



CRAWFORD MARKET

Informative mapping of
Indian street sounds

Approval Sheet

The project titled 'Informative mapping of Indian Street Sounds/
Cultural Events' by Sitara Shah is approved for partial fulfillment of
the requirement for the degree of 'Master of Design' in Interaction
Design.

Guide: _____

Date: _____

Declaration

I declare that this written document represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and 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.

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Abstract

Crawford market is one of the busiest, evergreen and chaotic markets of Mumbai. Located next to the most iconic railway station in the world (CST), makes it a famous tourist point too. From different kinds of exotic fruit to pets, imitation jewelery to spices, imported fabric to Chinese toys, one can find almost any item here. The range and variety of cheap products available here makes it a densely populated market.

The activities within the market and the surroundings like mosques, busy streets, people and railway station contribute to the hundreds of sounds produced and lost in this chaos. This project focuses on bringing out the essence of the market through a variety of sounds encountered within and around it. The motive is to showcase not just the sounds but also the emotions inherent to it.

Content

| | |
|---------------------------------|----|
| 1. Introduction | 11 |
| 2 Sub-markets of Crawford | 12 |
| 3 Design Focus | 16 |
| 4 Process | 17 |
| 5 Sounds of the market | 18 |
| 6 Conclusion | 20 |
| 7 Appendix | 21 |



Introduction

Crawford Market, also known as Mahatma Jyotiba Phule Mandai is one of the most popular markets of South Mumbai set up in 1869. The construction, renowned for the Gothic architecture with trace of Indo-saracenic architecture makes it hit the heritage list of Mumbai.

The market caters to a mix of locals and tourists due to its wide range of sub-markets, extremely cheap whole sale products and architecture. This makes this market one of the busiest and the noisiest one.

Sounds encountered in the market plays an important role in contributing to its essence. A large amount of sound produced is by the people in it. Arguments between people, monotonous and rhythmic call out for product sale, endless bargains, telephonic conversation, confusion at a chai and snack stall are very commonly heard. The only time when the sounds of people is buried is when the sounds of animals and birds takes over in the pet section.

This project is an attempt to bring out the essence of the place and understand the emotions through sounds collected here.

Pic credit - mapsofindia.com, Akshay



Sub-markets of Crawford

Crawford market has numerous sub-markets and other shops withing selling wide range of imported and wholesale products. Here are some of the striking ones:

FRUITS & VEGETABLES

Fruits and vegetables are one of the major things to buy here. One can find both, seasonal and exotic fruits. Most of the stalls sell variety of fruits and vegetable. But there are also stall that sell only one type of product.eg: different types of bananas, watermelons, strawberries, coconuts. During the Alphonso Mango season (April-May) the market gets the largest range of Mangoes in the whole of the city.

SPICES & DRY FRUITS

The market's Mirchi galli sells all kinds of rich spices like red chillies, turmeric, cardamom, cinnamon, kebab chini, black pepper, jeera, choti saunf, saffron, cloves etc. Dried plum (prunes) from California, aromatic cinnamon bark from Sri Lanka, cloves from Zanzibar and the best quality of Mambro almonds from Iran and pink and green cashew-nuts are other exotic spices and dry-fruits available here.

HOUSEHOLDS ITEMS & STATIONARY

Right outside the grand old building is a lane dedicated to plastic ware where items such as buckets, tables, trays, wires etc are also available. Kitchen utensils and toiletries are also sold in wholesale here. The market has the city's biggest paper market where rolls of extremely good variety of paper is sold. There are many stationary shops available that sell school and college stationaries for cheap rates.

FOOD STALLS & PACKAGED FOOD

Having such huge amount of people working, shopping and roaming in the market has led multiple fast food, chat, juices and chai joints. Food items like different types of pastas, sauces, imported cheese, chocolates, oils of all kinds and cookies from around the world are some of the other items that can be found here easily.

Pic credit - internationallygrown.com (blog)





MEAT & POULTRY

At the end of the market is a slaughterhouse where only chickens are slaughtered. Most kinds of meat except beef, including pigeons is displayed and sold.

