

' Study of Stereotypical Characters and Ambiance of a specific
Geographical Area'

Submitted in partial fulfilment of the requirements
of the degree of
Master of Design

By

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INDUSTRIAL DESIGN CENTRE

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IIT Bombay
2014

'My Village People'

(Loni, Amravati District, Maharashtra)

A Study of Stereotypical Characters
and Ambiance of a
specific Geographical Area

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DRS
Design Research Seminar

Prof. Phani Tetali
Guide
IDC IIT Bombay

Declaration

I declare that this written submission represents my ideas in my own words and where other ideas or words are included, I have adequately cited referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

(Signature)

(Name of the student)

(Roll Number)

Date:

Approval sheet

Design Research Seminar Report on
' My Village people'

by
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M.Des (Animation 2012-14)
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is approved as a partial fulfilment of requirement of post graduate degree in
Animation

Prof. Phani Tetali: _____
(Project Guide)

Acknowledgement

I am grateful to my guide Prof. Phani Tetali for enlighten me with his vast experience and wise advises from time to time and always encouraging me to belief in my skills and go ahead with it. His valuable suggestions, inputs, technical feedbacks helped me to shape up my project in a right direction.

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1. Introduction

I grew up in a small village Loni, it's a 3X3 Sq.km. small village,

Having around 7,000 population, approximately about 70% people are farmers and the rest 30% are government employed, some of them are workers were as some are self-employed like household appliances shops etc...

Loni is located on No. 6 national (Gujarat-Bengal) highway in Maharashtra district Amravati, Taluk (tq)- Nandagaon (kh.)

Having the Rainfall measured is less than 30 mm in a day during rainy season. The aerial view of the village resembles the structure of a Leaf.

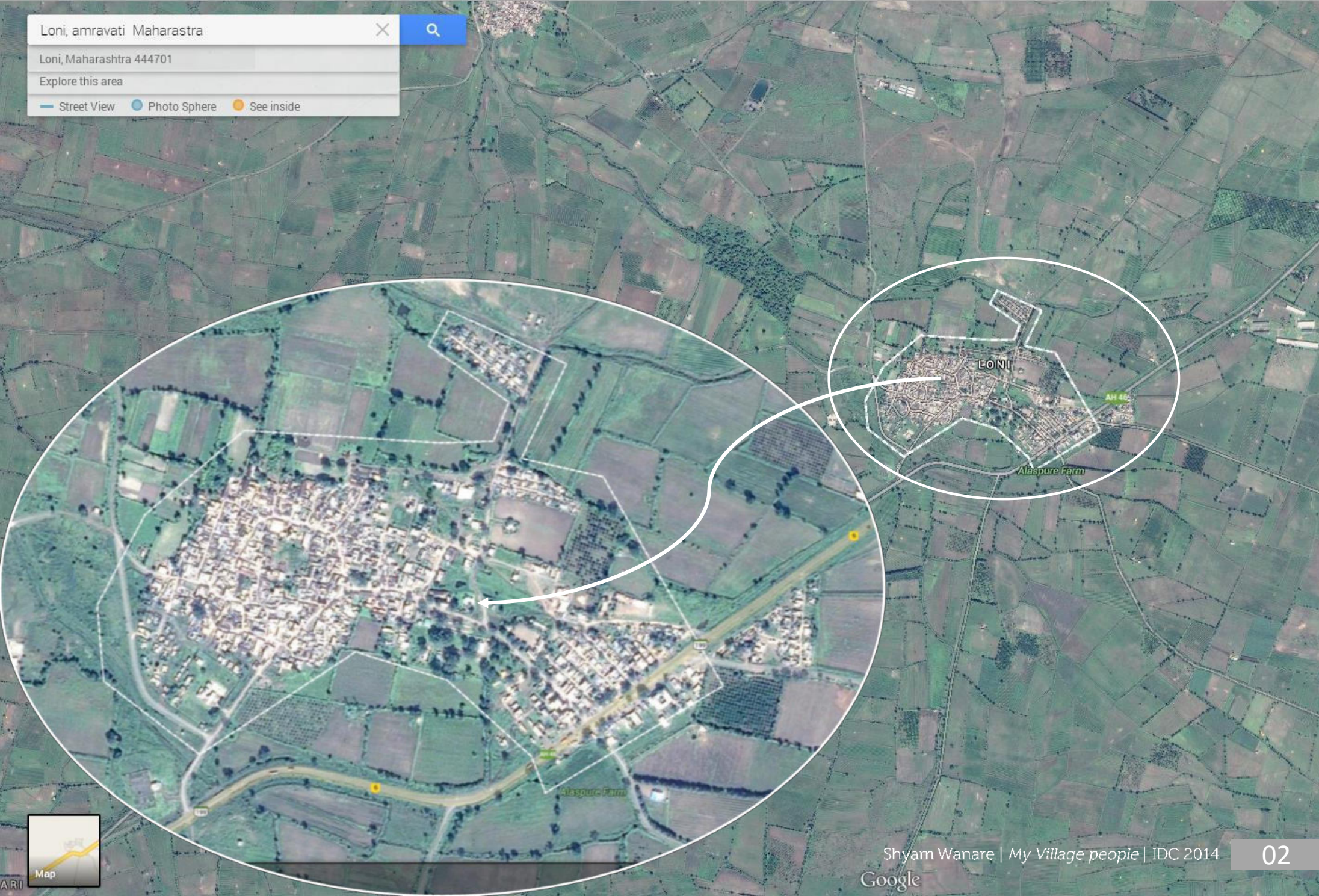
In summer temperature ranges from 35°C to 46°C.

