

Project III

Cultural Mapping

Guide : Prof Ravi Poovaiah

Ridhima Tapia
176330012



Introduction

Background

India is one of the **ancient civilisations** of the world and has a **rich diversified cultural** heritage. Unlike most other countries of the world that have homogenous communities across, India is a **mixture of many cultures**.

- **Cultural artefacts** like languages, crafts, beliefs etc. are **dying** .
- Many of them are on the verge of extinction.
- Many of the **existing ones** are still not known to the world outside the community.

So, there is a **strong need** to preserve our **dying culture** and make our existing culture **more visible** to people in the country.

My Intent

Identifying Intangible dying crafts in India,
documenting them and making them more visible
to society via **cultural mapping**.



Cultural mapping

Cultural mapping is a systematic tool to involve communities in the **identification** and recording of **local cultural assets**, with the implication that this knowledge will then be used to inform **collective strategies, planning processes**, or other initiatives.



Cultural mapping

Community Chosen : **Thatheras**



Thatheras

Who are Thatheras ?

Thatheras are metal craftsmen who make utensils out of brass-an alloy of copper and zinc- using traditional techniques.

What do they do?

They make brass utensils from scratch, polish utensils with traditional material like sand and tamarind juice manually and carve designs by skilfully hammering a series of tiny dents into the heated metal.



Need

Entities of Thathera culture

WHO

Community Thatheras

Entities of Thathera culture

WHO

Community

Thatheras

WHAT

**Tangible
aspect**
(visible entity)

Brass utensil

Entities of Thathera culture

WHO

Community

Thatheras

WHAT

Tangible aspect
(visible entity)

Brass utensil

HOW

Intangible aspect
(Invisible entity)

Process of making an utensil by using hand in a certain way

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At stake

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Goal

The **goal** of the project is to make **Dying cultures** and their crafts more **visible** to society through **cultural mapping**

My intended goal is to concentrate on **Thatheras**



Primary Research

Research Protocol

What

do I want know?

- Why is the community of Thatheras dying ?
- Why are they leaving this culture of making utensils?
- What is their work culture? Who all are the stakeholders ?
- What are their concerns, strengths, beliefs ?
- Whats makes them unique?

Why

do I want know?

- To reach the core problem why the culture is dying.

How

Will I get to know what I want to know?

- By Conducting contextual enquiries with thathera communities in Punjab

Questionnaire

- Since when are they doing this work ?
- What are the motivations behind continuing the work ?
- How has the type of work changed with time?
- Background about place, generations.
- Major challenges faced while working?
- How has the challenges faced changed with time?
- What do they think are the benefits of doing this work?
- Any health issues because of work?

Observations

- Expressions while talking, emotions, clothes, environment

Primary Research

Method

How ?

- In depth Interviews with 14 Thathera groups
- Watching the live process of making utensils from scrap to polish.
- Observing the behaviour of Thatheras with the clients



Primary Research

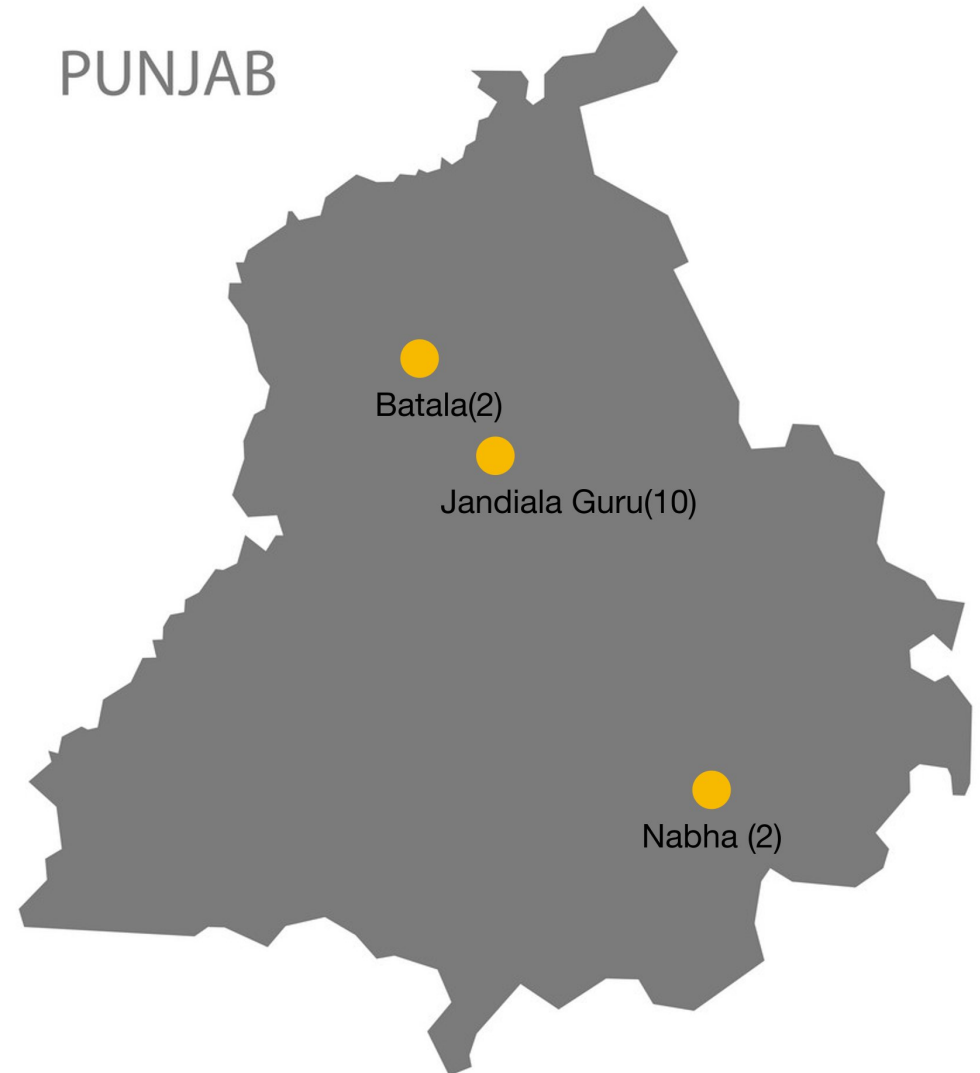
Method

How ?

- In depth Interviews with 14 Thathera groups
- Watching the live process of making utensils from scrap to polish.
- Observing the behaviour of Thatheras with the clients

Where ?

- Jandiala Guru - a village near Amritsar
- Nabha
- Batala





Affinity mapping

Why are the future generations not continuing?

- No money after fuel charges of hard work
- Keeps doing the same thing over and over again
- Business is not growing - it's a bit of business, but it's not growing
- Secularism - people are not religious anymore
- Market is not growing - people are not investing anymore
- People are not saving money anymore
- People are not going to regular schools

People are not saving money anymore

Why brass utensils?

- Alloy, copper - forged hands
- Stainless - dangerous
- Taste is different in alloy
- Stainless - hard to clean
- Doesn't contain any harmful things
- Alloy is not as good as brass
- Alloy is not as good as brass
- Alloy is not as good as brass

Alloy is not as good as brass

Barista

- 20-30 people in a shop
- 4-5 staff
- They are not as good as brass
- They are not as good as brass
- They are not as good as brass

Demand Now

- More demand in brass utensils
- Order items are
- People like to buy brass utensils
- People like to buy brass utensils
- People like to buy brass utensils

Work Now

- 50% kg they are (debtors)
- Tamca debts - 45 to kilo
- Teja need back table
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass

- People are not as good as brass
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Types of Utensils

- Table - Kadhai - Gagger
- Deq - Kacini - Ghada
- Jug - glass - Mat
- Lauchhatti - Dabra Poti vela
- Tomato - Duggian - Batti
- honda - Dumroo
- Sipi - Saus pan
- glass - cup - balli
- Quij - Tisind
- Traal - Bi Patela

50,000 to establish a shop

- Fears
- Drawbacks of brass utensils
- Strengths
- Hopes

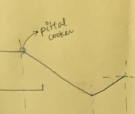
Vakhe Vakhe Kaligari

- Public
- Reg
- Table
- Awareness about market

Pragnava, Anurag, batata

Kacariya de biker ton Karmachary

- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass



Vishit Karmachary

Pattern (History)

- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass

Instructions

- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
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Think Now

- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass

Why lost in market

- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
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About Market

- People are not as good as brass
- People are not as good as brass
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- People are not as good as brass

Previous Times Comparison

- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass

Kids

- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass

Scenarios Back then

- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass
- People are not as good as brass

Social Problem

Livelihood Source

Strengths

These are the strengths of the market

These are the strengths of the market

These are the strengths of the market

Findings

Strengths ↳ Proud

- Every utensil has minute work and it's all handcrafted
- They can customize the utensils as per user's demand
- They have all brass utensils in their kitchens
- People from worldwide keep visiting them.
- Proud of their skill, don't even need to draw before carving ^{designs}

Customization + hard work

Rich imagery

- Chayapakra - vessel filled with oil
- 'Jagannani' - tap emerging water
- 'Vijayakanth' - sacred song

Brass Utensils Benefits

- Different taste
- Kali is good for health.
- Good for heart & brain & liver.

Maintenance

- Kali to be done every six months.
- To be washed with ash.

Frustrations

Work culture

- Lot of holidays in a month.
- On national holidays, if on somebody's death - they are not allowed to work on that day

Social problems

- People don't see them with respect / don't value their skill.
- Nobody wants to marry their child in their family.
- Nobody is bothered when some mishap happens

Financial issues

- Labour pay they get is still the same what they used to get back then.
- No savings till now as the pay just serves daily needs.
- Not paid equivalent to the hardwork they do.
- They have to pay tax ^{for shop} and for all the raw material to set up the shop.

Kasera (middleman)

- Don't pay on time so that they are bound to their work.
- Don't let them grow by threatening them.
- No help in health or financial issues. (raw material also)

Fears

- Insecurity that the outside people would bring their business down or use them.
- Fear of sag getting out of the kasera circle as it might lead to fall of the orders.

Expectations

- Intervention by government to promote them.
- Get appropriate value for the skill.
- Monetary expectations.

