

Case study -5

Name: Mr. Dilip Shiwde

Age: 42 yrs, Tailor 10th pass

Number of people in Family: 8 nos

Wife- 37yrs, 7th pass Housewife

Father- 70 yrs, 5th pass (used to be a tailor)

Mother - 63yrs, uneducated used to work as a bai

Sister - 40 yrs - 6th pass - works as a bai

sister's daughter - 23yrs, works as a sales girl

Son1 - 18 yrs, diploma(mech)

Son2 - 15yrs, 10th std

All studied in Marathi medium

No of people working: 3

Annual Income (all members in the family): = 8000/- PM

Language: Marathi, Hindi, and English.

Hometown: Dhule

Home at powai from past 6yrs 500sft (g+ mezz)

Type Pucca house in a basti,

24 hrs electricity and

Water supply (3 days a week)

Open drainage.

Products

Television - Westron with cover (color) 12yrs back.

Stereo - Phillips 3yrs back.

Mixer- Ambuja 7yrs back.

Sewing machine - father's old machine (wife/ sons help at times).

Telephone - land line.

LPG gas - 13yrs back.

Water filter(candle type) 3yrs brought after a jaundice attack on the son.

Exhaust Fan in kitchen.

Iron Box - Phillips (family helps at times) brought with foldable ironing table.

Posses a Scooty.

Steel boiler in bathroom.

Took a loan scheme.

Why a brand?

The company existing from a long time,

Heard about the brand on Television, Advertisements/ newspapers / word of mouth.

Brand was extremely important for electronic products like T.V, tape recorder.

How time is spent?

Mainly Playing cricket on Sunday's , rent VCD player and watch movies occasionally

News , Sports channel, discovery channel,

Marathi movies, Hindi movies (prefer hindi songs to English and marathi)

Clothes & Accessories

Men: Ready made synthetic shirts, Stitched shirts on special occasions

Trousers stitched mainly/ unbranded jeans

Women: Saree / cotton

Salwar suits Cotton/ synthetic stitched.

All unbranded. (know about branded clothes quite well follows fashion closely)

Kind of Pictures on the wall

Sai baba, Ganesh, some mata

Photographs of the boys, Portrait of late Brother-in-law.

Photograph of the man in front of the shop.

Aspirations

To have a bigger space for the shop / to be able to store dress materials

Buy and stitch shop

Aspires so because wants atleast 1 son to continue the business.

Buy a refrigerator - Kelvinator

Sons should get a MNC job.



How people live and the objects that surround them - Documentation.

Category - Urban Low Income Group

Case Study -6

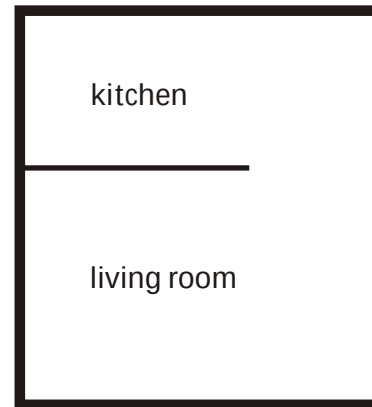
Name: Vijay Rane
 No of members in family: 6
 Himself, 10th fail, currently unemployed
 Father, watchman
 mother
 Brother, Working in a Garment Factory
 Brother's wife, housewife
 Brothers son, 5 years old, goes to a marathi medium school.
 All studied in marathi medium.

No of people working: 2
 Income: all members in the family, 5000/- per month.
 Marital status, elder brother married since last 6 years.
 Language spoken: marathi and hindi.

Home: kurar village, konkni pada, Malad east since last 30 years.
 Type: 250 Sq ft chawl. Single room divided in a kitchen and drawing room.
 24 hrs electricity
 Water supply in the afternoon, at a common tap
 Attached bath area. Toilet common.

Products:

- 1 Music system, with locally made speakers and a cassette tape for 3000 Rs.(10 years old)
- 6 month old unbranded cd player that was brought from Manish market for 1700 Rs.
Reason to select that particular model was because it looked good for it had minimum clutter of controls and had a clean panel.
- 2 Have professional outdoor speakers again locally made, that were brought secondhand and an Ahuja amplifier. It was brought on loan taken from a cousin which was duly repaid in 3 years
They Lease it at 250 Rs a day when the order comes
- 3 Have a lighting series that they lease at marriages and functions, for 25 Rs. per 100 bulbs.
- 4 -Television is 20 years old b/w of Solidaire make. Still works.-Fridge was brought 4 years ago for 10,000 Rs. of Allwyn make on installment where Vijay used to work as a salesman.
- 5-Mixer is of Prince (unbranded) and was got as a gift in brother's marriage.
- 6 -Sewing machine to stitch household clothes is rarely used.



Ground floor plan
not to scale



How people live and the objects that surround them - Documentation.

Furniture

1. Sofa set that was brought for 2500 Rs. From the owner where father works, cause he was throwing it away.
2. Racks in the kitchen to keep utensils, from a local vendor
3. TV Rack in the corner attached to the wall was made from a waste plank of wood. Steel cupboard which is locally made of Praful brand was brought on installments for 5000/- Rs.

Other items

1. Had a small shop of 4*4 feet area that was started 30 years ago which sold masalas and everyday goods. It was sold off about 6 years back cause of bad business.
2. The furniture of that shop was used in the home to make racks.
3. They had poultry too for eggs and meat. Used to sell the poultry products too.
4. Utensils were got as gifts in parents' marriage and some in brother's marriage. Brass vessels are not used much these days.
6. Some utensils and clothes were brought from a local door to door salesman on an installment basis. No written agreement with the salesman. Just on faith.

Was brand Important?

no, cost was the deciding factor.

Clothes:

All unbranded, brought from station road market. Also reject or seconds clothes were brought from the factory for free where brother works .

Kind of Pictures on the wall: gods and goddesses . No film stars.

Some observations were that the deciding factor to buy goods was the cost and the Installment scheme. The fridge , the speakers and the cupboard are examples.

Brand was not important, not eve for Electronic goods like the CD Player. There too cost played the deciding role.