Loni, amravati Maharastra

Loni, Maharashtra 444701

Explore this area

— Street View ● Photo Sphere ● See inside

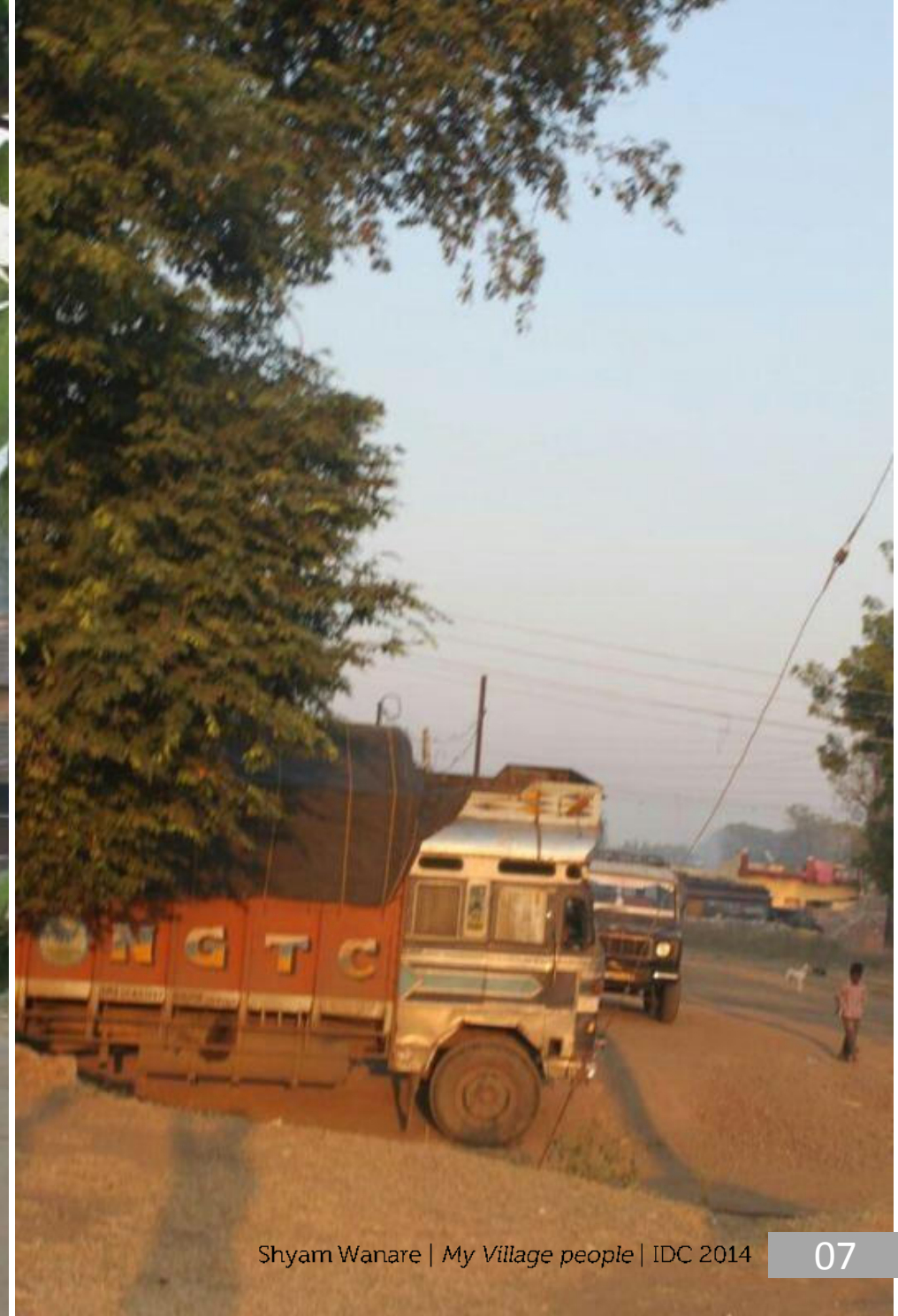


















2. About the residence

Most people are farmers who work in nearby fields. These homes are generally small, consisting of one or two rooms with mud floors. Wealthier families live in brick or concrete houses.

Most people own few property. These belongings typically include brass pots for cooking and clay pots for carrying water and storing grain. People cook foods on a chula, a clay oven that burns coal. People sit and sleep on cots of woven string, which are dragged outside on warm days. Many people also sleep outside their house. If sometimes there is no electric power, kerosene lanterns are used for light. Villages have running water source.

There is a council of elected elders, called a Panchayat, governs most villages. The Panchayat has the power to hear complaints and administer punishments. Some people own their own business like a Panpatti hotel, household shops etc.

The atmosphere is very hot in summer.

Most of the people are doing cotton farm because of conditions of weathers... There is no industrial area, so people from village travel to sell cotton in market.

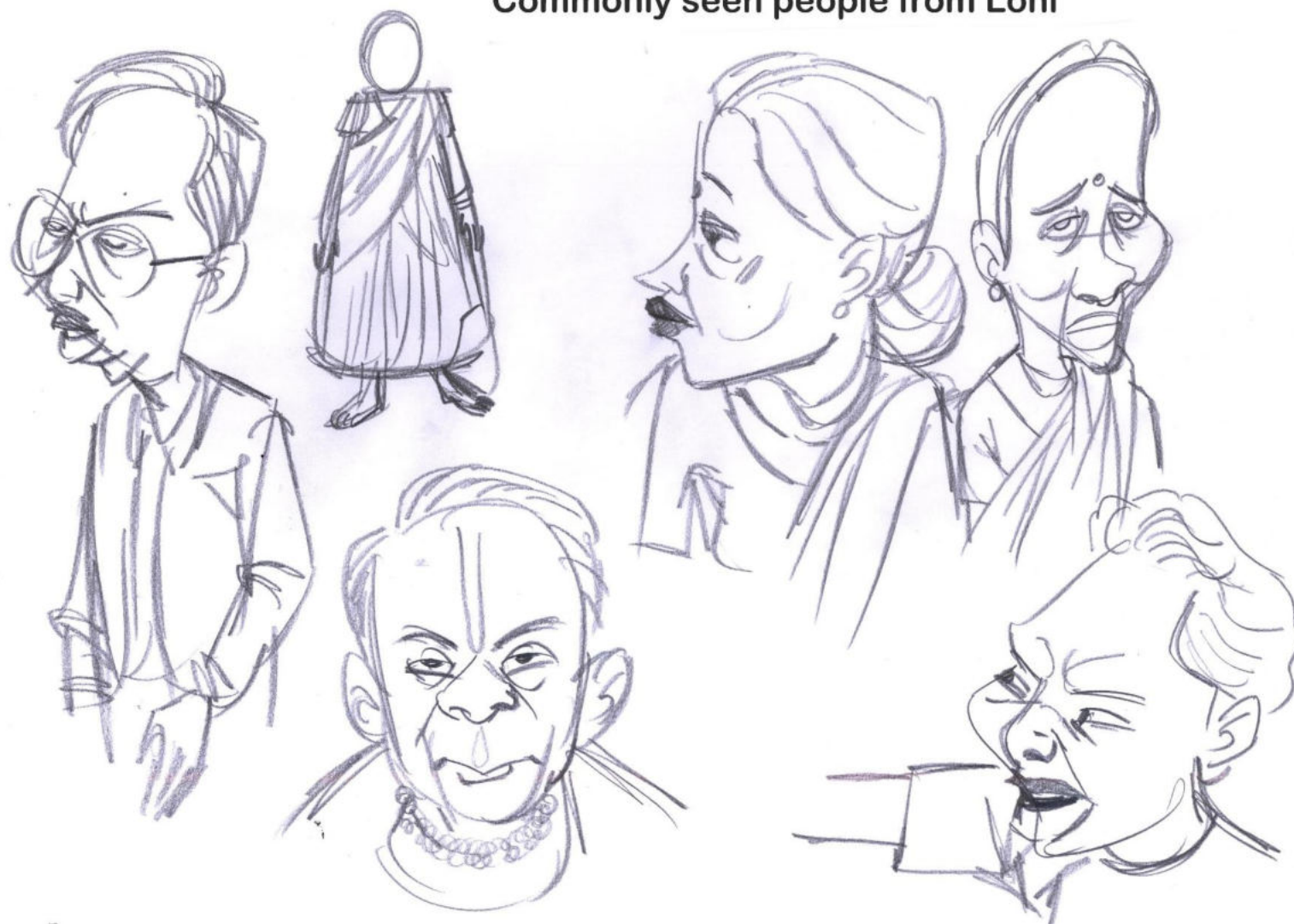
Majority of the people are having whitish brown skin tone due to extreme day sunlight and their height approximately up to 5 feet.