Health Issues

- Acid damages skin, clothes (specially hands)
- Kali is ^{also} dangerous, it might lead to breathing problems

Customs

- If somebody in the community dies then nobody in the community works that day.
- Everybody uses only brass utensils in their kitchen (from spoon to pan to containers)

Market Awareness

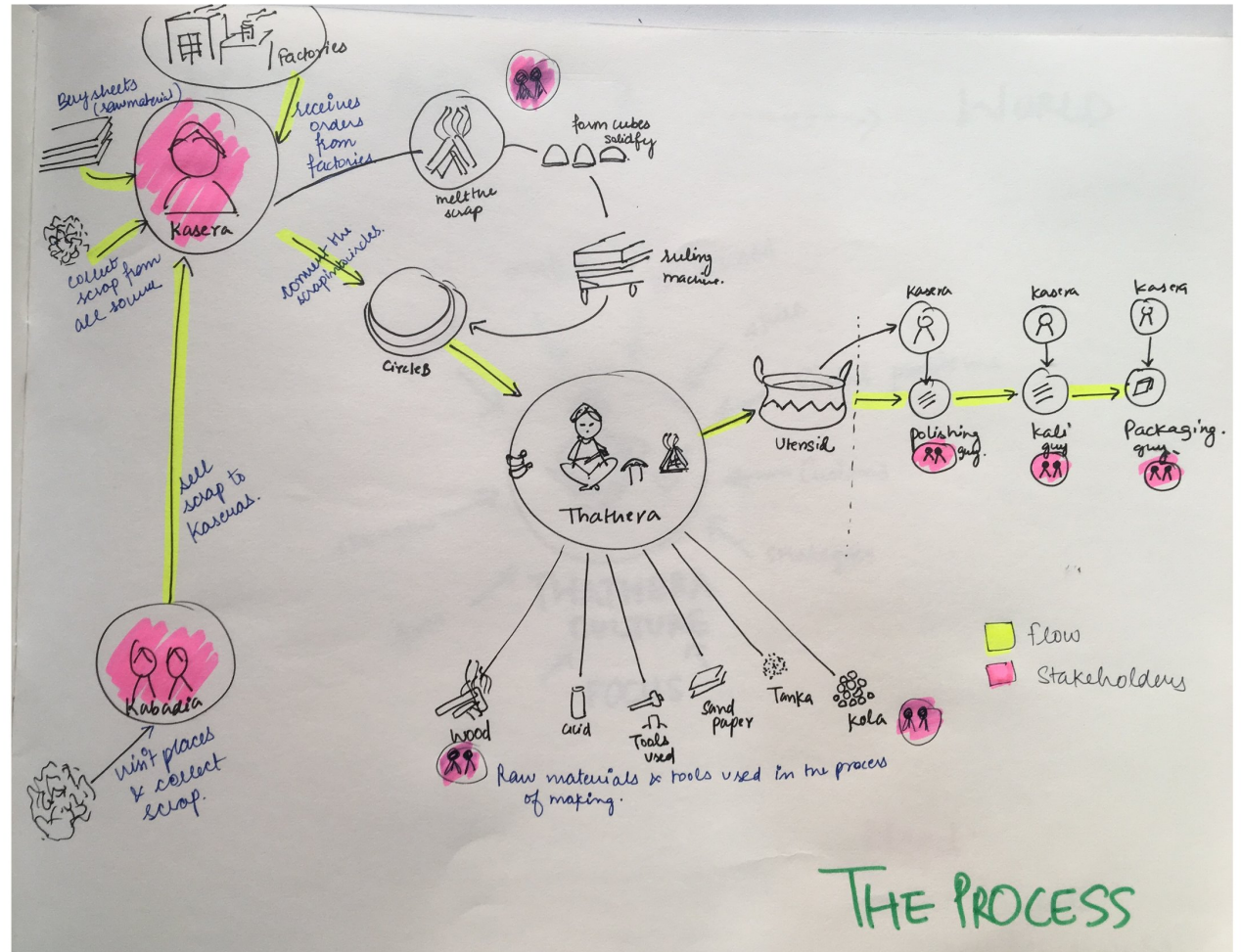
- They know the real price at which the utensil is sold.
- Aware that demand is increasing again.

Strategies

- Using acid by mixing with water.

Research synthesis

Concept map



Secondary Research

Secondary Research

- Mapping of Indigenous Cultural Resources by Unesco.
- "Written in the sand – Auditing and Managing Cultural Resources with Displaced Indigenous Peoples”.
- The Cultural mapping project - Kochi
- Cultural Ministry of India - ‘Mission document’.
- Case studies on cultural mapping.

Objective

Objective

- To **create** a platform that
- **Maps** the intangible(invisible) & tangible(visible) aspects of Thathera community



Implications

- Making the **intangible visible**.
- **Recognition** to the makers
- **Preserve** this intangible culture for **future generations**.
- **Encourage dialogues** with other communities in country that practice traditional metal craftsmanship

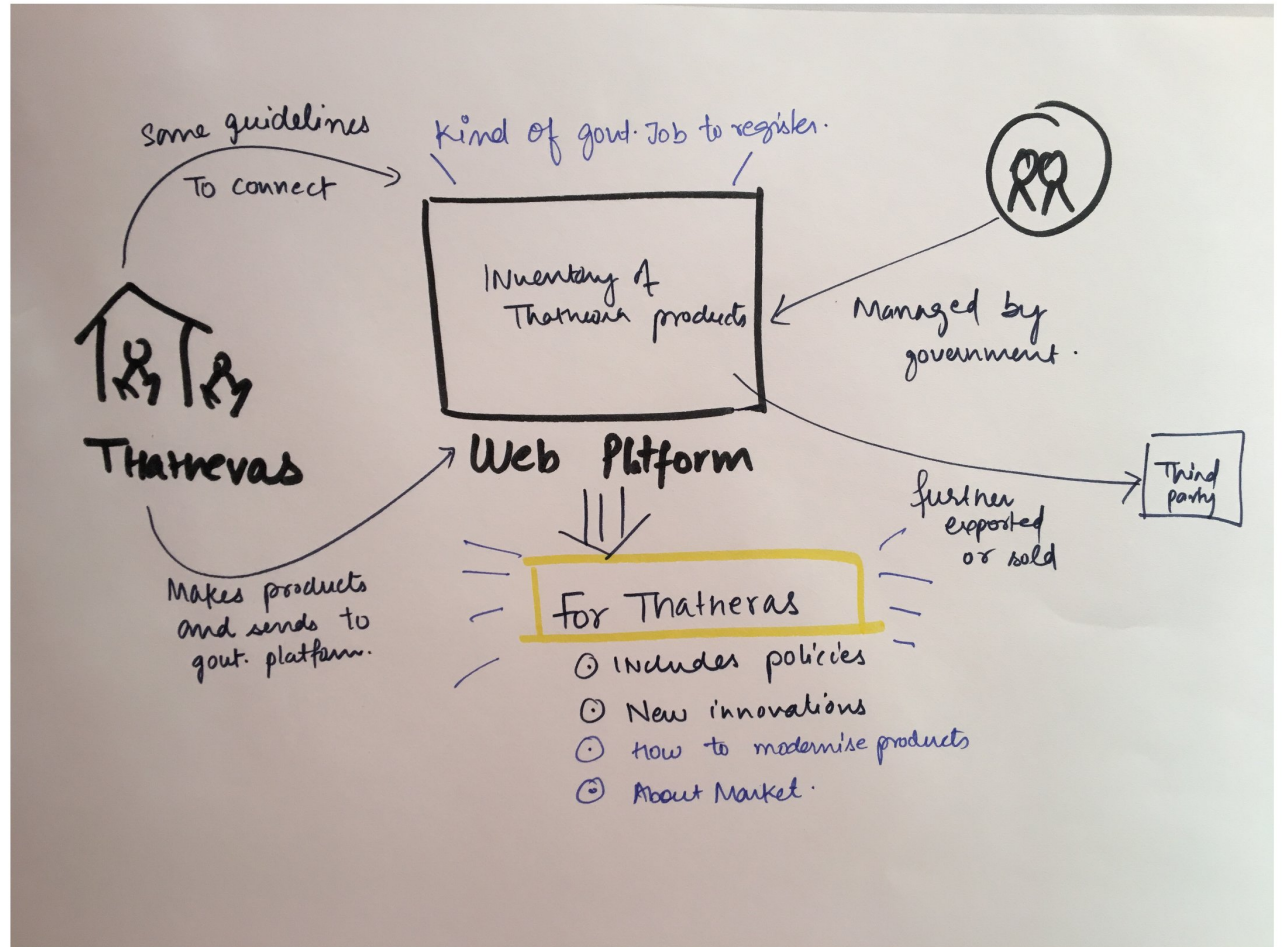


Ideation

Design idea 1

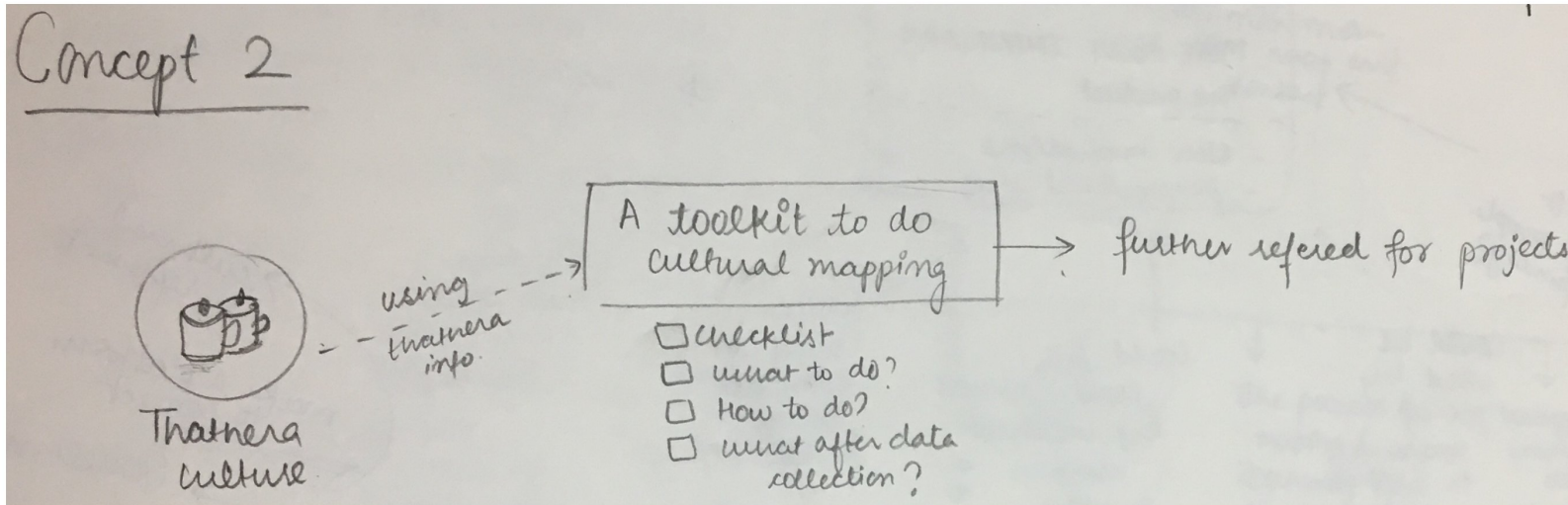
A platform for the Thatheras

- Help them reach the market.
- Make them aware about the policies and schemes.
- Create an online inventory for them.