PETS

At the other end, there is a large pet market where dogs, cats, fish, turtles, rabbits, squirrels and birds including some endangered species are sold. Lovebirds are one of the most popular pets along with fish and aquariums that are sold every day.

OTHER ITEMS

Fabric for dresses and ready-to-stitch clothes are sold in line at various shops. Each stall had its own specialty like silk, cotton, material for functions, suits ready to be made etc. Home made perfumes in beautiful glass bottles to chocolates wrapped in glittering papers, luxury soaps to imported as well as home made cosmetics, all can be bought here. Chinese toys, imitation jewelery, bags, shoes, material for poojas as well as parties are other fillers.

Pic credit - flickr.com

Design Focus

Crawford market is a busy, crowded and an active place. For one to get the right essence of this market through sound, the emotions need to be brought out. The sense of importance of time and busy lives of people need to be showcased too.

The audio clip designed is a stand alone result of my project. Seeing is believing but hearing leads to strong visualizations. Hearing without seeing also leads to higher concentration on micro activities happening in an environment. A chaotic environment can be understood by just listening carefully to the sounds and conversation.

It is important to cover important activities, the sounds that follow and arrangement of it in the audio such that the listener is kept hooked to it without confusion.

Process

The place was explored and carefully observed. With a recorder and a mic, sounds of the market areas were captured multiple times. The total length of audio recorded was 75mins approximately.

The sounds were heard a few times without making any notes and the next two times, carefully noting down all sounds, conversations and interesting points in a spreadsheet¹ along with the details of their occurrence in the audio file. This helped getting back and forth to sections while designing the audio in the software Audition as well as making decisions upon which parts to pick.

¹ A sample of this spreadsheet can be found in Appendix A

Sounds of the market

H4N Recorder with an external mic was used to capture the sounds in and around the market. The audio (5:45 mins) is structured to capture a journey of a user at the market and back to the railway station.

CHAI STALL

Right next to the open area is a small tea and snack joint. This stall has about five people working, every one assigned tasks by the head who is an old man of approximately 60 years of age. His friendly but strict behavior is captured. The younger ones at the stall are heard taunting each other and calling out funny names. The sound of kettle and clinking of chai glasses and coins is constant. Having so many men working in a tiny space calls for lot of conversations, scolding and taunting and laughing.

SPICES SHOPS

The owner of this shop in his broken English explains the specialities of the various spices and masalas to one of the foreign tourist. Creative way of explaining the uses and the customer's curiosity is quite clear sensed.

FRUITS & VEGETABLE VENDORS

Entrance of the market opens to a space dedicated to fresh fruits & vegetables. Sellers are often heard shouting the rates of their item. It was funny to hear one of them say 'Das ka do, das ka do' (Rs 10 for 2) and selling it to a tourist for Rs 20. Women are often seen bargaining & arguing with the vendors. Activities like cutting cabbage skins, peeling of coconut tops, emptying sacks of tomatoes in baskets, sweating men brining heavy sacks of potatoes in carts from small entrances making their way through the busy market is a common sight.

PETS SECTION

Further inside towards the right of the market is the pet section. Hundreds of love birds are caged here. There is nothing else one can possibly hear over their shrill chirping. Crowing of cocks was heard in regular intervals. Geese and ducks are kept further ahead. Their

sounds are not shrill as the love birds. Infact, they have a low frequency sound that makes it easier to communicate in the area. Doves, pigeons, parrots, cockatoo are heard too along with rare hoots of owls. Animals sold mainly include different breed of dogs and cats. The joyful sounds of dogs playing as well as doleful cries of animals in pain can be heard.

STREET PERFORMANCES

Performances in the open area in the market are quiet common. There are times when young girls and boys come with monkeys and drums to perform tricks. Captured is the one where a 5 year old boy does acrobatics along the drums played by his two sister. At the end of the performance he goes around collecting money from the audience.

MEAT SHOP

Cutting of meat can be heard clearly outside the slaughter house. The sounds of numerous knives over the wooden and granite platform forms a rhythmic pattern. To make the meat tender, the hammers used make a deeper and softer sound that gets lost in the atmosphere.

There are fewer customers heard compared to the butchers who are often heard talking and passing tools to each other.

