

Contextual Scenario

Household AW



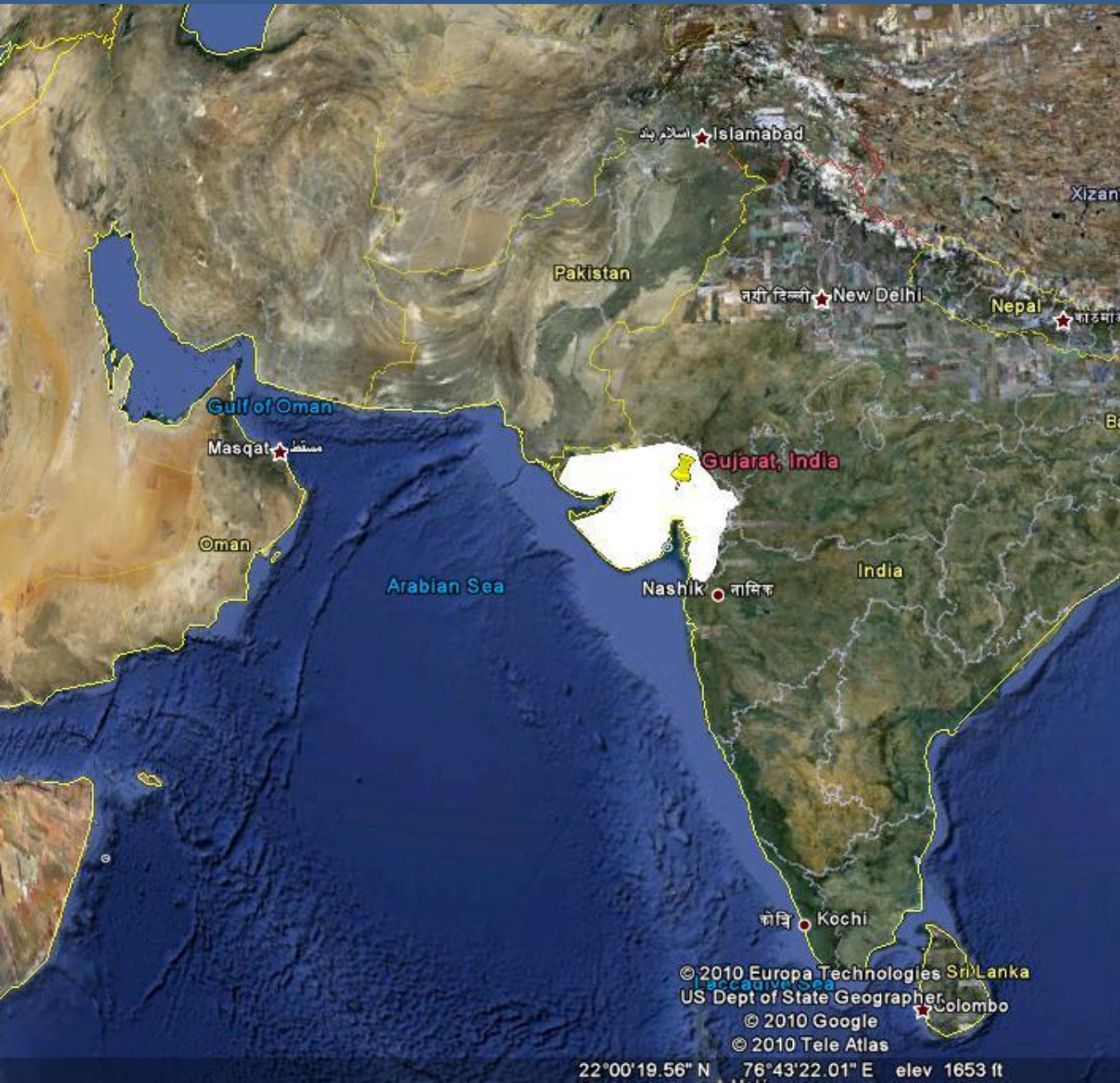
“HOUSEHOLD AW”

JUNE 2010
AHMEDABAD

RESEARCH
TEAM

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GUJARAT, INDIA



Population of
India:

1.15 billion

Per Capita Annual
Income of India:

\$1,030

Population of
Gujarat:

50596992

Per Capita Annual
Income

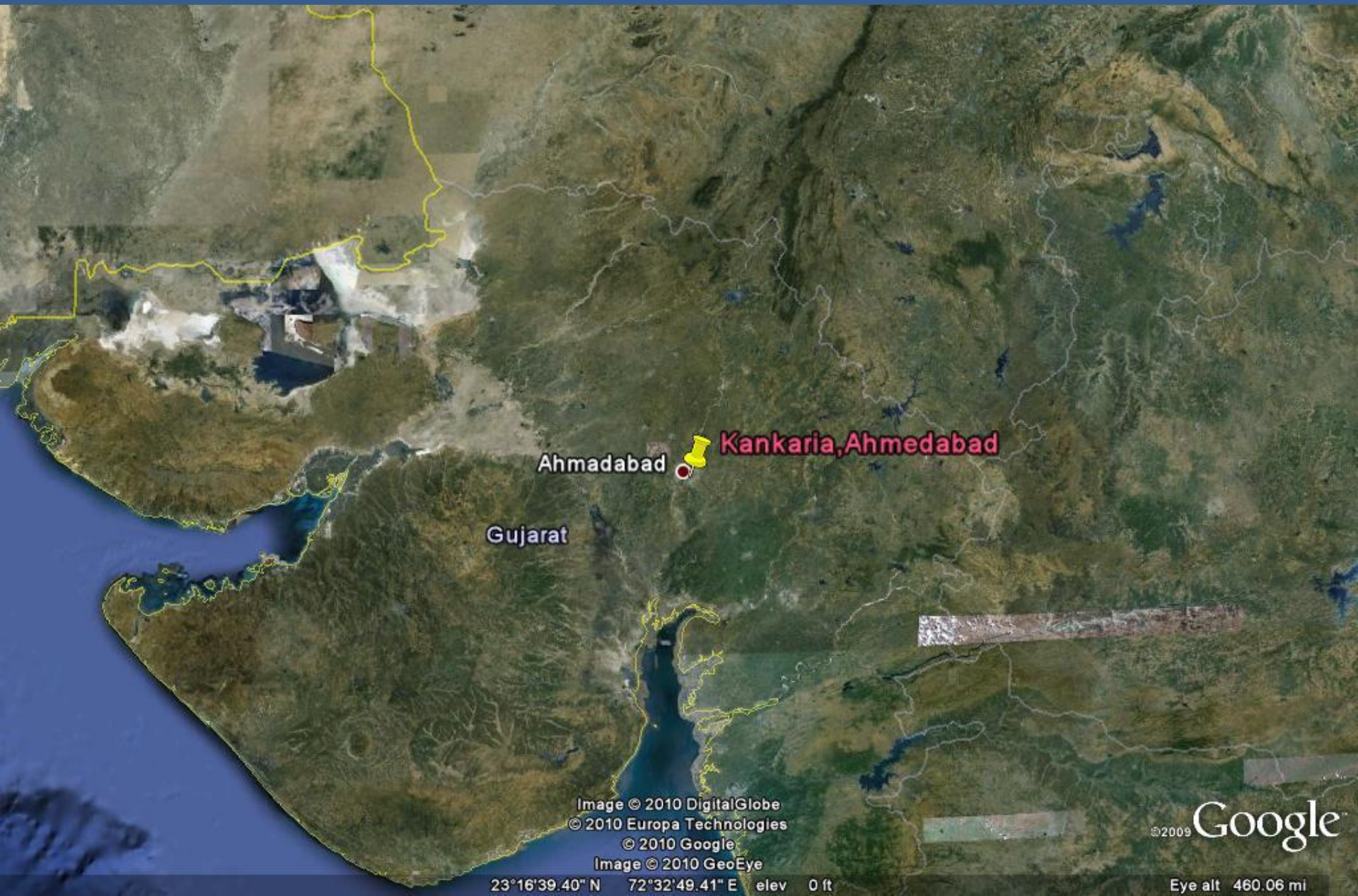
Of Gujarat:
\$978.5

Google

Eye alt: 2826.33 mi

Ahmedabad, Gujarat

Population : 5 million.