Design idea 2

A toolkit to perform cultural mapping.

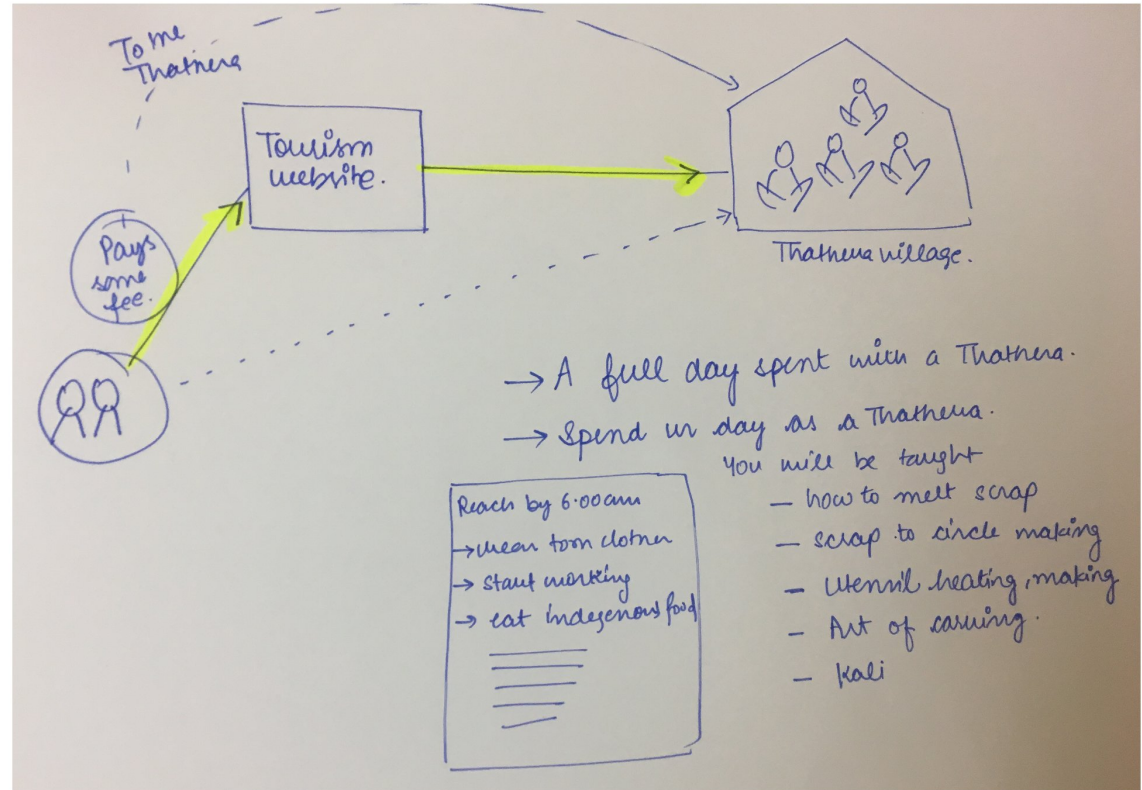


- Checklist of tasks what needs to be done for cultural mapping.
- A scalable project that could be used further for other projects as well

Design idea 3

A cultural trip to thathera community

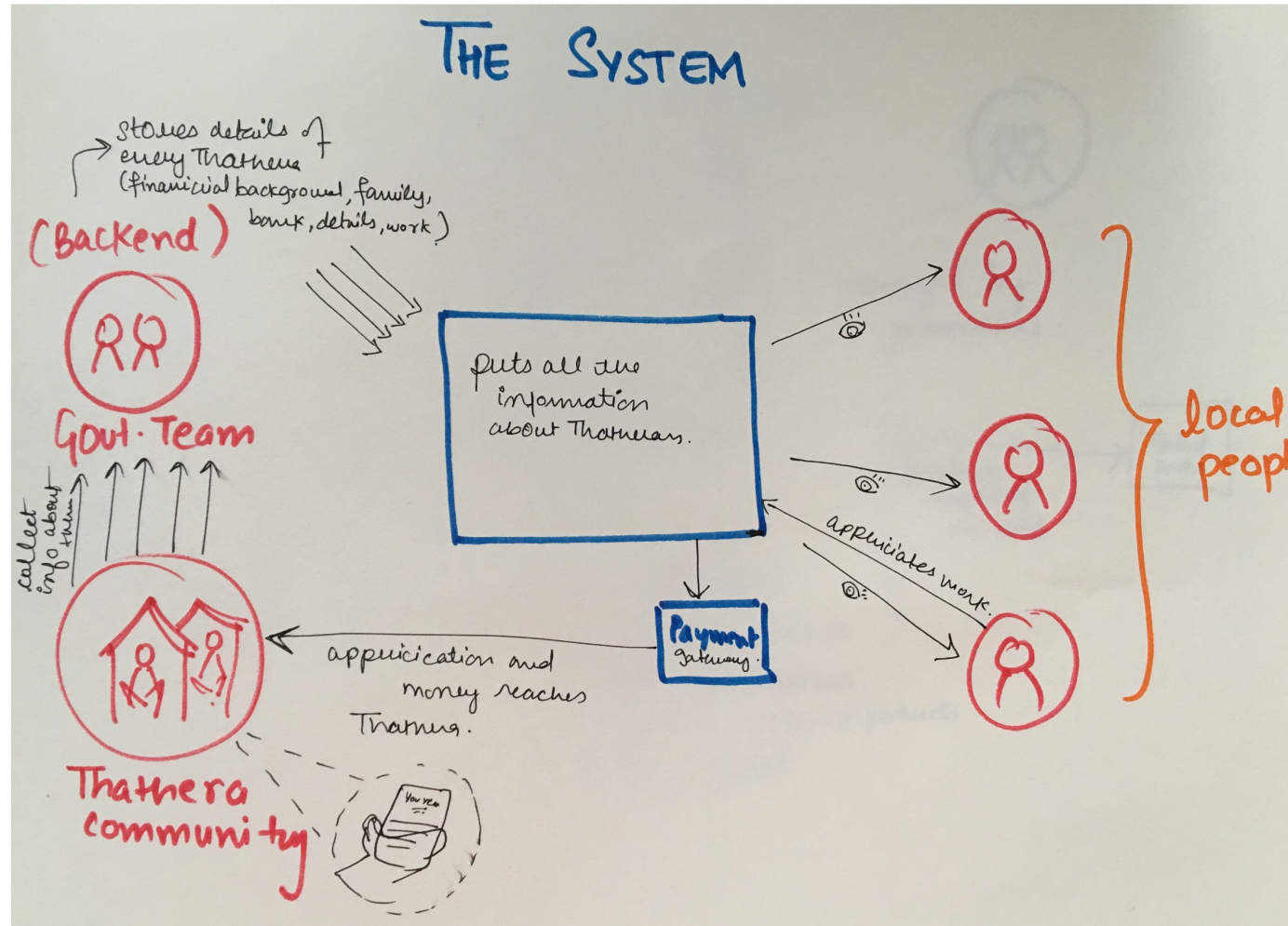
- Experiential trip.
- A day as a thathera.
- Incorporation through tourism website