3. Daily Routines

- Peoples wake early in the morning.
- They prepare their meals and pack it.
- They send their children to school. And goes for work in farm
- End of the day, evening they return back and prepares meal.

4. Sketches

Commonly seen people from Loni





Devotee
(58 year old)

Peoples from Ioni



Some characters



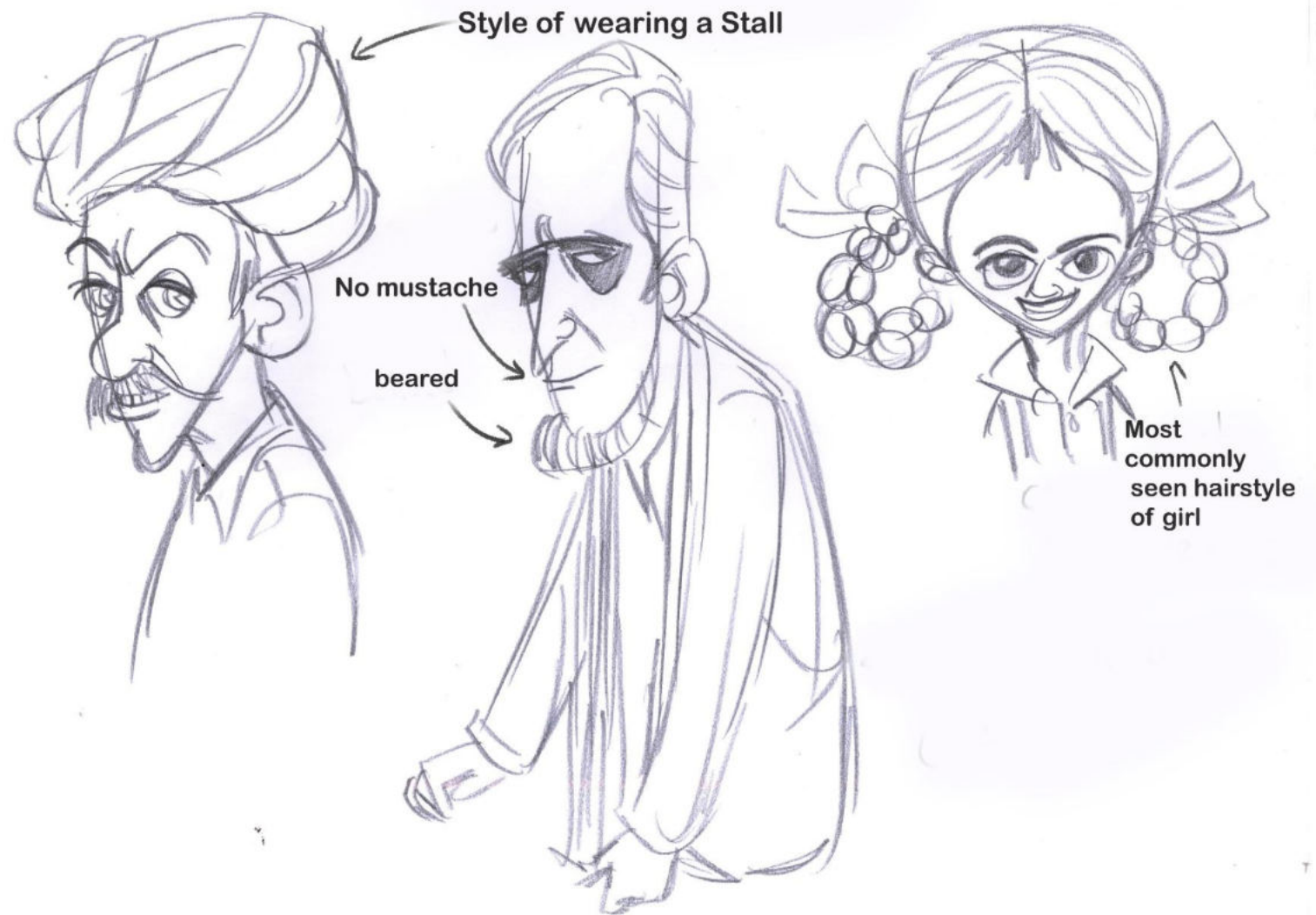
A person from weeding
age 60



Bride

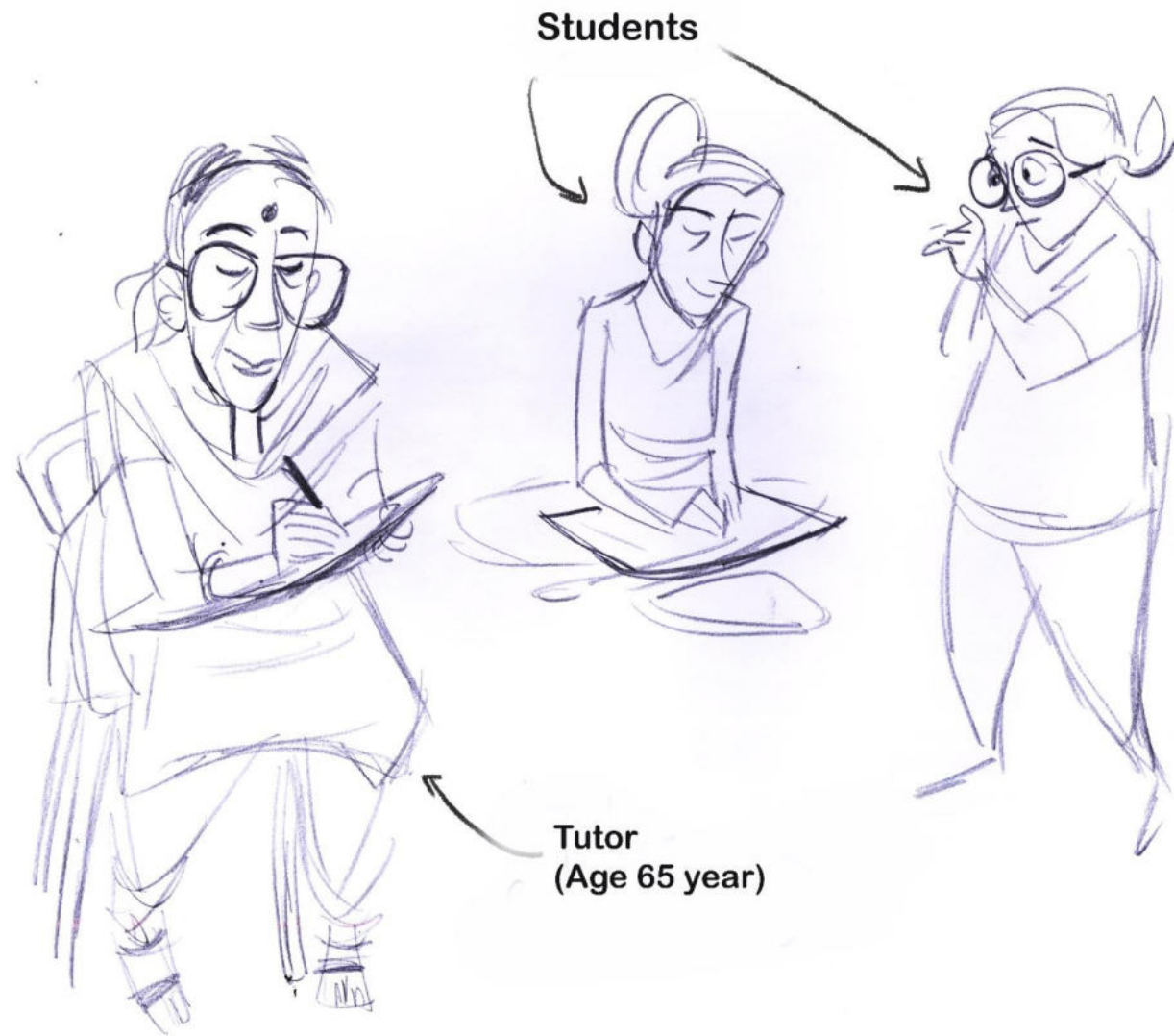




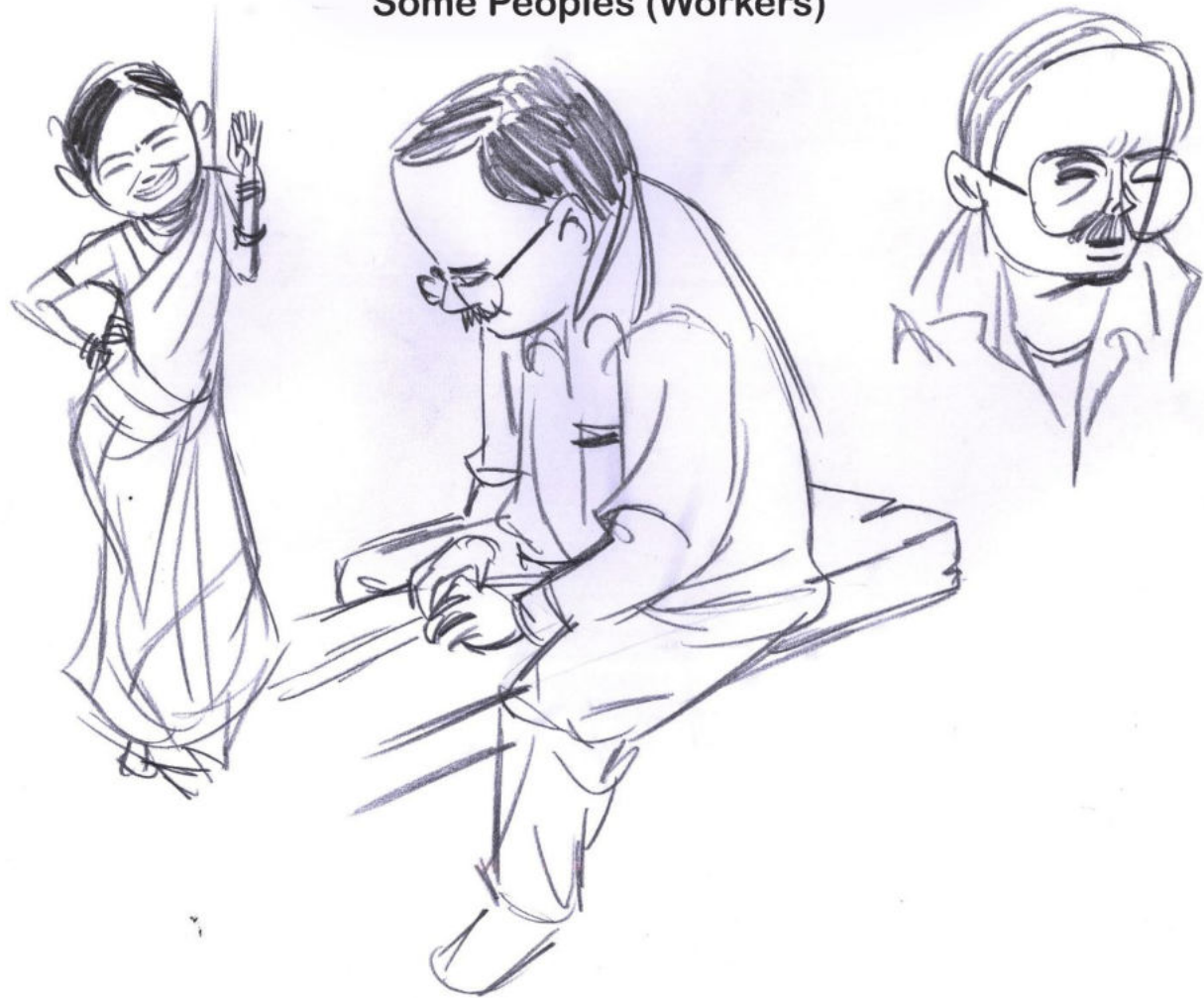


Peoples from market (Bazar)





Some Peoples (Workers)