Furniture is home made kind with waste wood.





How people live and the objects that surround them - Documentation.

Category - Urban Low Income Group

Case Study - 7

Name: Dinesh Shirke

Age: 40 yrs

Number of people in Family: 5 nos

Himself - 10th pass working in a private hi-fi audio speaker manufacturing company

Wife - house wife, Daughter - 12yrs goes to school

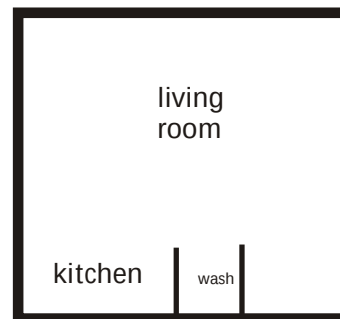
Son1 -10 yrs goes to school, Son2 - 5 yrs goes to school

All study in marathi medium

No of people working: 1

Income (all members in the family): 2500/- PM

Language: Marathi and Hindi. Dinesh can only read a bit of English but cant speak.



Ground floor plan
not to scale

Home konkni pada, kurar village, malad east

Type - Pucca house in a chawl - 150 Sq ft.

Single room with a attached bath area and kitchen in one corner of the same room.

24 hrs electricity and

Water supply once every afternoon.

Common toilet and Open drainage.

Products

- 1-Television is of ECTV (black and white) that was brought second hand for 5000 Rs. 6 years ago. Remote control and set top box was added later for 2500 Rs.
- 2-Cassette deck is of Sony that was brought secondhand for 3500 Rs.
- 3-Mixer is of a local make (Sahara). It was brought for 1700 Rs. from a local door to door salesman at 5/- to 10/- Rs. daily installment.
- 4-Chair was brought for 350/- Rs. from the same salesman on instalment.
- 5-Most of the household items like cylinder stand, plastic broom. Frying pan, etc are all brought from him for he sells them at a reasonable cost, and also has offers like, buy one



How people live and the objects that surround them - Documentation.

and get one free too.

Furniture

- 1-Small single bed with bedding was brought from the local market for 2500 Rs. two years ago which was to serve as a seating for the guest and a bed for one to sleep.
- 2-Showcase was given by sister for she got a new one made.
- 3-Showcase was given by sister for she got a new one made.
- 4-Utensils rack is of local make that was brought readymade for 600 Rs. From a local vendor
- 5-Other was made as per requirement from the same manufacturer for 300 Rs.

Why a brand?

Works in a firm that manufacturers hi quality products. So knows about quality assurance that comes with a branded product.

Heard about the brand on Television, Advertisements/ newspapers / word of mouth.

Was brand Important?

Brand was extremely important for electronic products like T.V, and tape.

Services used

Internet at the office. He is just aware of the concept of e-mail and net. Does not use it personally

Cable connection for T.V channels.

Mobile (uses the office mobile on duty)

How time is spent ?

Mainly watching T.V, with family. Cricket matches, hindi serials and

Clothes

Ready made shirts,

Trousers stitched/ unbranded jeans

Saree / cotton

Aspirations

Children should educate well.

New television, preferably color.

Surprise was that he was brand conscious

And knew about the quality it offers.





How people live and the objects that surround them - Documentation.

Category - Urban Low Income Group

Case Study - 8

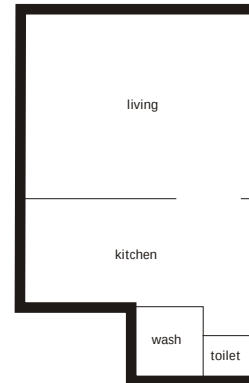
Name: Nana Shelar
 Age: above 50 years
 No of members in family: 6
 Himself, 7th pass, works as a watchman
 Wife, uneducated, works as a house maid
 Daughter 1: 24 years, married.
 Daughter 2: 21 years, goes to college, Sy. B.com. Assists mother at work.
 Son: 19 years old left school, unemployed.
 Daughter 3: 16 years, left school. Works as a full time maid with a family.
 All studied in Marathi medium.

No of people working: 4
 Income: all members in the family, 4500/- per month.
 Marital status, elder daughter married since last 4 years.
 Language spoken: Marathi and Hindi.
 Home town: Mahabaleshwar.

Home: near Hindustan Ciba Geigi, Goregaon east. (Used to live in a chawl three years ago that was converted to a Bldg)
 Type: 250 Sq ft apartment.
 24 hrs electricity and water supply.
 Attached bathroom and toilet.

Products

- 1-Stereo - was brought from a client where wife works as a housemaid for 500 Rs. Additional 1000 were spent on repairing it.
- 2-Fridge - was brought for 3000 Rs. Secondhand again from a client who was disposing it.
- 3-Instead of payment in cash she did not take the salary till the amount was paid.
- 4-T.V. - of Videocon (b&w), brand new for 4000 Rs. Videocon because he thinks it is a trusted brand lasts long. Also friends recommended it to him and neighbours have it too. There is a cable connection in the house.
- 5-cassette Deck and speakers unbranded (Brought second hand)
- 6-Mobile prepaid Phone - to keep in touch with the married daughter. No landline. Incoming is free and it is not mandatory to recharge it and pay the rent ever month.
- 7 LPG gas stove.



Ground floor plan
not to scale



How people live and the objects that surround them - Documentation.

Why a brand?

The company (Videocon) existing from a long time, and another product of same company at neighbours running well.

Heard about the brand on Television, Advertisements/ newspapers / and especially word of mouth.

Was brand Important?

Brand was extremely important for electronic products like T.V

For everything else, cost was the deciding factor. Instalment scheme is a big advantage.

Furniture

1-A double bed, selected and ordered from a local carpenter shop for 3500 Rs. 5 years old

Bedding was separate

Carpenter was known to a neighbour.

2-Showcase (wall unit) 2 years old for 4,200 Rs. Designed by the owner, after seeing the neighbours'. Care was taken not to copy exactly as the neighbors might feel bad.

3-There is a wall storage rack that was made from old rack, and a new laminate was put.