Design idea 4

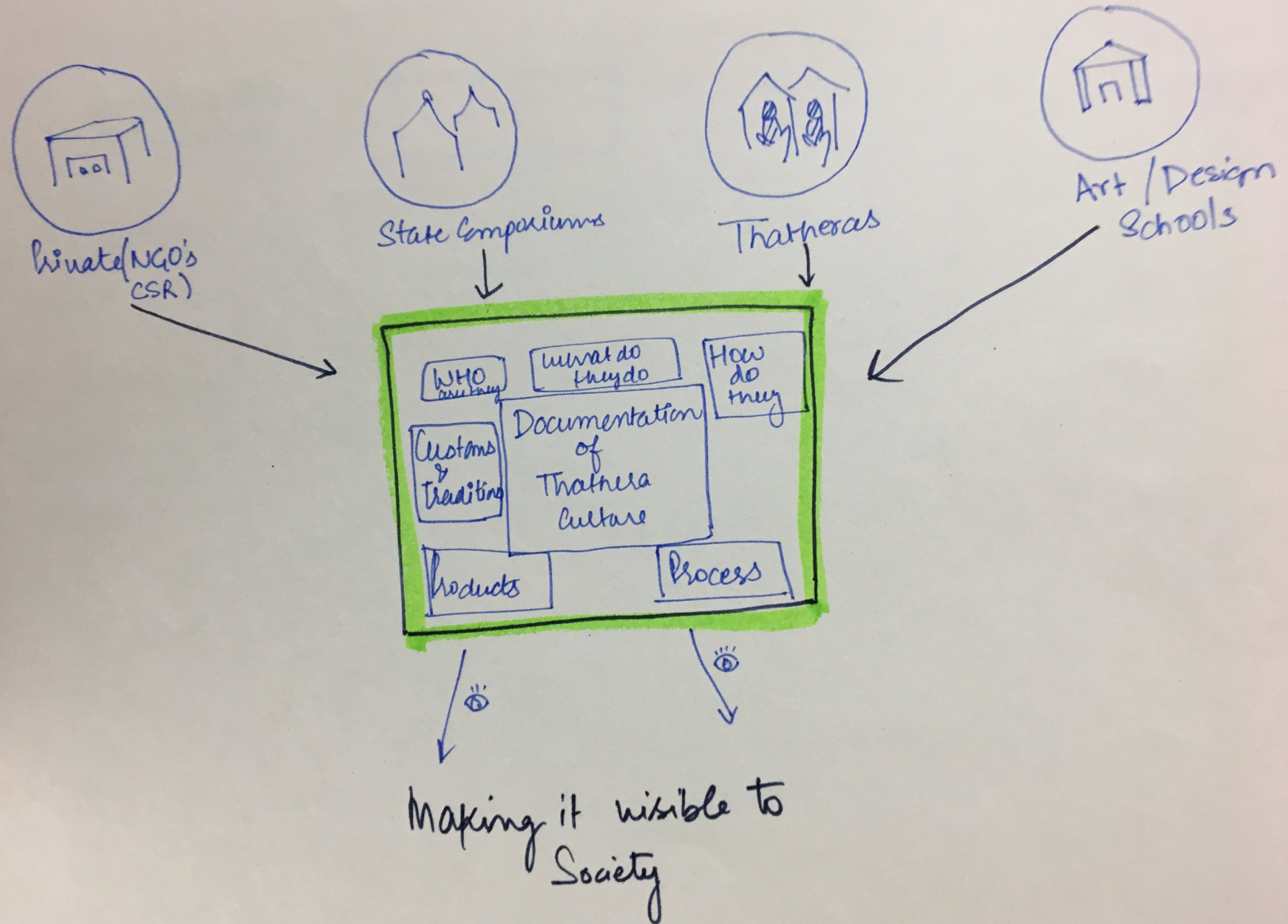
A thathera culture centric ecosystem

- A ecosystem which will map all the elements of thathera culture
- Keep the thathera culture alive