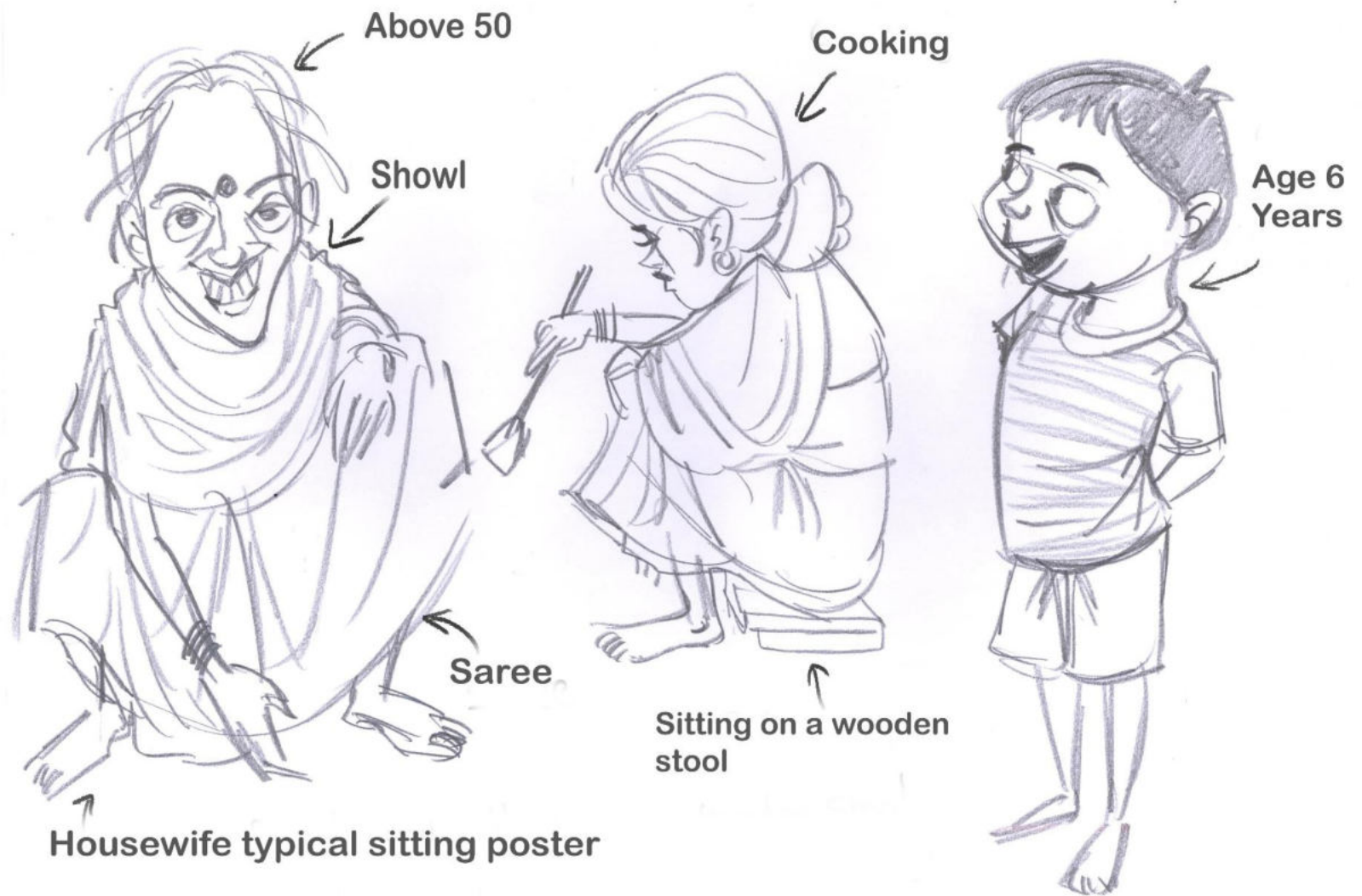


Some characters from Ioni



Facial Caricature







Style of
wearing a stall



Characters seen around in Daily life

Covering head
around saree



Wrapping
saree
around
shoulder



Stall
around
shoulder



Coloured
LUNGI



No footwear.