Carpenter took 600 Rs. For the same

4- Devara, or a place where idols of gods are kept was brought readymade for 500 Rs.

5-steel cupboard is 25 years old for 1400 Rs. He coloured it himself just recently.

Thinks metal can be repaired. Wood, once decays cant be mended.

6-Rack to keep utensils

Services Used

Cable service, and mobile Phone Service.

Clothes:

All unbranded, brought from station road market.

Some utensils and clothes were brought from a local door to door salesman on an installment basis. No written agreement with the salesman. Just on faith.

Kind of Pictures on the wall- a baby girl in a Frame and a landscape printed on a plastic sheet.

Aspirations: that the son should start earning and shoulder some responsibility.

Daughters should study and get married in an affluent family.





How people live and the objects that surround them - Documentation.

Category - Urban High Income Group

Case study -1

Name: Mr. T.K Sankpal

Age: 62 yrs, Retd Prof. Chemistry dept IITB for 13yrs, stayed in US from 1981-83

Number of people in Family: 3 nos

Wife : 56yrs M.A Housewife

Son1 : 29yrs Researching in Ilsc Bangalore dept of chemistry

Son2 : 27yrs works for Tata Consultancy.

All children studied in English medium (CBSE).

No of people working: 1

Annual Income (all members in the family): = 40,000/- (his pension + son's income)

Language : Marathi, Hindi, and English.

Hometown : Nagpur

Home- 2 bedroom Flat, 4yrs back at powai (earlier in IIT campus hill side)

Type : Apartment house.

24 hrs electricity and Water supply on all days.

Products

LPG gas - 25yrs back.

Mixer - Osterizer - 23yrs back.(1981 from US)

Iron Box - Calor (23 yrs from US)

Refrigerator - Godrej - 19 yrs back.

Television - ECTV (spectra supreme) - 1985 -18yrs.

Tape recorder- Panasonic - 10yrs back.

Washing Machine - IFB - 10yrs.

Computer - assembled (son's) - 8yrs back.

Air cooler - (6yrs back when they were at IIT)

Eureka Aqua guard - 5yrs back.

Stereo - Sony - 4yrs (son brought it at bangalore).

Telephone - land line - 4yrs back.

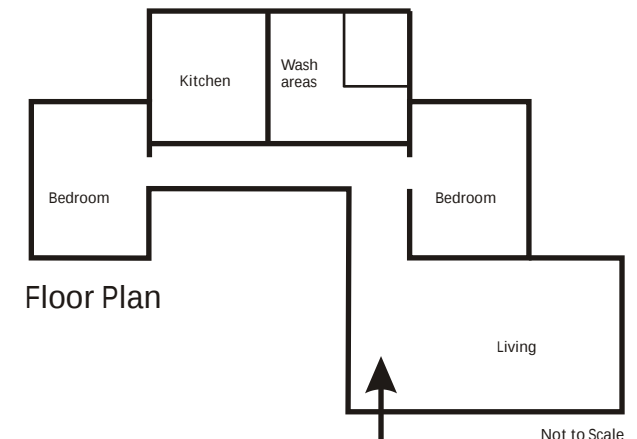
Geyser - 4yrs back when they moved into the house.

Cordless GE Handset - 2yrs back.

Exhaust Fan in kitchen & toilet for hygienic purposes.

Posses a Bajaj Chetak (from the past 15 yrs) and Bajaj Pulsar (1yr back).

Many products were brought at various places, like Hyderabad, Bangalore, U.S, Mumbai.



How people live and the objects that surround them - Documentation.

Furniture

T.V stand : doubles up as a display stand.
All furniture in the house was made 4 yrs back and re-polished to give a rose wood feel.
Godrej book case : 4yrs back.
Godrej cupboard for clothes.
Wooden cot, Wooden book and wall cabinets all that they possessed earlier.
Furnished kitchen, with steel stands for storage of some cutlery.

Services used

ATM machines possess SBI credit and debit cards.
Internet used for information and emails.

Why a brand?

The company existing from a long time, Technically know the brand.
Heard about the brand on Television, Advertisements/ newspapers / word of mouth.
Brand was extremely important for electronic products like T.V, tape recorder.

How time is spent?

Art of living course, going out with friends, movies etc.
News , Sports channel, discovery channel,
Hindi movies, English movies, occasionally a good Marathi movie.

Clothes

Men: Ready made Branded shirts, Stitched shirts on special occasions
Trousers branded jeans and trousers by children / mainly stitched for father.
Women: Saree / cotton

Accessories

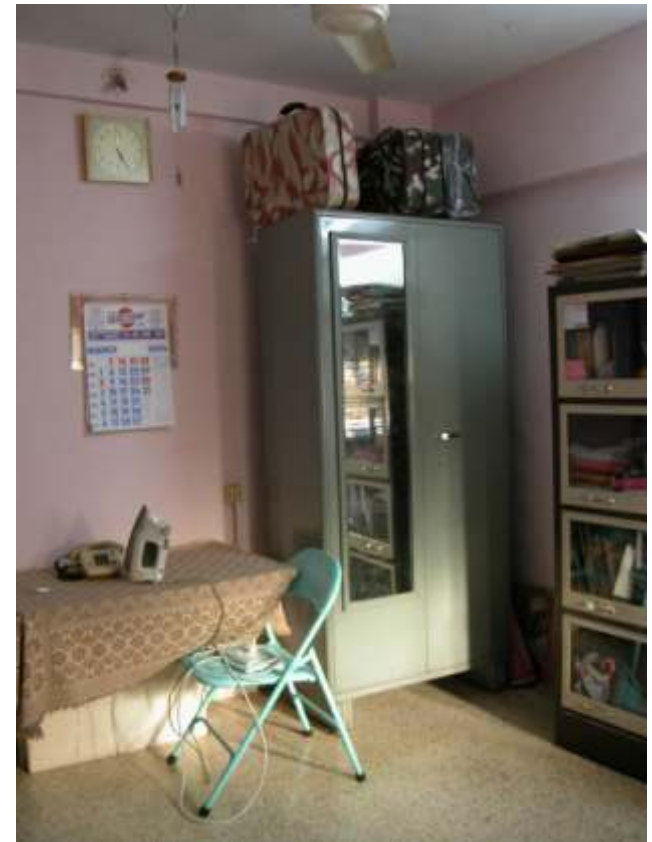
Mostly branded. (shoes always branded)
Leather bags, jackets, belts etc. quality very important

Kind of Pictures on the wall

Ganesh, Saibaba, Shivaji, Dogs & cats.)