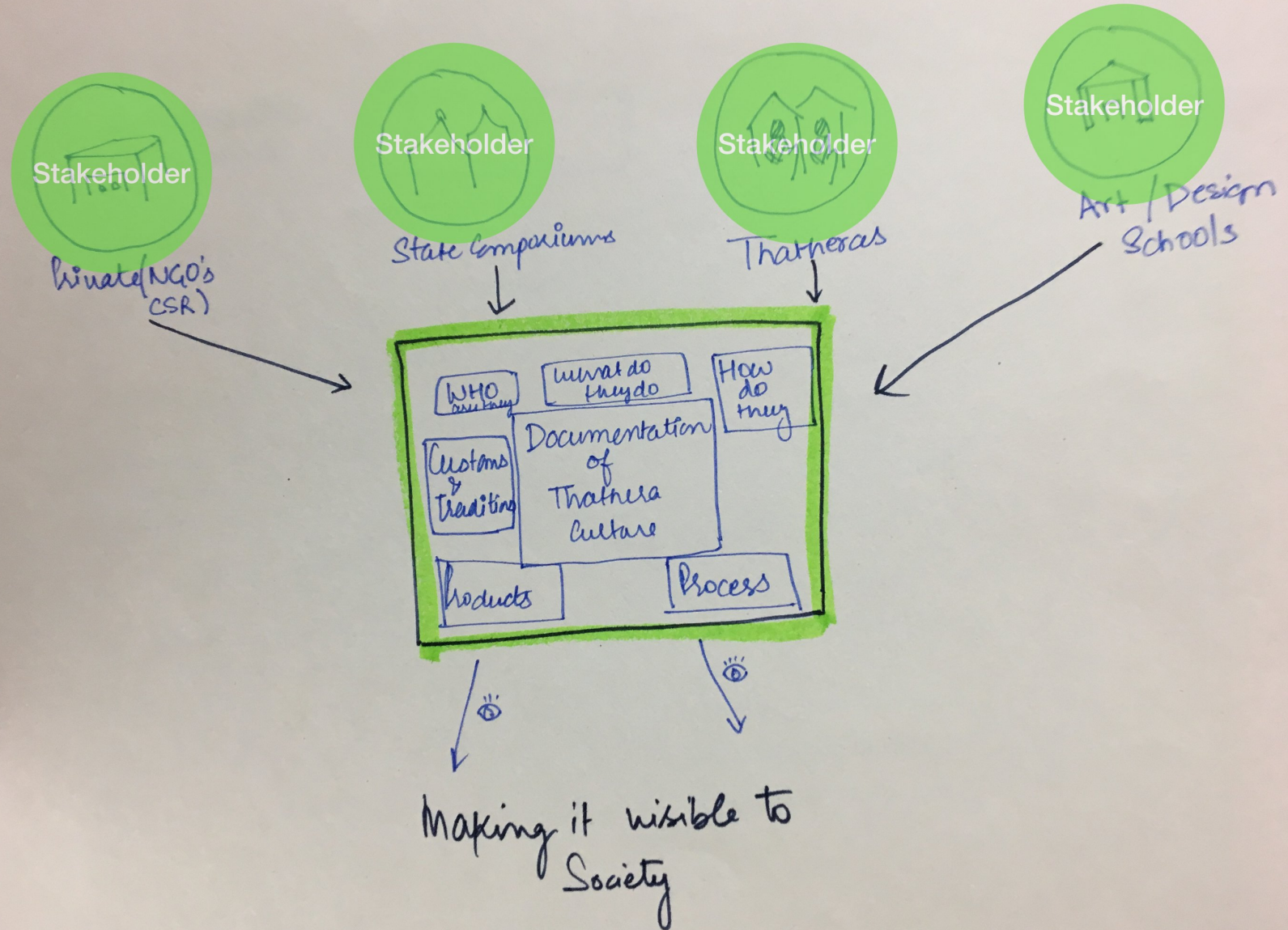


Final Concept

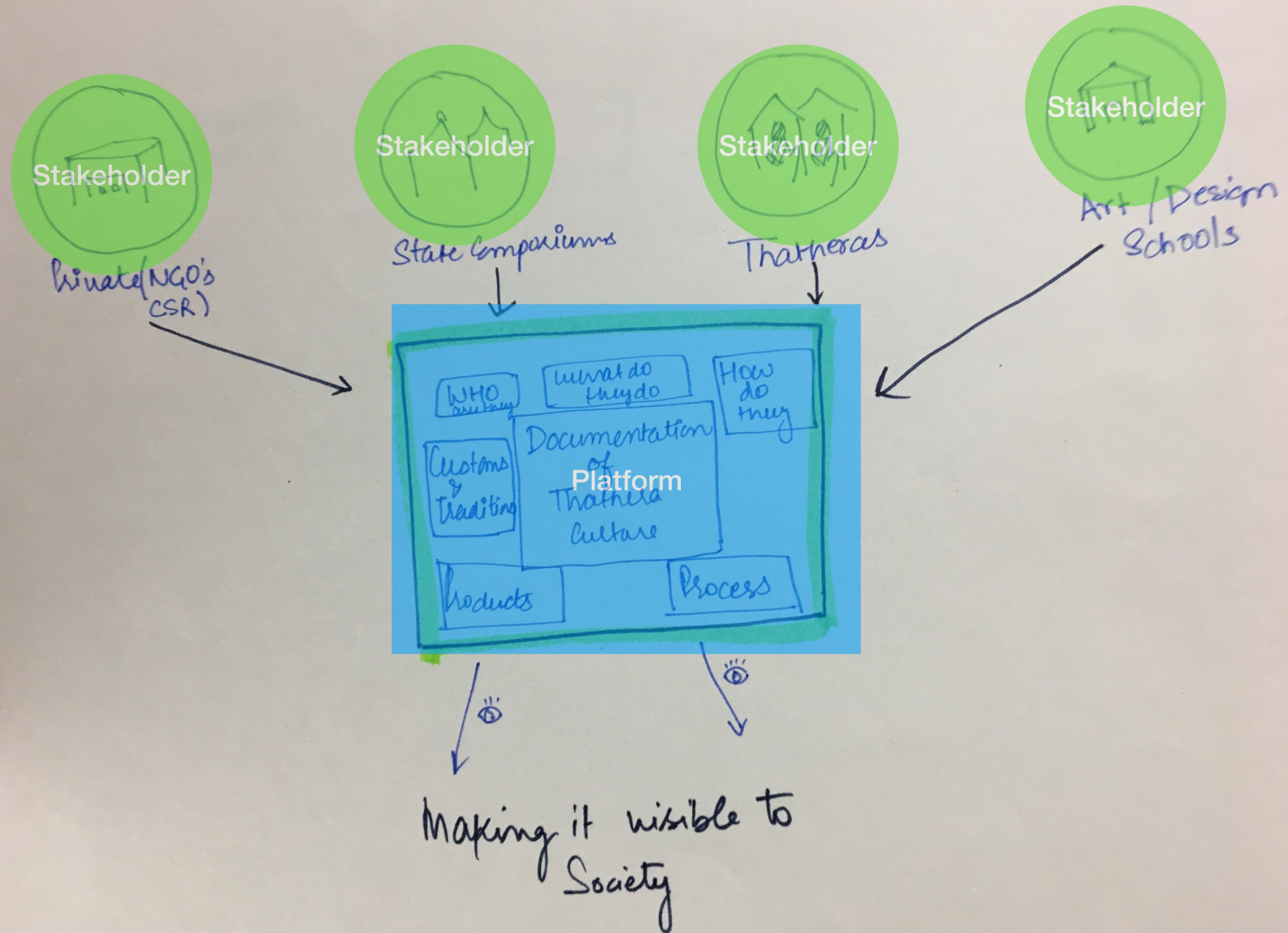
The system



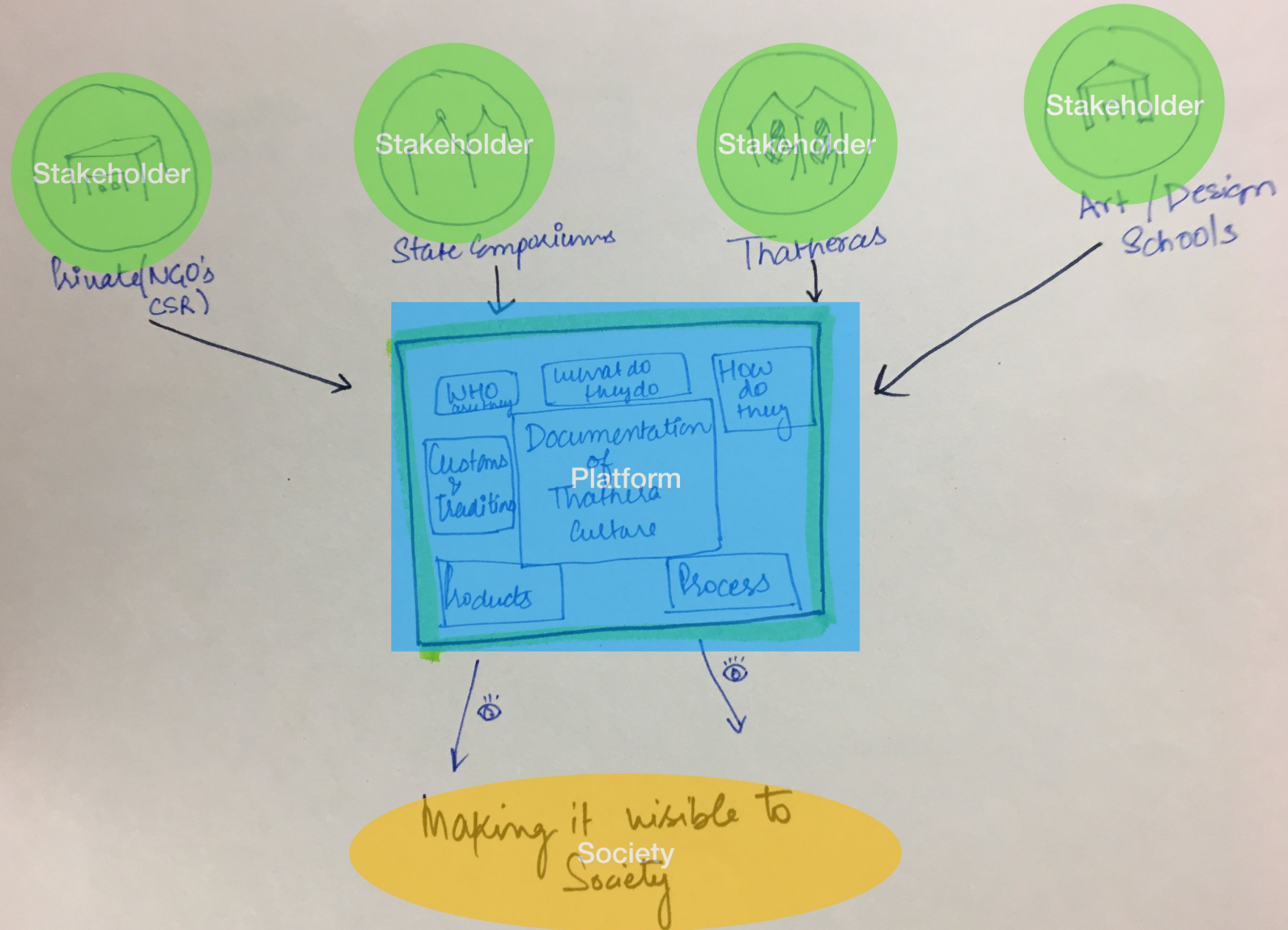
The system



The system



The system



Stakeholders

Who?

Govt participation
(state emporiums)

Industry

Thathera Community

Schools/colleges

Stakeholders

Who?

Govt participation
(state emporiums)

Industry

Thathera Community

Schools/colleges

How will they do it ?

- With its direct contact with the craft and community, it can help generate a database of information that is authentic and empathetic

Why will they do it?

- Get a platform where culture is mapped
- An assurance that with the increased visibility on the community and its crafts, people get attracted to it
- This creates direct access for public to these crafts
- It reduces the role of middleman by creating the possibility of direct marketing

Stakeholders

Who?

Govt participation
(state emporiums)

Industry

Thathera Community

Schools/colleges

How will they do it ?

- CSR funds for empowering a social cause
- Offer possible internships to students studying these communities

Why will they do it?

- Gets tax benefits for funding
- Gets respect for showing social concern

Stakeholders

Who?

Govt participation
(state emporiums)

Industry

Thathera Community

Schools/colleges

How will they do it ?

- Map themselves on to the platform and tag their products

Why will they do it?

- Get recognition for their work
- Connection to the world

Stakeholders

Who?

Govt participation
(state emporiums)

Industry

Thathera Community

Schools/colleges

How will they do it ?

- Create information bases about the communities by visiting and documenting the communities
- Help mapping through student projects

Why will they do it?

- Recognition for information creation
- Possible internships with industry/NGO's

Stakeholders

Who?

Govt participation
(state emporiums)

Industry

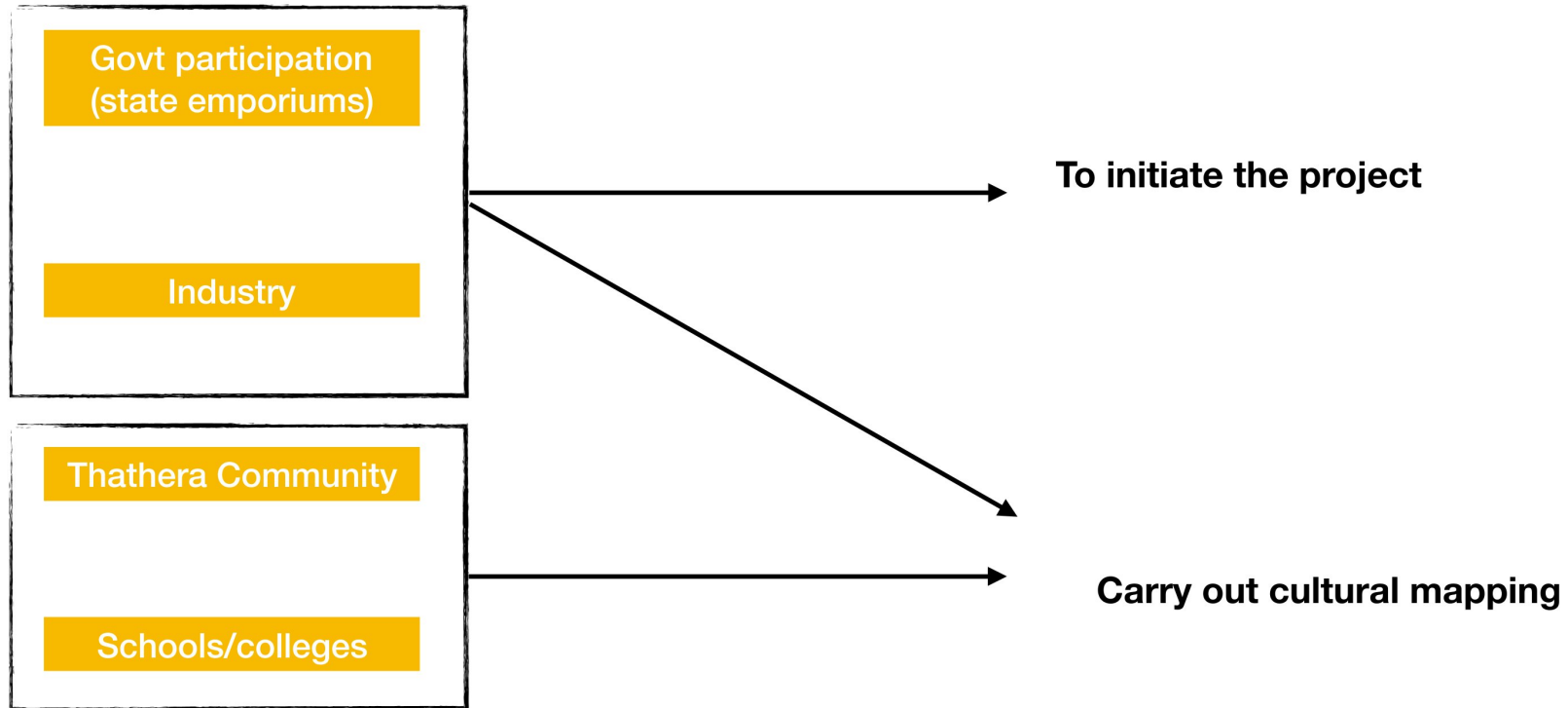
Thathera Community

Schools/colleges

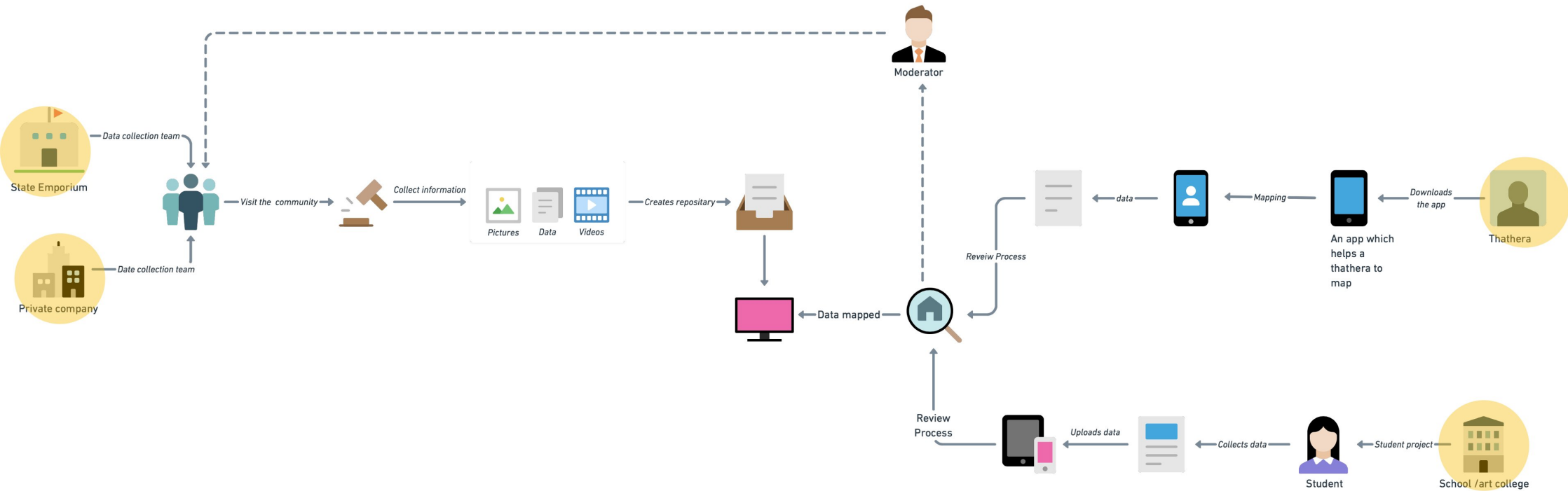
To initiate the project

Stakeholders

Who?