OTHER SOUNDS

Toys, decorations, bells, drums of beggars performing are other sounds that a person may encounter. Interesting conversations amongst vendors and across customers have been recorded to capture the mood and vibes of this place.

VEHICLES

At every entrance of the market one can hear the chaos of people shopping in outside lanes and traffic sounds of cars, buses, scooters and bikes. Presence of high number of bus stops leads to honking of buses every now and then. Bicycle bells are common in and around the entrance since a lot of vendors and workers use them to take goods from one point to another. The fastest way to reach the market is the CST Station just a 2 min walk away from the market. The stations is so close that at times the train honks and faint announcements are clearly heard outside the market.

Conclusion

The market overall gives out different emotions at different areas. At junctions where people get refreshed for chai or snacks leads to lighter happier atmosphere. Whereas the sounds at the pet section can evoke different emotions based on how the viewer looks at it. There are people who look at animals as entertainers and some as miserable creatures. The vibe of the slaughter house is the most detached from the rest of the market. The sound alone gives out an immensely serious environment let alone vision. The audio designed is meant to give an idea of what it is like to spend a day in this busy market. It makes the listener curious and keeps them hooked to it by introducing various topics of conversations. The reactions of listeners mainly conclude it to be a extremely busy, noisy and intense place where track of time is lost.

Appendix A

| Track | Discription | Main elements/ dialogues | Start | End | Additional notes |
|---------|---|---|-------|-------|--------------------------|
| 1 - 4CH | Chai stall - conversation amongsts chai walla, glasses, water, coins, vessels | "Arey oh bhai saab" | 00:11 | | |
| | | "Tu jana. Pareshaan kyun hai?" | 00:13 | | |
| | | "Chai kiska le raha hai? Tu nahi leraha na?" | 00:27 | | |
| | | "Girakh log ko pilana hai" | 00:31 | | |
| | | kettle sound | 00:38 | 00:44 | |
| | | "Glass de na do teen. Glass hi nahi hai" | 00:57 | | |
| | | "ek samosa pav de" | 01:10 | | |
| | | bottle cap falling | 01:35 | | |
| | | "ek bina shakkar ek shakkar wala" | 02:38 | | |
| | | | | | |
| 2 - 4CH | Chai stall - conversation amongsts chai walla, glasses, water, coins, vessels | "ek good day mangake de na" | 01:08 | | |
| | | | | | |
| 3 - 4CH | Walk through | bell sounds | 00:35 | 00:40 | |
| | | "aye idhar aa. aye sarson ka tel idhar aa" | 01:03 | | |
| | | "acha suno mai abhi crawford market main hoon" "hello?" | 01:24 | | |
| 4 - 4CH | Traffic, honks, sugar cane center | "tum udhar jao" (screaming) | 00:03 | | traffic sound throughout |
| | | Hammer sound | 02:20 | | |
| | | glass clinking | 03:25 | | |
| | | bus engine | 07:08 | | |
| | | | | | |
| 5 - 4CH | Traffic, honks, jj sculpture | sweeping | 00:32 | 01:08 | |
| | | taxi doors | 01:11 | | |
| | | drilling sound | 01:55 | | |

| Track | Discription | Main elements/ dialogues | Start | End | Additional notes |
|------------|--|--|-------|-------|------------------|
| 10 - 4CH | flyover & station - traffic, honks, trains | "Last time ka 19000 tha yeh time ka 31000 kaise hogaya?" | 01:08 | | |
| | | approaching bus (from bridge) | 01:20 | | |
| | | train honk | 03:58 | | |
| | | station announcement | 04:00 | 04:50 | |
| | | train honk | 06:11 | | |
| | | train engine | 06:17 | | |
| | | boggey sound | 08:05 | | |
| | | resonance | 08:38 | | |
| | | | | | |
| 1 - Stereo | Market sound, people talking | | | | |
| | | | | | |
| 2 - Stereo | Market sound, birds, people | sweeping | 00:56 | 00:01 | |
| | | "chai peeyega tu?" "haan chai peeya ga na mai" | 01:58 | | |
| | | Birds chirping | 01:58 | | Through out |
| | | Drums | 02:55 | 03:20 | |
| | | ducks sound | 03:54 | | |
| | | cock sound | 04:41 | | |
| | | puppy sound | 05:20 | 05:30 | |
| | | cat meowing | 06:57 | 07:08 | |
| | | drums | 07:45 | | |
| | | dog sound | 10:00 | 10:04 | |
| | | cock sound | 10:58 | | |
| | | cutting work | 11:09 | 11:19 | |
| | | "one piece 20 rupees" | 11:41 | 11:58 | |