Aspirations

Getting the son's married. Buy a flat in bangalore.
Sony Home theatre system want to keep the T.V in the bedroom.
Want to go on a Europe trip with family.
A P4 better computer.
Want to buy a painting for the living room.





How people live and the objects that surround them - Documentation.

Category - Urban High Income Group

Case study -2

Name: Mrs. Manu dongerkery

Age: 40 yrs, Housewife

Number of people in Family: 3 nos

Husband 43yrs B.SC Works at film Center(tardeo)

son 23yrs studying.

All studied in English medium.

No of people working: 1

Annual Income (all members in the family): = 35,000/-

Language: Kannada, Hindi, tulu, English and Marathi.

Hometown: Mangalore

Home - 1 bedroom Flat - 6yrs

Type Apartment houses

24 hrs electricity and

Water supply all days.

Products

Television - Sony(with remote) 10 yrs back

VCD player - Kenwood

Stereo - Kenwood.

Mixer - Black & decker 10yrs back - Ghatkopar

Refrigerator - Deawoo 7yrs back Ghatkopar

Washing Machine - Videocon (semi automatic) 8yrs back

Telephone - land line. Cordless Panasonic.

LPG gas - 20yrs back

Food processor - gift - 6yrs back

Grinder from Mangalore 12yrs back. Bheema(for idli, dosa)

Eureka Aqua guard - 7yrs back

Exhaust Fan in kitchen & toilet

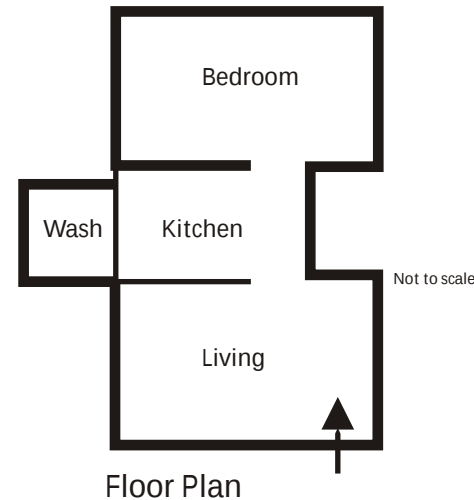
Iron Box - Black & decker 10yrs back.

Vacuum Cleaner - Black & decker 10yrs back

Aircooler

Geyser - Spearhot 10yrs back

Posses a Maruti Zen.



How people live and the objects that surround them - Documentation.

Furniture

TV stand doubles up as a display stand, car models(son's) and family portraits.
All furniture in the house was made by carpenter at home to match décor.
Godrej cupboard for clothes.
Wooden cot (double bed marriage time)
Furnished kitchen.

Services used

ATM machines Know how to operate and possess citibank credit cards.
Internet Aware, used for information and email.

Why a brand?

The company existing from a long time
Heard about the brand on Television, Advertisements/ newspapers / word of mouth.
Brand was extremely important for electronic products like T.V, tape recorder.

How time is spent?

Cricket, Star plus,
Udaya T.V, star plus, Sports, Discovery,
Hindi movies, English movies, occasionally a good Kannada movie.

Clothes

Men: Ready made Branded shirts, Stitched shirts on special occasions
Trousers branded jeans and trousers by children / mainly stitched for father.
Women: Saree / cotton
Salwar suits Cotton stitched/readymade.

Accessories

Mostly branded. (shoes always branded), do not mind unbranded product if it looks good.
Leather bags, jackets, belts etc. quality very important.

Kind of Pictures on the wall (Ganesha, Udupi Krishna, Saibaba)
Framed Picture of Lions.

Aspirations

Son to go to U.S.A or Europe for work.
3 bedroom flat in hiranandani.
Thinking of Ford Ikon.





How people live and the objects that surround them - Documentation.

Category - Urban High Income Group

Case study -3

Name: Mr. S.D Panikar.
Age: 70 yrs, United foundries.

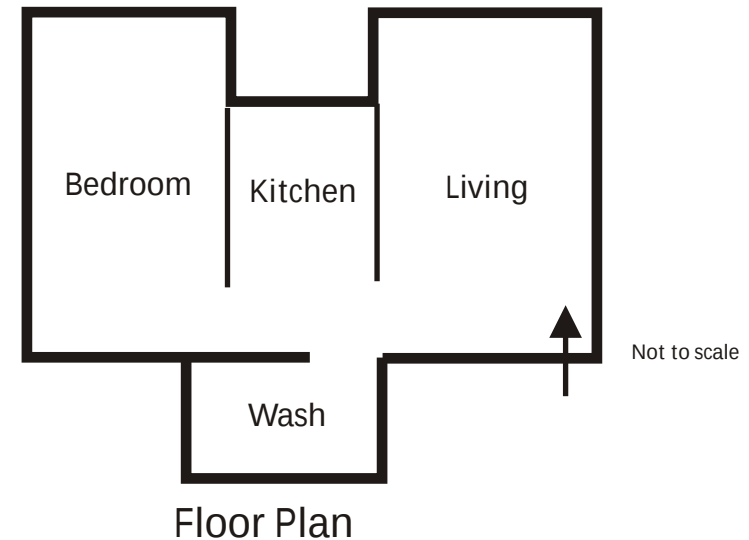
Number of people in Family: 5 nos
Wife 65yrs B.A - Housewife
son1 35yrs Works for the railway department.
Daughter-in-law - Works for the railway department
Child 3yrs old.
All studied in English medium.