The detailed system



Content

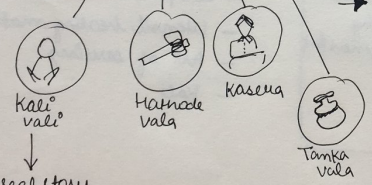
THATHERA CULTURE

WHO are we?

A brief Introduction about Thatheras, their past, work etc. about their history.

WHAT do we do?

Covering all the different types of Thatheras



real story from the mouth of the Thatheras.

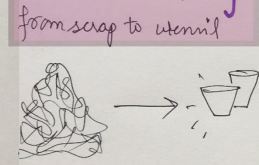
About Our Customs / Traditions

- We don't work ^{for one day} if somebody in our community dies
- Madhupurkha - used to feed a mixture of curd+honey to the new born.

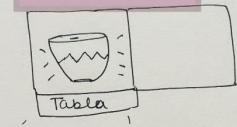
A day in Thathera's life



Journey of Utensil making



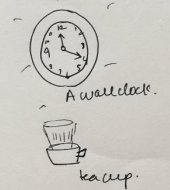
Our Products



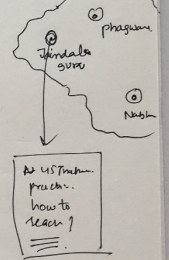
Made by Santosh Kumar.
No. of hours: 7
Raw material used:
specialty/unique: handcut
know about Santosh Kumar

Santosh Kumar: 47
Monthly Income: 5000
family: 2 daughters wife.
Job: hathadi Thathera
Want to be his partner?

New Innovations



Where Can you find us?



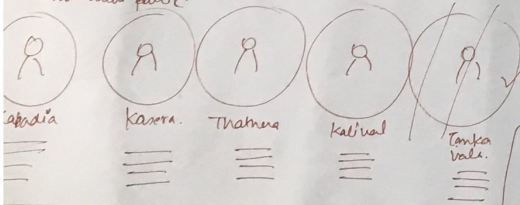
Content

WHO are Thatheras?

Thatheras are the metal craftsmen who fashion utensils out of brass, copper and karva. They were spread across Punjab widely in Punjab but now they are mostly concentrated in a village 'Tanjoliwala' near Amritsar.

The manufacturing process requires melting scrap metal and moulding into nuggets, which are then rolled into plates. These plates are then shaped into utensils using delicate welding & riveting techniques, gentle heating by hand operated bellows and skilled hammering. They can even shape a metal plate into different utensils by using welding, gentle heating by hand and skilled hammering.

Basically, Thatheras have different roles in this process. There are Karva's who collect the scrap metal and take it to Karva's. Karva's convert this scrap into plates with the machines. These plates are then distributed to the Thatheras (usually called Thather's) to make utensils out of. Kala-Tanka wala will do shikhi if required and last their will be a Kabi wala who will paint the utensil with kalie.

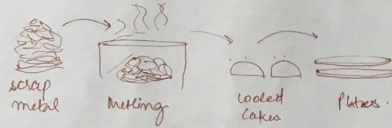


Content collection application.
 why?
 what?
 why?

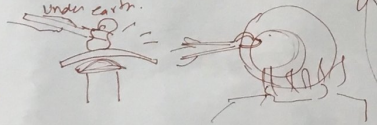
THATHERAS OF PUNJAB

Making of a Utensil (process)

The process begins when cooled cakes of metal that are flattened into thin plates with the help of a machine. melting scrap metal and can moulding it into



These plates are then hammered into curved shapes, creating bowls, plates, large pots for milk, and huge cooking vessels and other artefacts. Heating the plate and curving them into different shapes require careful temperature control, which is achieved by using wood-fired stoves buried under earth.



Even the utensils are manually finished by if the utensil needs shikhi. Then it done through its polished by polishing with traditional material such as sand and tamarind juice. Later on designs are made by skillfully hammering a series of things into the heated metals.

Ideas Story - Utkarsh - Thathera.

- Learning the button so times to hammer it.
- A graph showing Thatheras' frustration, happiness
- Stories direct from Thatheras.
- fact: Did you know it takes a Thathera to hammer 100 times to come this design.

Direct from Thatheras

(their frustrations, fears, struggles in story's??)

Story of the Day.
 Thathera of Tuesday

Unique things about their culture/Customs/Traditions.

- Madamprukhe used for newborn babies. It's give shikhi to the new born.
- The new kitchen set was given to the girl by her family during her wedding.
- The whole community doesn't work if somebody in the community dies.
- Chaggasha is a shallow vessel used by newlyweds to see their face.
- Ujey Karwa is a sacred song used during special temple ceremonies.
- Jaganath is a bowl used to tap the emerging teeth of a newly born.

want to help a Thathera grow?

Be a patron to them

Their products

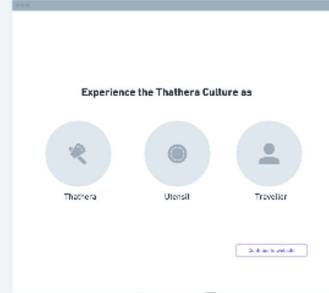
Local

in all the locations.

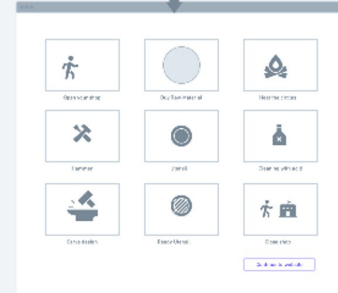
Iteration 1



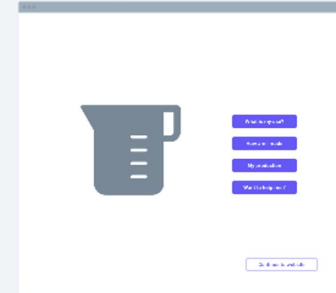
Choose Role



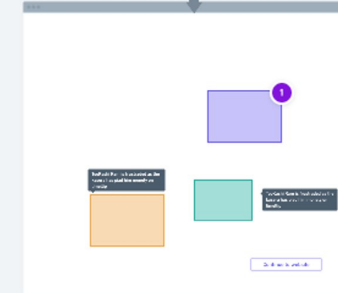
Thathera



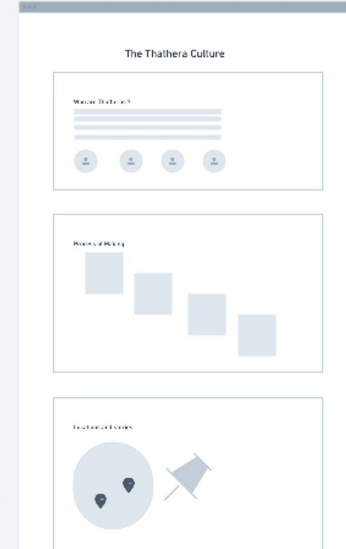
Utensil



Traveller



Website



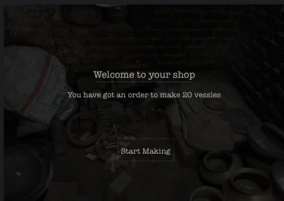
App



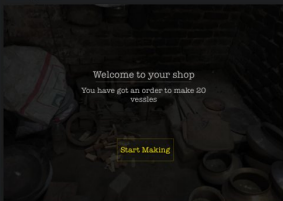
App will be used to ap the data and locations on to the website