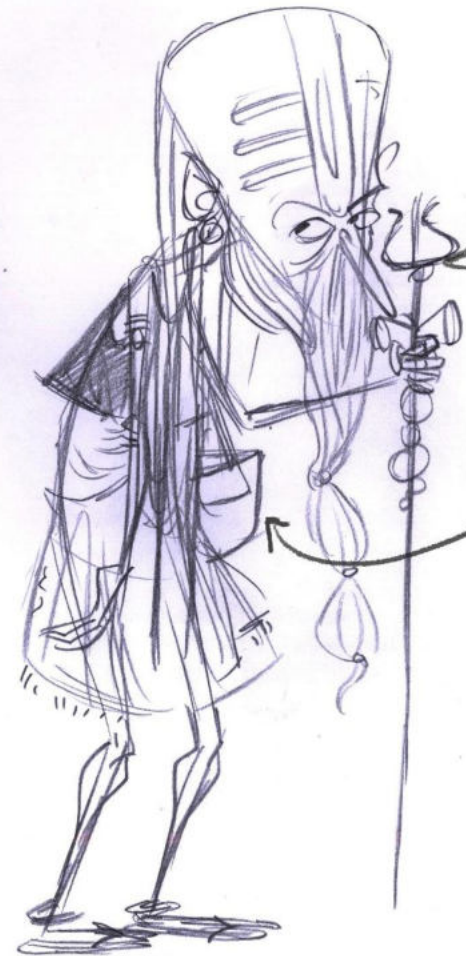


A Trantik

Tilak

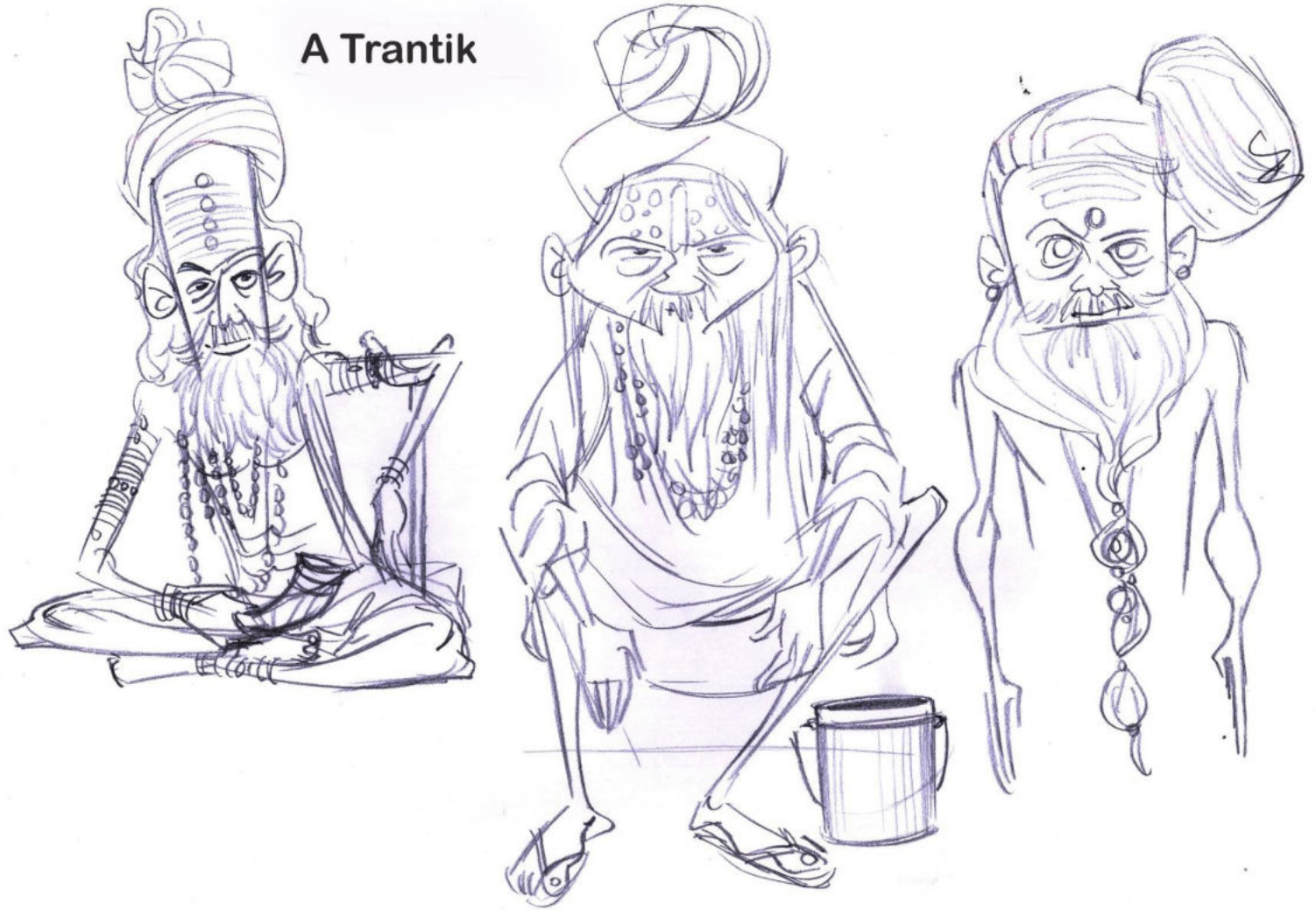


Props





A Trantik



Facial caricature of Trantik



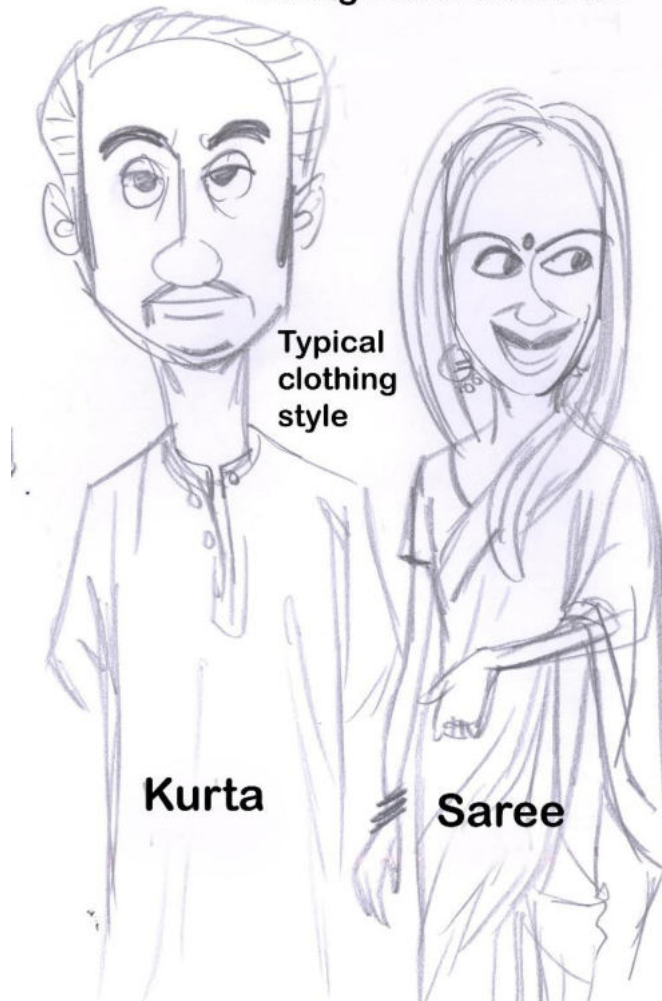
A Girl commonly seen in frock



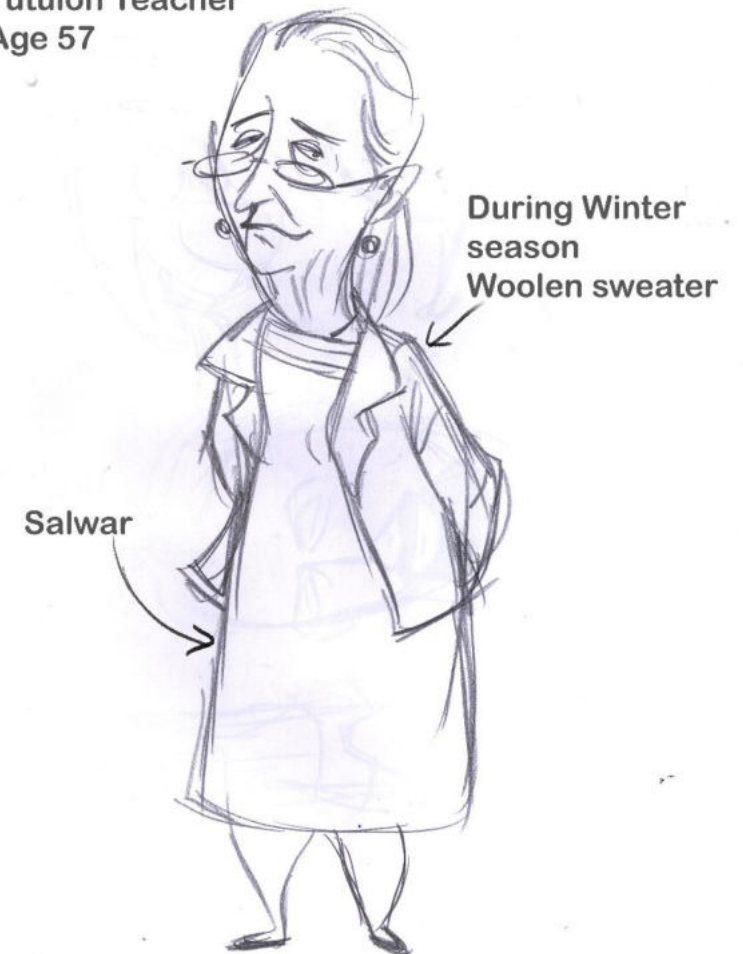
Old lady (around 65 year)