No of people working: 2
Annual Income (all members in the family): = 30,000/-
Language: Marathi, Hindi, and English.
Hometown: Trivandrum

Home 2 bedroom Flat - 5yrs back
Type Apartment houses
24 hrs electricity and
Water supply all days

Products

Television - BPL(with remote) 7-8yrs back chembur south Indian area -2 nos(removed during cricket - Crown)
VCD player - Wineen from dubai (elder son in dubai)
VHS player - National 10yrs back.
Stereo - Akai Muscat.
Mixer - Ceilo 3yrs back from dubai
Refrigerator - Godrej 4yrs back marina electronics- powai.
Washing Machine - videocon(semi automatic) 12yrs back
Telephone - land line. Cordless Panasonic..
LPG gas - 20yrs back
Eureka Aqua guard - 4yrs back
Exhaust Fan in kitchen & toilet
Iron Box - National 10yrs back.
Aircooler
Geyser - Spearhot 10yrs abck.
Posses a Yamaha.



How people live and the objects that surround them - Documentation.

Furniture

T.V stand doubles up as a display stand, for gods and family portraits.

All furniture in the house was made by carpenter at home.

Godrej book case 4yrs back.

Godrej cupboard for clothes.

Wooden cot (double bed marriage time)

Wooden book and wall cabinets.

Steel storage in kitchen for cutlery and utensils.

Services used

ATM machines Know how to operate and possess citibank credit cards.

Internet Aware, used for information and emails, web cam used.

Why a brand?

The company existing from a long time, Technically know the brand.

Heard about the brand on Television, Advertisements/ newspapers / word of mouth.

Brand was extremely important for electronic products like T.V, tape recorder.

Services used

ATM machines Know how to operate and possess citibank credit cards.

Internet Aware, used for information and emails, web cam used.

How time is spent?

Cricket, Star plus,

News, Sports channel, discovery channel, cartoon network.

Hindi movies, English movies, occasionally a good Marathi movie.

Clothes & Accessories

Men: Ready made Branded shirts, Stitched shirts on special occasions

Trousers, branded jeans and trousers by son / mainly stitched for father.

Women: Saree / cotton

Salwar suits Cotton stitched/readymade.

Mostly branded. (shoes always branded)

Leather bags, jackets, belts etc. quality very important

Kind of Pictures on the wall

(Krishna, Rama, Muruga)

Aspirations

Put the child in a good school.

Want to Buy a maruti Zen.





How people live and the objects that surround them - Documentation.

Urban upper middle Income Group

Case Study - 4

Name: Ameet Shrawgi

Age: 25 years

Number of people in Family: 7

Father: working as a manager in a private firm

Mother: housewife

Elder sister, science graduate, married.

Elder brother, engineer, and MS from USA, married and settled there.

Brothers wife, commerce graduate, settled in USA.

Brothers Daughter, 4 months old

Himself, Commerce Graduate, CA, and preparing for MBA.

Left Job for Studies.

No of people working: 2

Income (all members in the family): Father+ elder son, 30000/- PM

Language: Marathi, Hindi, English(except mother) and Marwari.

Hometown: Akola, Maharashtra.

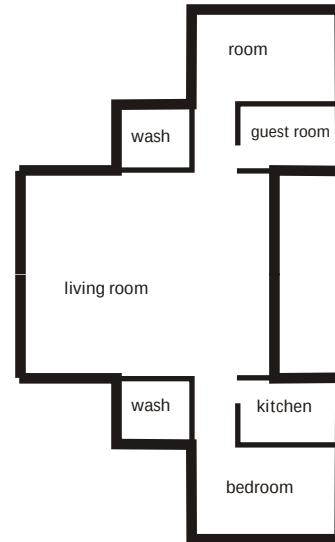
Home Saibaba Complex, Goregaon east, since last 14 years.

Type: Double Apartment, with 3 rooms, kitchen and attached toilets and bathrooms.

24 hrs electricity and Water supply.

Products

- 1-Television BPL (color with remote) 7yrs back. Selected because of better sound quality and a attached woofer.
- 2-Refrigerator Whirlpool 200 lts/double door 1 yr back. Wanted a fridge red in colour to go with the look of the kitchen. (both brought at Goregaon)
- 3-CD deck Samsung 3 months back. . Was an impulse buy on basis of looks and competitive price.
- 4-Mixer (local brand) 5yrs back
- 5-VCR: National, very old, occasionally Used
- 6-Mobile Phones Reliance 1nos. Land line: MTNL
- 7 LPG gas -
- 8-Geysers: for heating water.
- 9-Walkman: Aiwa, gift from USA
- 10-Portable CD Player: from USA.
- 11-Computer: 5 Years old, assembled.
- 12-Washing machine of IFB. But the bai washes clothes in it and then dries them too.



Ground floor plan
not to scale



How people live and the objects that surround them - Documentation.

Why a brand?

Believe in a certain quality that they think branded goods offer. Also are rich enough to make no compromise.

Was brand Important?

Brand was extremely important for electronic products and white goods.

Furniture

1-Wall unit: made from a local carpenter, cheap and then the concept of designer furniture was not prevalent.

2-Dining table: readymad, of glass from a showroom at station road (Ready availability and variety).

3-Sofa set: Readymade, upholstery changed last diwali

4-Three double beds in three bedrooms: local carpenter.

5-Wardrobe in two bedrooms: laminates changed recently.

6-Folding table that was originally a old dining table: used for ironing.

7-Steel Cupboard: unbranded, 20 Years old. Repainted

Services used

ATM machines

Banks

Internet Daily, Connection at home

Cable connection for T.V channels

How time is spent ?

Mainly watching T.V (hindi soaps and religious channels by the parents), Listening to music or reading books or going out with friends

What they watch on T.V

Star Plus, Sony, Zee.

Hindi movies, mtv, channel v, spiritual channels.

Clothes

Men : Ready made cotton shirts, some Branded

Trousers stitched/ branded jeans

Women : Saree / cotton, unbranded.



Kind of Pictures on the wall- not many, just a landscape and wall hangings.

Aspirations: To study further and get a better job.





How people live and the objects that surround them - Documentation.

Urban upper middle Income Group

Case Study - 5

Name: Rskesh Pai

Age: 23 years

Number of people in Family: 3

Mother: House Wife. Educated.