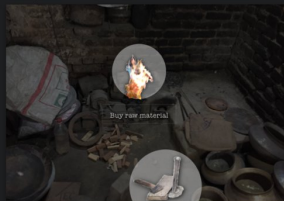
Shop



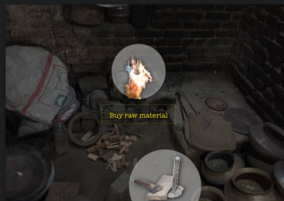
Shop



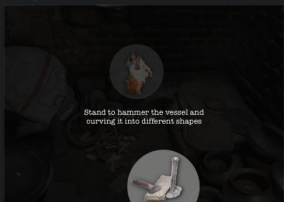
Shop Intro



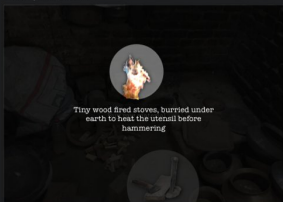
Shop Intro



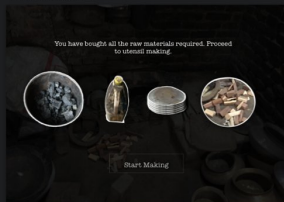
Shop Intro 1



Shop Intro 2



Raw material



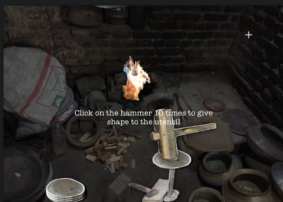
First copy of utensil



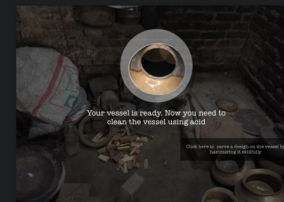
Heat



Hammer 1



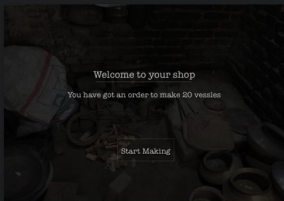
Acid 2



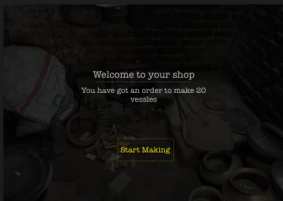
Hammer skillfully



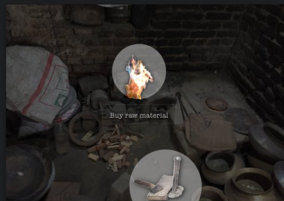
Shop



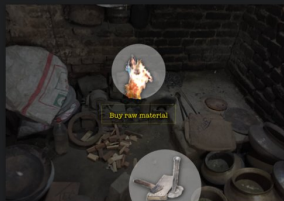
Shop



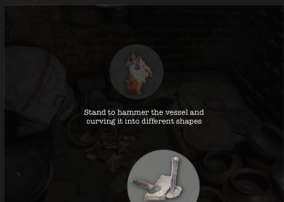
Shop Intro



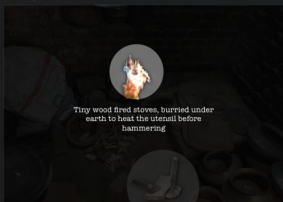
Shop Intro



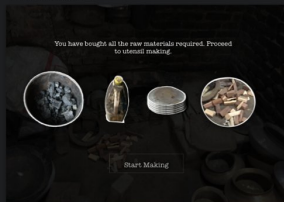
Shop Intro 1



Shop Intro 2



Raw material



First copy of utensil



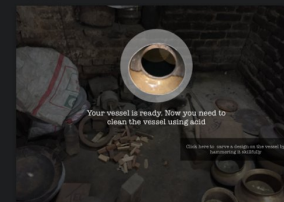
Heat



Hammer 1



Acid 2



Hammer skillfully



Iteration 2

Style guide

Title main Adamina 68

Title page Adamina 36

Page Heading Adamina 36

Heading Helvetica bold 46

Very small Heading Helvetica bold 28

Small body text Helvetica regular 16

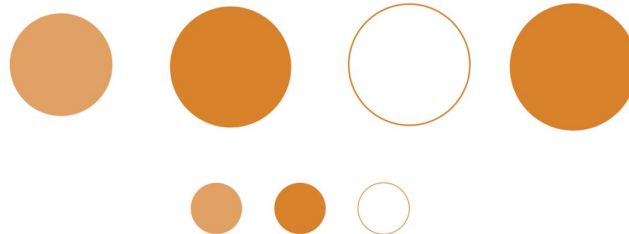
BUTTON Helvetica bold 18

SMALL BUTTON Helvetica bold 16

VERY SMALL BUTTON Helvetica bold 16

Body Text Helvetica regular 18

Very small body Text Helvetica regular 18



Prototype

Evaluation

Evaluation Plan

Working of the system (stakeholders)

- Test with all the stakeholders Emporium authority, teacher from art/design school, craft community

Working of the Platform (end user)

- User engagement
- New knowledge
- User interest

Scalability of the platform

- Try to fit in the framework on some other craft

Evaluation Plan

Expert evaluation

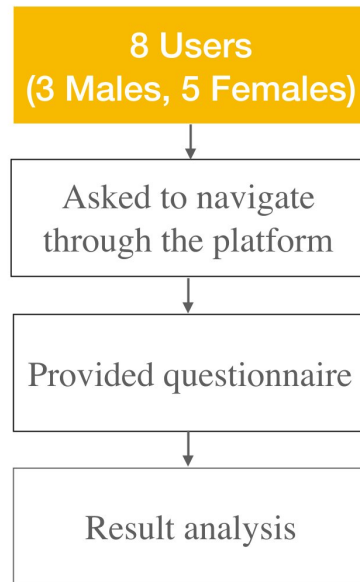
- Test with all the stakeholders
Emporium authority, teacher from
art/design school, craft community

Results



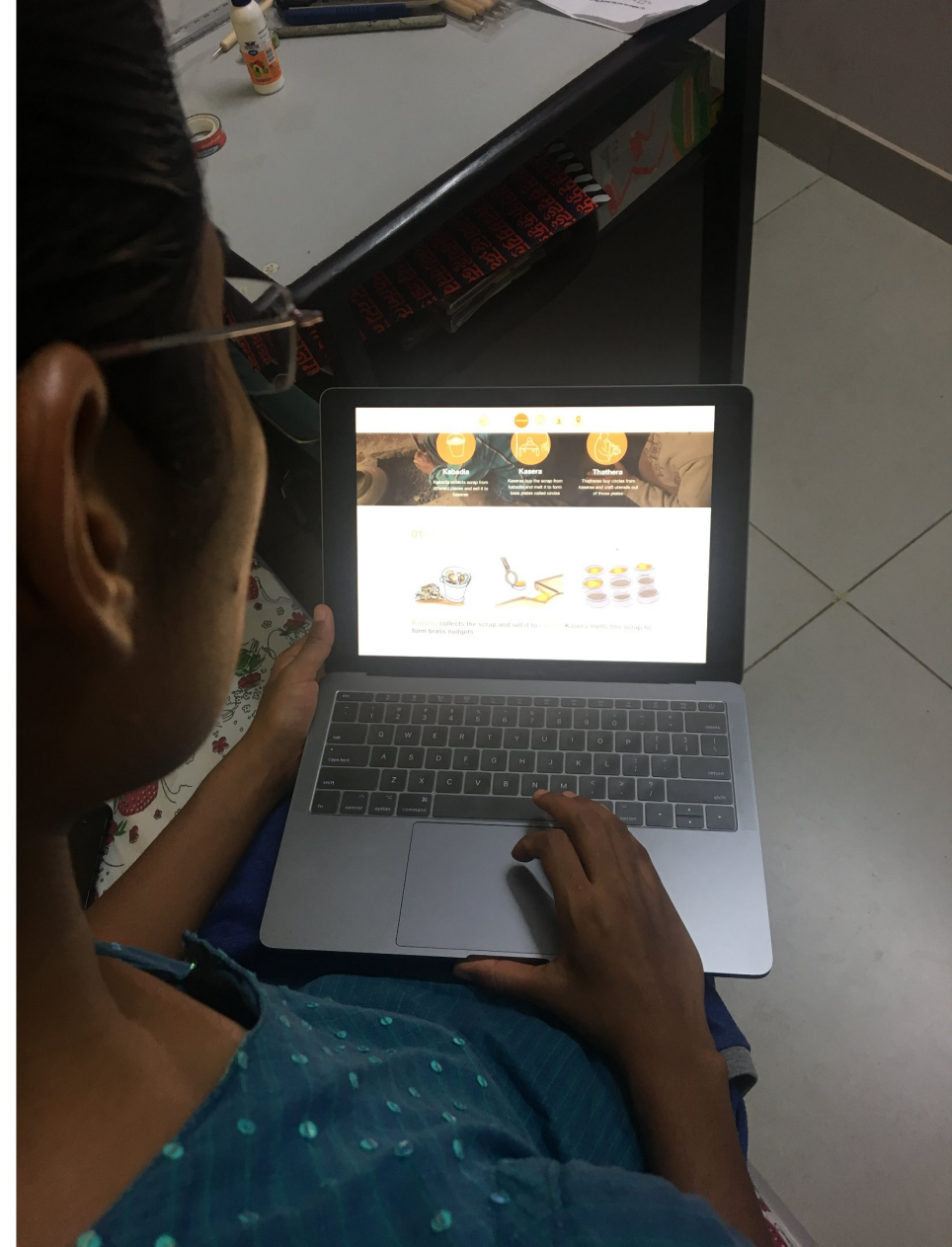
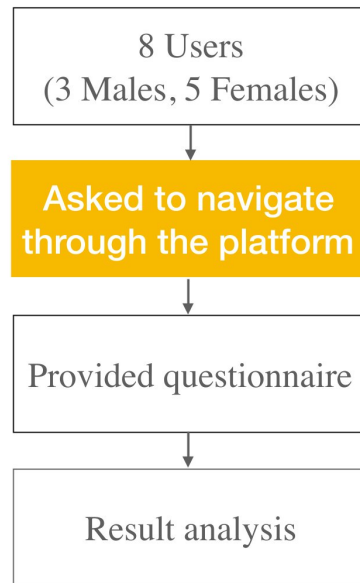
Evaluation Plan

Working of the Platform (end user)



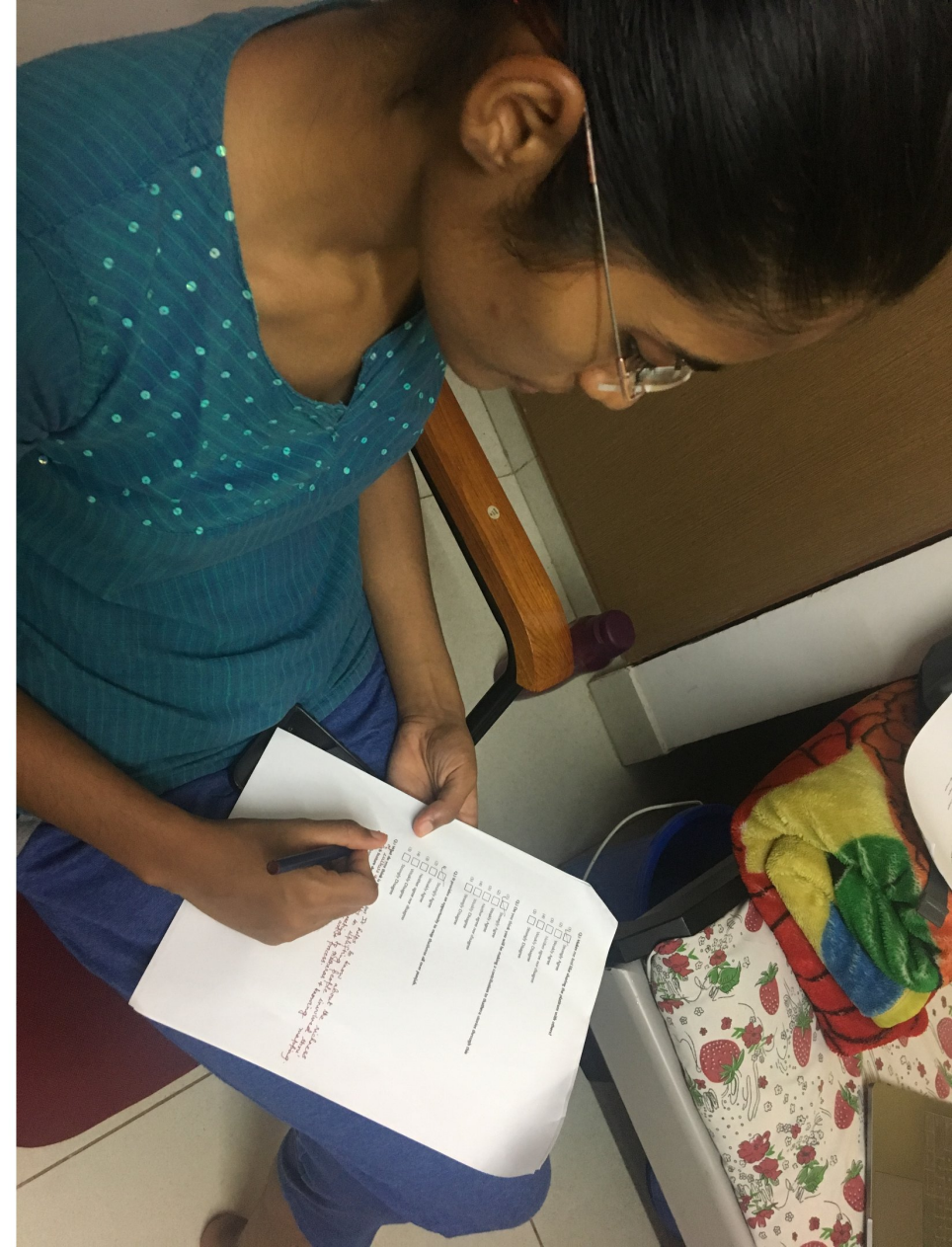
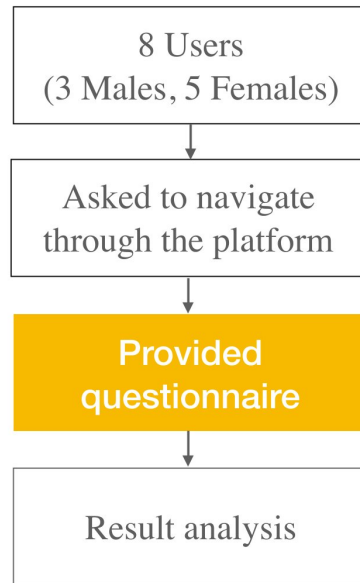
Evaluation Plan