| Track | Discription | Main elements/ dialogues | Start | End | Additional notes |
|-------|-------------|--|----------|-------|---------------------|
| | | "this is the vidaloo curry. very very tasty" | 16:06 | | |
| | | "this is the...biryani. do you know biryani?" | 16:28 | | |
| | | "This is the fish masala. Any sea food" | 16:39 | | |
| | | "This is the butter chicken. Very very delicious dish" | 17:00 | | |
| | | "This spices are made by hand. Long last. Two years no spoiling" | 17:10 | | |
| | | "you cant see anywhere these kind of spices. cause this is my own product" | 17:16 | | |
| | | "this is the garam masala. Indian traditional dish. cinamom cardamom clove..." | 17:20 | | |
| | | "this is the chicken tikka. International dish. everybody likes this dish" | 17:30 | | |
| | | "this is the tandoori chicken. when you grill whole piece of chicken" | 17:38 | | |
| | | "this is the tea masala. add in the tea. small children you can give in the hot milk" | 18:09 | | |
| | | "when you use this with the tea or coffee, dont want to go to the doctor. Small problem" | 18:20 | | |
| | | "what do you do with black salt?" " black salt. That is specially for green salad and the fruit salad" | 20:00 | | |
| | | "how do you make it?" "This is naturally. comes from the mountains. rock salt. easy to make powder" | 20:27 | | spices section ends |
| | | soft conversation of the foreigner talking to the spices shop guy | 21:13 | 21:25 | |
| | | cabbage cutting sound | 21:45 | 21:58 | |
| | | "agarbatti mombatti jo chahiye lelo" | 23:35 | | |
| | | bell sound | 23:50 | | |
| | | Radio sound | 24:17:00 | | |
| | | "Bas bas bas bas bas bas....jyaada mat karo" | 24:51:00 | | |

| Track | Discription | Main elements/ dialogues | Start | End | Additional notes |
|------------|----------------------------|---|----------|-------|------------------|
| 3 - Stereo | Walk through | "hello madam. doon aple doon?" | 01:47 | | |
| | | "uncle" sounds of coins | 02:21 | | |
| | | sounds of kids | 02:57 | | |
| | | Faint drum sounds overlapping the ducks and rooster | 04:35 | 05:10 | |
| | | Drums playing | 05:27 | 05:55 | |
| | | Drums and performance | 07:10 | 07:31 | |
| | | Drums and performance + sounds of coins | 08:45 | 10:15 | |
| | | | | | |
| 4 - Stereo | Meat shop - cutting sounds | sounds of knives | 00:26 | | |
| | | sounds of knives | 01:16 | 01:21 | |
| | | sounds of knives | 02:35 | 02:40 | better quality |
| | | | | | |
| 5 - Stereo | Meat shop - cutting sounds | "half ka karo na kheema. dono karo half ka. Ye mutton ka" | 02:02 | 02:08 | |
| | | sounds of knives | 02:12:00 | 02:19 | |
| | | "aadha killo kitna bhai?" "aadha killo ek so bees" | 03:28 | 03:30 | |
| | | sound of plastic bag | 05:43 | 05:56 | |
| | | "bhaiya thaili nahi hai?" | 05:58 | | |
| | | Plastic bag sounds | 06:26 | 06:28 | |
| | | "Lo" "ye le ek so bees" | 06:28 | | |
| | | sounds of tools | 07:00 | | |
| | | | | | |
| 6 - Stereo | walk through | "ek thaili mai dega" | 00:02 | | |
| | | "oh patil" | 00:42 | | |
| | | scooter starting and leaving | 01:02 | 01:10 | near the exit |