Younger brother, studying in Xaviers college

Himself, engineer, takes up programming projects.

No of people working: none fulltime

Income, from investments in shares done by deceased father.

Marital Status: None of the children Married.

Language: konkni, Hindi, English.

Home Saibaba complex, Goregaon (east), since last 14 years.

Type 2 room kitchen apartment.

24 hrs electricity and water supply

Products

1-Television LG Golden Eye (color with remote) 6yrs back, after thorough analysis.

2-Refrigerator BPL 185 lts/double door 8yrs back, mothers choice

3-Tape recorder 1 Pace electronics 5 yrs back
amplifier Pace 5 yrs back

4-hi-fi Sound Concepts Speakers, 5 yrs. Back

5-Philips radio.

6-Mixer Sumeet

7-Oven unbranded, brought from an exhibition at a discount and after sales man assured that the components are the same as used in bajaj ovens

8-Mobile Phones, service of Orange, Nokia with color diaplay 2nos. Landline, MTNL.

9-LPG gas.

10-Air cooler, brought on impulse by father. Now takes up space.

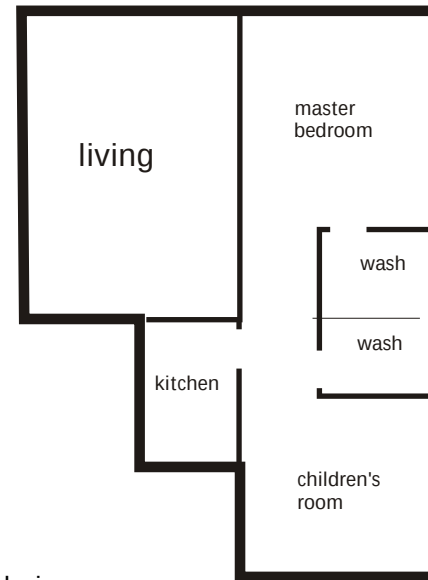
11-Washing Machine, Samsung, after careful com parison.

12-Computers, two. One old and neglected.

13-Water Heater.

Why a brand?

Because of quality assurance that comes with it. Affordability not an issue.



Ground floor plan
not to scale



How people live and the objects that surround them - Documentation.

Was brand important?

Important for electronic products like T.V. for sound system the quality was the utmost priority. Looks did not matter.

Furniture

1-T.V stand

2-Computer table

3-Wall unit in bedroom

4-Rack behind the double bed to keep lots of books that they possess.

5-Dressing table

6-Dining table

7-Sofa set with leather upholstery which has lots of carvings.

8-Tea set trolley.

Most of the furniture was brought from large furniture market in Jogeshwari that sometimes sell old repolished furniture. The furniture was carved and ornamented. Rest was got made from the carpenter and had the touch of an interior decorator.

Services used

ATM machines

Internet daily, permanent connection at home.

Cable connection for T.V channels.

How time is spent ?

Mainly watching T.V, Listening to music or reading books or going out with friends, and using the computer for gaming or learning programming.

What they watch on T.V

Sports and music.

Clothes

Branded jeans and T- shirts.

Cotton unbranded sarees.

Kind of Pictures on the wall - wood carvings, personal family photographs.





How people live and the objects that surround them - Documentation.

Category - Rural Low Income Group

Case Study - 1

Name: Ashok Baban Agivle
 Number of people in Family: 4
 himself 5th pass farmer
 Daughter goes to village school
 Son1 goes to village school
 All studied in Marathi medium

Occupation: Farming
 Income: 2000/ PM
 Language: Marathi, Hindi

Home Mahuli Village, Taluka Sahapur
 Type House is big, with separate kitchen and sleeping room and drawing hall. It was built by government grant since he was below the poverty line.
 24 hrs electricity
 Water supply from nearby well

Products and Furniture:

- 1-Bed was got made from a local carpenter.
- 2-Utensils were brought from Sahapur market.
- 3-There was no television or fridge or a mixer.
- 4-He owned some audio tapes which he said were gifted, and he would listen to them at the neighbours' player.
- 5 There were a lot of photo frames of gods in the drawing hall.

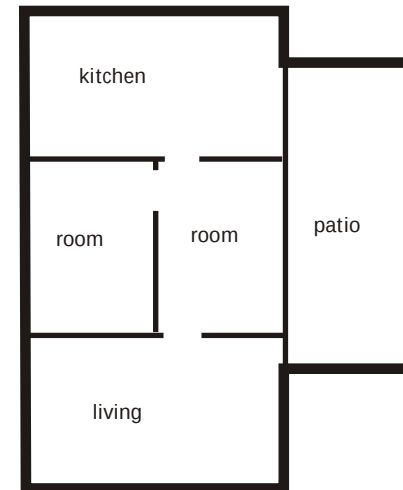
Was brand Important?
 No, largely ignorant of the concept of brand.

How time is spent ?
 Interacting with villagers

Clothes
 Were all unbranded that were brought from the local Market.

Kind of Pictures on the wall- gods and goddesses

Aspirations
 Children should get educated and venture in search of a better life.



Ground floor plan
not to scale





How people live and the objects that surround them - Documentation.

Category - Rural Low Income Group

Case Study - 2

Name: Mrs. Bharti Bhui
 Number of people in Family: 4
 Husband 10th pass farmer
 Herself 10th pass
 Sister in law
 Mother in law
 Studied in Marathi medium

No of people working: 1
 Language: Marathi, Hindi

Home Shendrun village, Taluka Sahapur.
 Type Live in a proper brick and mud house which has a loft. It has a kitchen area, storage area, drawing hall and one more room.
 Beautiful art work done on the main door.
 24 hrs electricity and water supply by well.

Products and furniture:

- 1-Iron that was borrowed from the neighbors for use.
- 2-Table that belonged to a vendor who sets shop at a weekly market fair, and uses it for a day. She uses it for rest of the days.
- 3-A locally made secondhand ampli-speaker (integrated amp and speaker) and a local FM receiver is the only means for entertainment.
- 4-Charpai was locally made from a village carpenter.
- 5-Utensils were brought from the market in Sahapur.
- 6-Weekly shopping of pulses and daily goods was done in the flea market.