Working of the Platform (end user)



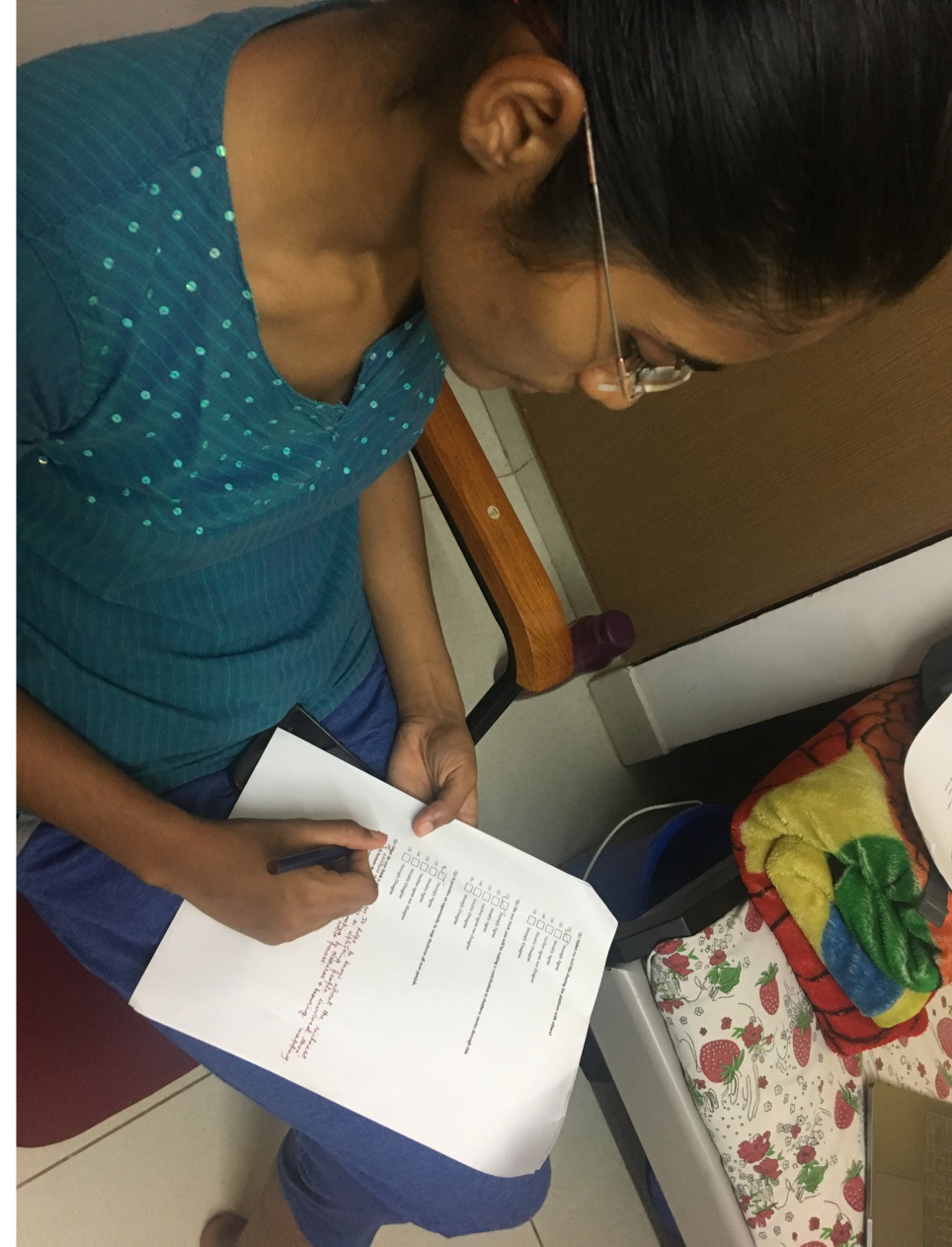
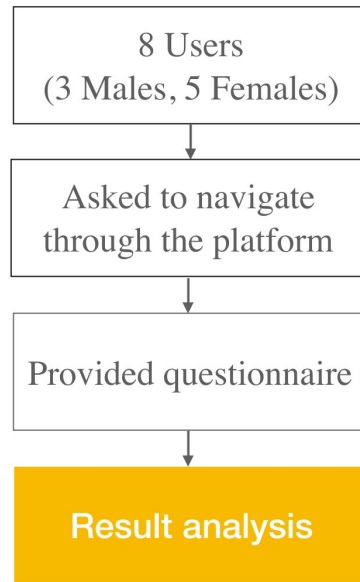
Evaluation Plan

Working of the Platform (end user)



Evaluation Plan

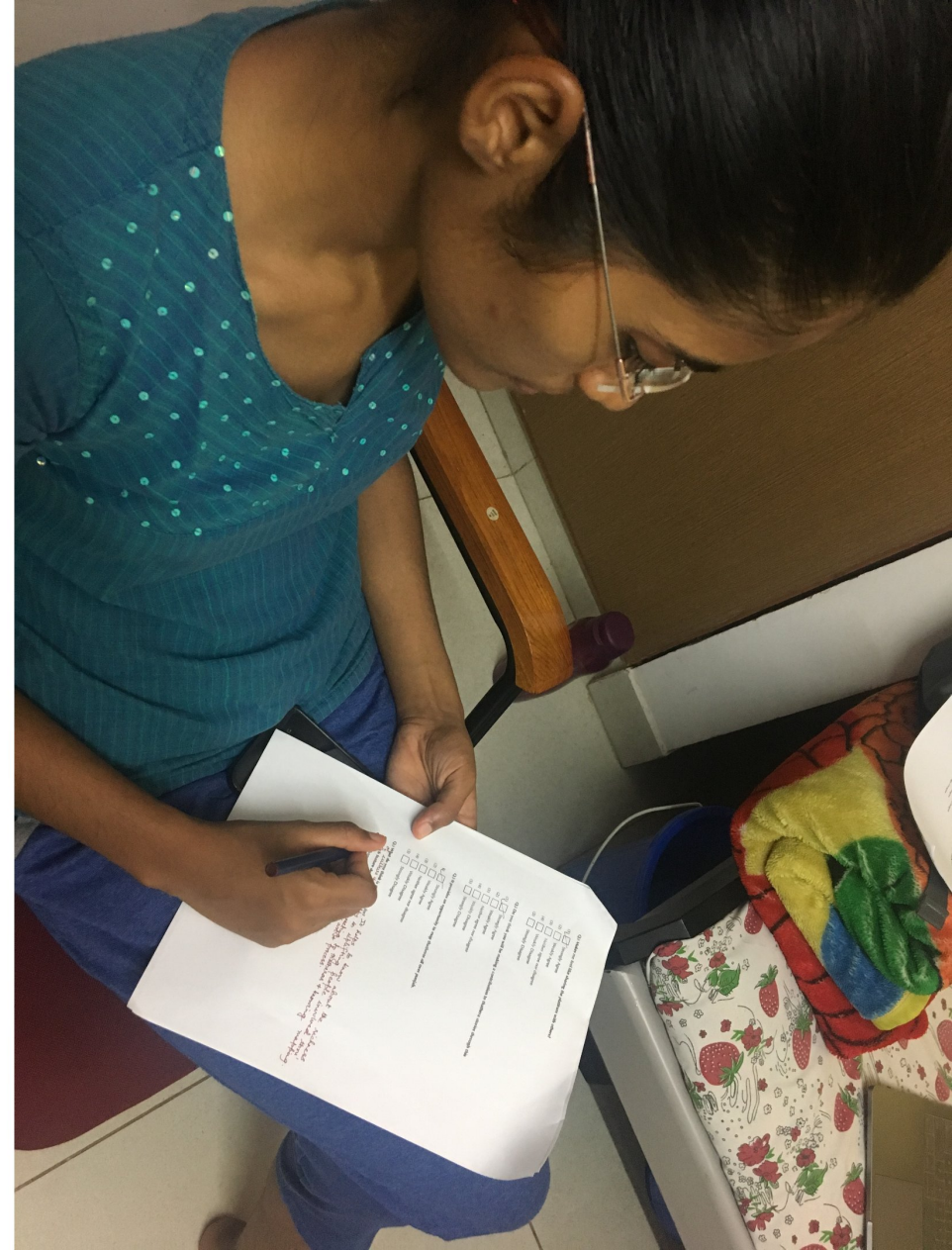
Working of the Platform (end user)



Evaluation Plan

Working of the Platform (end user)

- User engagement
- New knowledge
- User interest



Evaluation Plan

Scalability of the platform

- Try to fit in the framework on some other craft