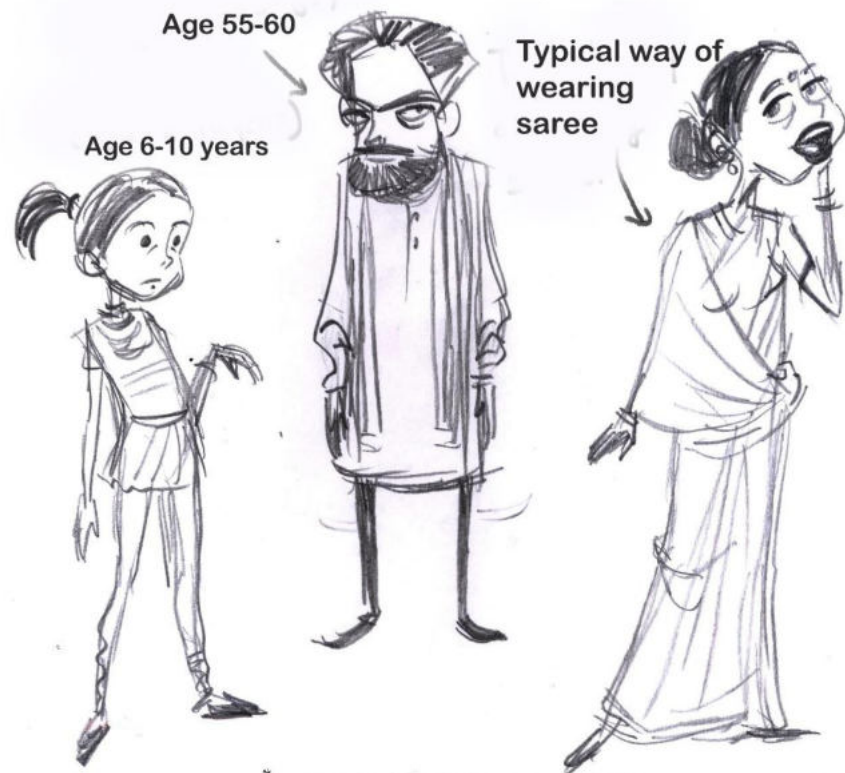


During Festival season



Tutuion Teacher
Age 57





From Loni



**Some Characters
From Loni**



Devotee with drum



Typical lady



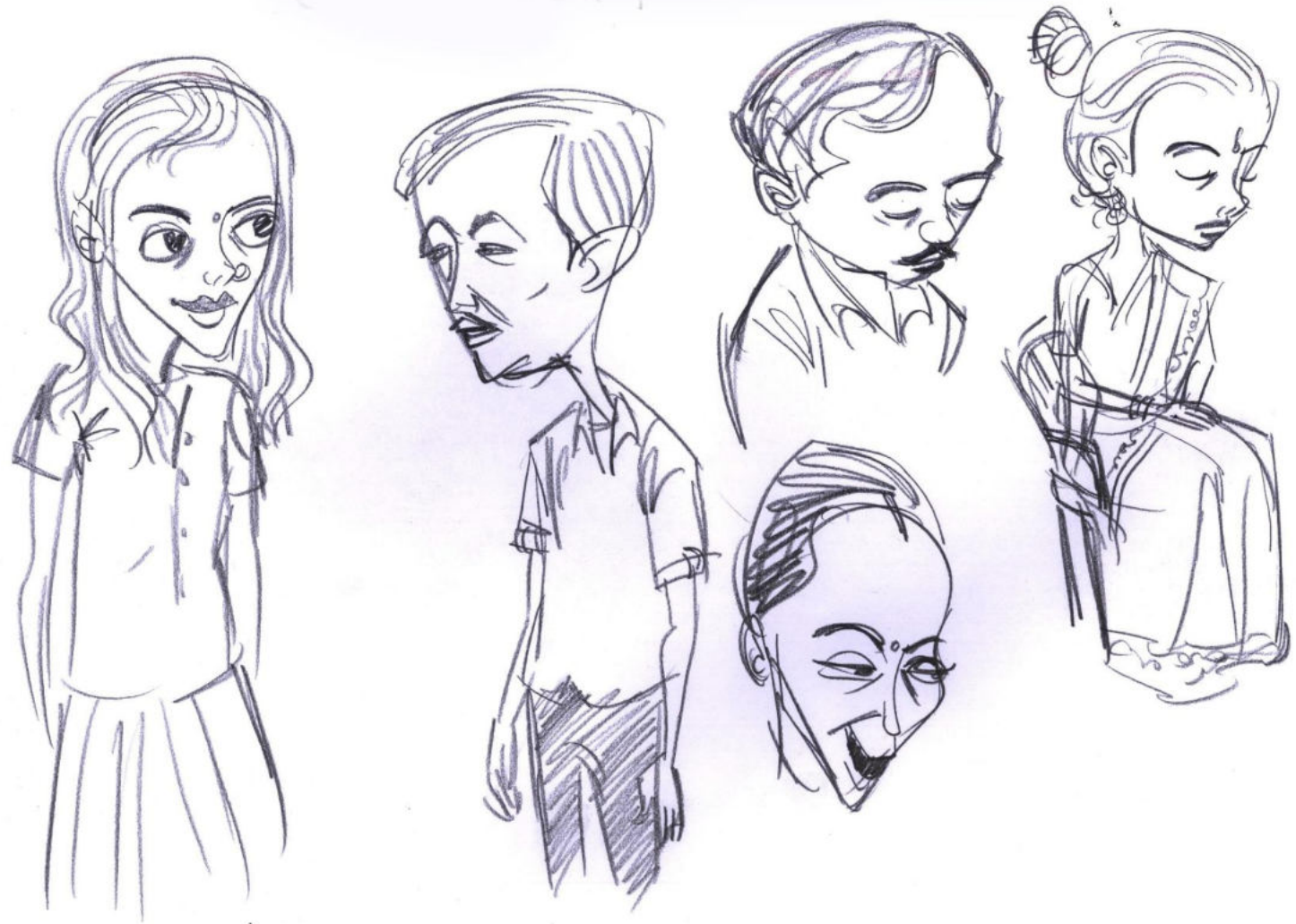
Typical clothing



Hair pin

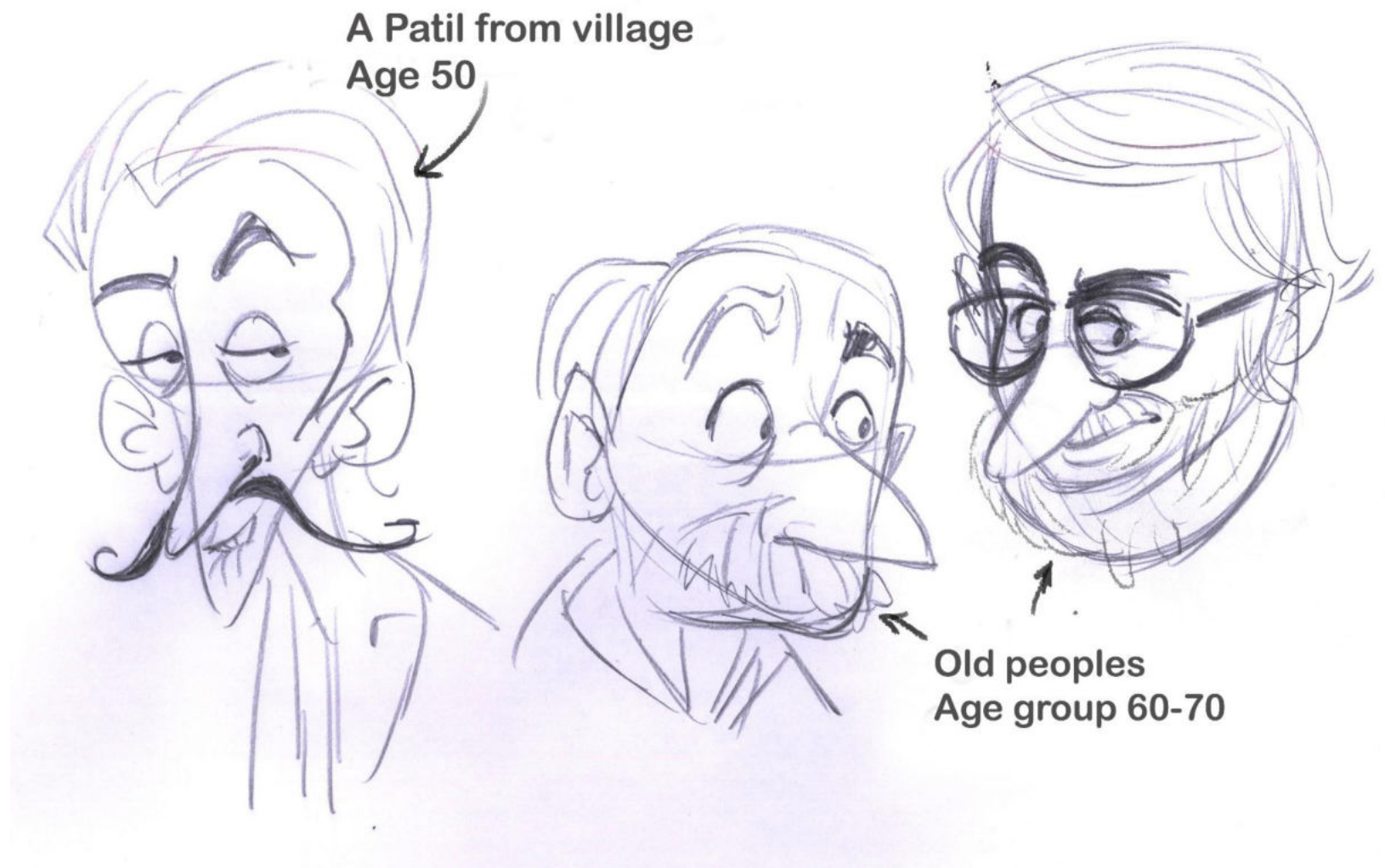


Commonly seen peoples form Loni



A girl going to
Tutor





Facial Caricature



News reporter from
amravati local chanel



Devotee

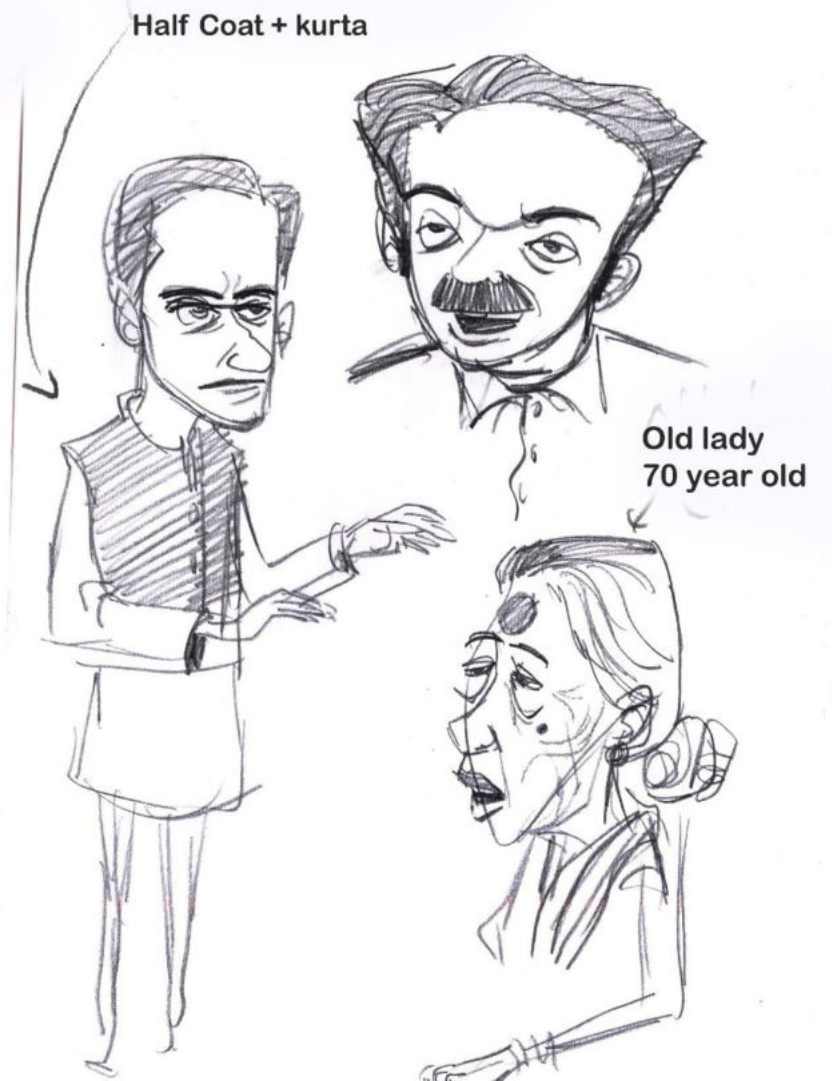
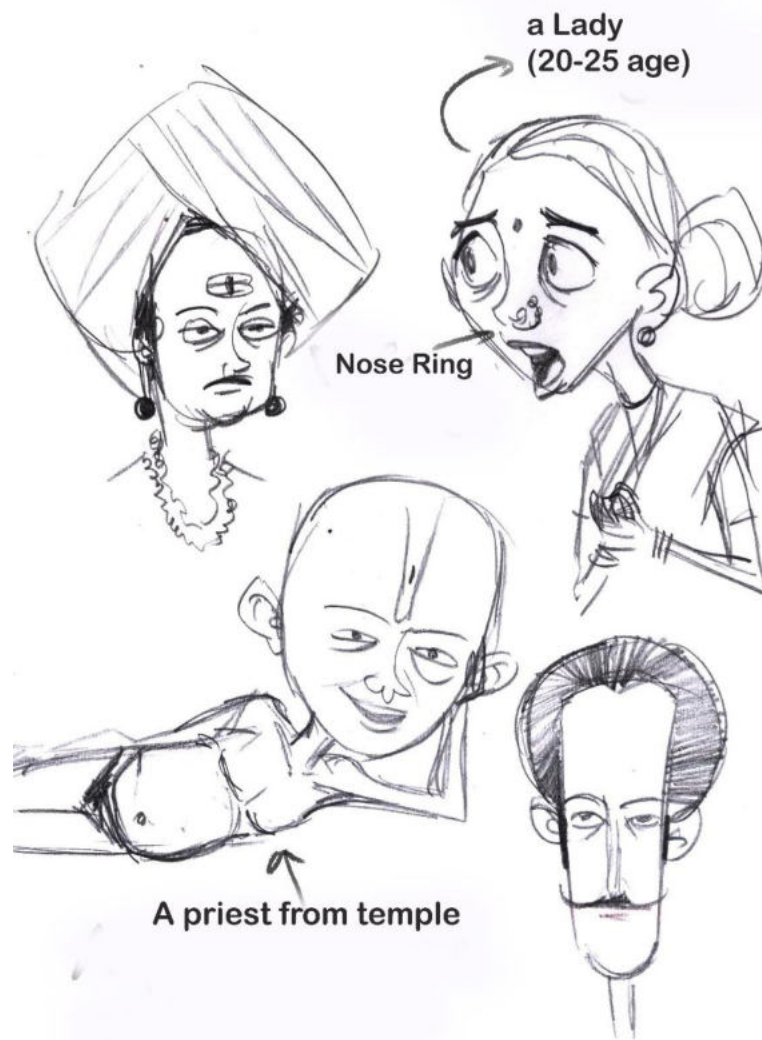


Married woman (20 -40 age)



Salesman









Facial Caricatures



5. Conclusion

Study of Stereotypical Characters and Ambiance of a specific Geographical Area 'My Village People' (Loni, Amravati District, Maharashtra) is a Design research seminar, which is the study about my village, I tried to study as much as possible and did sketches of the characters with notes, I enjoy the process of documentation through my sketchbook.

This is my first Design research seminar and I got an opportunity to learn and explore more. Also, in the journey of the process, I could learn through solving my mistakes. I enjoyed the process of documentation from beginning till the end.

6. References

https://www.facebook.com/indiadiversity/photos_stream

<http://www.linkup.au.com/india/villagelife.html>

<http://www.linkup.au.com/india/villagelife.html>



Thank
you