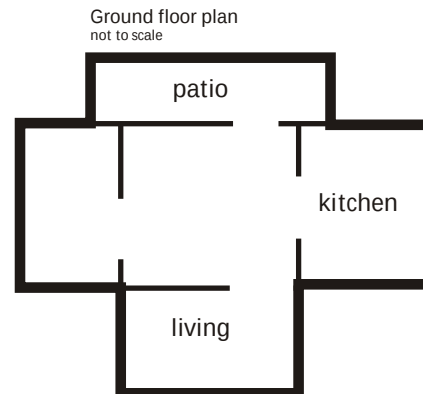
How time is spent?

Doing daily chores and interacting with the villagers and watching TV at neighbors' house

Clothes

Unbranded, brought from the local market in Sahapur and weekly flea market of the village.

Kind of Pictures on the wall gods and saints.





How people live and the objects that surround them - Documentation.

Category - Rural Low Income Group

Case Study - 1

Name: Dilip Mahadev Agivle

Education: B Com from sahapur college, Bombay university

Number of people in Family: 10

8 males and 2 females.

Occupation: Farming

2 children work in small scale industries at MIDC in Asangaon.

Income (all members in the family): approximately, 5000/-

Plus income in kind from farming

Language: Marathi, Hindi.

Hometown: Mahuli, taluka Sahapur

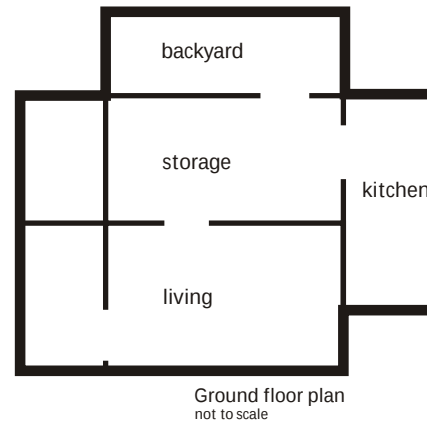
Type Pucca house in a Village. Large rooms and a loft.

The walls are made of brick and are not plastered. Wiring is a bit crude at places.

Kitchens were large and

24 hrs electricity,

Water supply from nearby wells.



Products

1-Television 3 years old of BPL / Color

2-Fridge is of kelvinator which was brought second hand.

3-Mixer of videocon

4-Has a phone connection of IDEAS Mobile with an STD service. Rents the service out to fellow villagers at a certain cost.

5-Stereo was brought from the local market in Sahapur, unbranded. Has a big speaker attached to it and is displayed along with the photo of gods. The plastic packing of the speaker is not yet removed may be to protect it or to keep having the feeling that it is still new.

Was brand Important?

No,

Furniture

1 Local furniture included metal cot & plastic chair which were brought from sahapur market.

2 Wooden table was made from the carpenter in the village.

How people live and the objects that surround them - Documentation.

Case Study - 1

Name: Dilip Mahadev Agivle

Education: B Com from sahapur college, Bombay university

Number of people in Family: 10

8 males and 2 females.

Occupation: Farming

2 children work in small scale industries at MIDC in Asangaon.

Income (all members in the family): approximately, 5000/-

Plus income in kind from farming

Language: Marathi, Hindi.

Hometown: Mahuli, taluka Sahapur

Type Pucca house in a Village. Large rooms and a loft.

The walls are made of brick are are not plastered. Wiring is a bit crude at places.

Kitchens were large and

24 hrs electricity,

Water supply from nearby wells.

Products

1-Television 3 years old of BPL / Color

2-Fridge is of kelvinator which was brought second hand.

3-Mixer of videocon

4-Has a phone connection of IDEAS Mobile with an STD service. Rents the service out to fellow villagers at a certain cost.

5-Stereo was brought form the local market in Sahapur, unbranded. Has a big speaker attached to it and is displayed along with the photo of gods. The plastic packing of the speaker is not yet removed may be to protect it or to keep having the feeling that it is still new.

Was brand Important?

No,

Furniture

1Local furniture included metal cot & plastic chair which were brought from sahapur market.

2 Wooden table was made from the carpenter in the village.





How people live and the objects that surround them - Documentation.

Category - Rural Middle Income Group

Case Study - 2

Name: Balu Patole

Number of people in Family: 6

himself farmer, wife, Son1 - studied upto 9th std

Son2 - studies in a local school

Daughter 1 - studies in a local school

Daughter 2 - studies in a local school

All study in Marathi medium

Occupation: Farming

Cultivate rice and vegetables.

Sell 50 kgs. of ladies fingers every alternate day to a vendor in sahapur at the rate of 9 per kg.

This earns them livelihood for about two and a half months.

The entire family was involved in sorting the vegetables grown.

Language: Marathi.

Home Shendrun village, Taluka Sahapur.

Type Pucca house but a bit dingy and very old. Was spacious though with enough rooms and storage space and a cattle shed outside.

There were lots of vegetables inside the house and a big room full of dried melons.

24 hrs electricity and

Water supply from nearby well

Products and furniture:

1-Old Dyanora black and white TV that was not working.

2-No radio or tape or mixer.

3-Have a small plastic chair and a charpai.

Other belongings:

Have two buffalos that were yielding milk, which was sold.

Poultry was bred for meat and eggs.

How time is spent ?

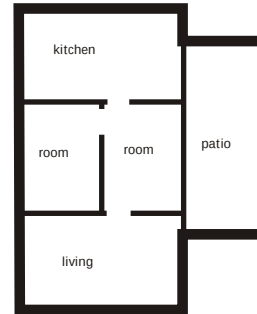
Mainly farming and interacting with the villagers.

Clothes

All unbranded from local market.

Kind of Pictures on the wall- lots of gods and goddesses and saints.

Ground floor plan
not to scale





How people live and the objects that surround them - Documentation.

Category - Rural Middle Income Group

Case Study - 3

Name: Mrs. Patole

Number of people in Family: 9

Father, Mother, Two sons, their wives and children.

Occupation: Farming

Language: Marathi

Home Shendrun, Taluka Sahapur.

Type - Have a very old house, but big. Have a kitchen, drawing hall, And three rooms. Lots of carving on the door frames, and furniture.

24 hrs electricity and

Water supply from nearby well.

Products and Furniture:

1-Tractor which is old and currently not working, but is shared by four brothers staying in the same village who have now split.

2-Have a hero Honda passion motorcycle that is just a few months old(neatly tucked in a sheet)

3-Have a community hall that is adjoining their house, where marriages and other ceremonies happen.

4-Have metal furniture with a lot of art work.

5-There are lots of photographs of gods that are a regular feature in the village household.

Services used

No major services are used. Just phone at neighbours.

How time is spent ?

Mainly working and maintaining the house.

What they watch on T.V?

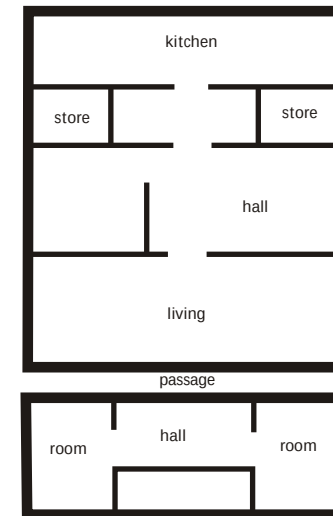
TV is at the neighbors and they get to watch only regular national channels. There is no cable connection in the village.

Clothes

Clothes are all stitched or brought from the local market in Sahapur.

Kind of Pictures on the wall

gods and goddesses and some glass paintings attached to doors of shelves in the drawing.



Ground floor plan
not to scale





How people live and the objects that surround them - Documentation.

Category - Rural High Income Group

Case Study - 1

Name: Mandabai Haribhau Patole

Number of people in Family: 7

Husband farmer

Herself housewife

Daughter 1 studies in a college in Sahapur

Daughter 2 studies in a local village school

Daughter 3 - studies in a local village school

Son 1 studies in a college in Sahapur

Son 2 - studies in a local village school

All study in Marathi medium

No of people working: 1

Language: Marathi, Hindi.

Home Shendrun Village, Taluka Sahapur

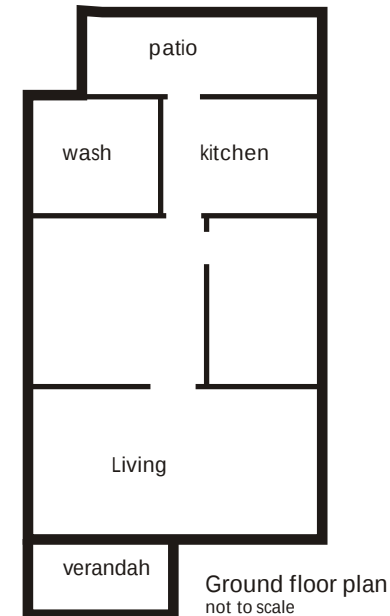
Type House is two storey bungalow type, cement walled and nicely furnished. Upper storey is not being used.. 24 hrs electricity and Water supply from local well

Products

- 1-Television: BPL color, brought three years ago. There is no cable connection.
- 2-Fridge: BPL was brought with the TV
- 3-Mixer was unbranded of shubham and was brought two years ago
- 4-Sewing machine used to mend and stitch clothes.
- 5-They have a LPG gas stove. The gas service isn't available, so the cylinder is personally carried to sahapur to be replaced.
- 6-There is a telephone line available. Calls of neighbours are entertained for the sake of humanity.

Furniture

- 1-Contemporary looking couch was purchased from Murbad.
- 3-Wall unit or a kind of showcase was also got made from a carpenter in Murbad.
- 4-The TV which had attached unbranded surround speakers was kept in the wall unit.
- 5-A storewell styled cupboard was there which was unbranded.



How people live and the objects that surround them - Documentation.

Was brand important?

Brand was important for T.V. rest of the products were unbranded.

Services used

Telephone service. They have the only personal phone in the village which they share with neighbours for the sake of humanity.

How time is spent?

Mainly watching T.V, and interacting with villagers

What they watch on T.V

Only national channels as there is no cable connection.

Clothes

Were all unbranded and brought from local markets.

Kind of Pictures on the wall gods and saints

Surprises

They seem to be in touch with the urban lifestyle and is evident from the furniture they have. They even go the extra mile to carry the LPG cylinder all the way to sahapur to replace it.

The kitchen has the urban look with tiled walls and closed cabinets and steel racks instead of wooden planks.



Across all groups

Analysis Of Rural Vs Urban Across All Groups.

- In the lower income group, both in rural and urban areas as well as in the rich income group of villages, there is a tendency for incremental acquisition of goods. Hence there is a lack of coherence in the setup of house.
The urban rich are the ones who hire a interior designer or completely change the look of the entire apartment every few years.
Hence the décor always looks contemporary and coherent.
- In cities, the living room across all classes gets more importance and precedence for neatness and looks. Kitchen and the other rooms have tendency to be disorganized.
The exact opposite happens with the village houses. The kitchen is more organized, clean, and given more importance than living rooms.
- There is a concept of weekly bazaar in the village where goods are exchanged and weekly ration is brought. Vendors condense in a clearing or market from nearby villages for trade and sales.
This concept in cities is not as prevalent. Rather, vendors go from door to door selling their goods. Smaller area to cover and high density of families make it more convenient to follow this practice, hence the loan schemes works in the cities.
- The concept of a compact product does not occur in a rural scenario, people prefer assembled products with large features which becomes a highlight in the living rooms whereas the middle and the upper middle class prefers compact, multi-functional, minimalistic looking products.
- In urban sector, second hand branded goods are preferred more over new branded goods, as there is awareness of higher quality and durability of the branded goods.
- Higher education or vocational courses across all classes in the cities is a priority for better jobs or business. In rural areas, because of agriculture and farming, basic education seems to be enough. This is also one of the reasons that children are becoming Influencers of what to buy.