Ahmedabad

Kankaria, Ahmedabad

Gujarat

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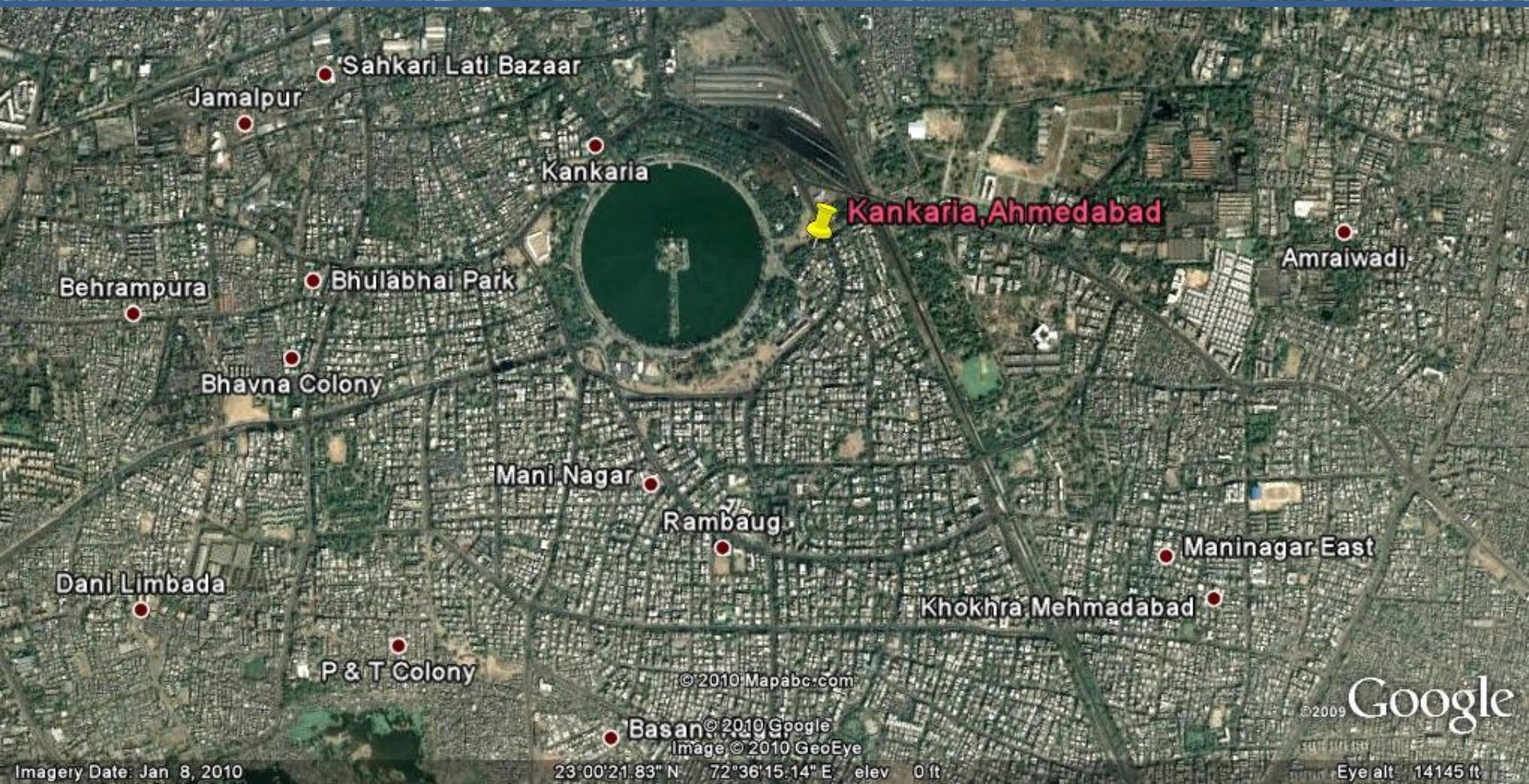
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23°16'39.40" N 72°32'49.41" E elev 0 ft

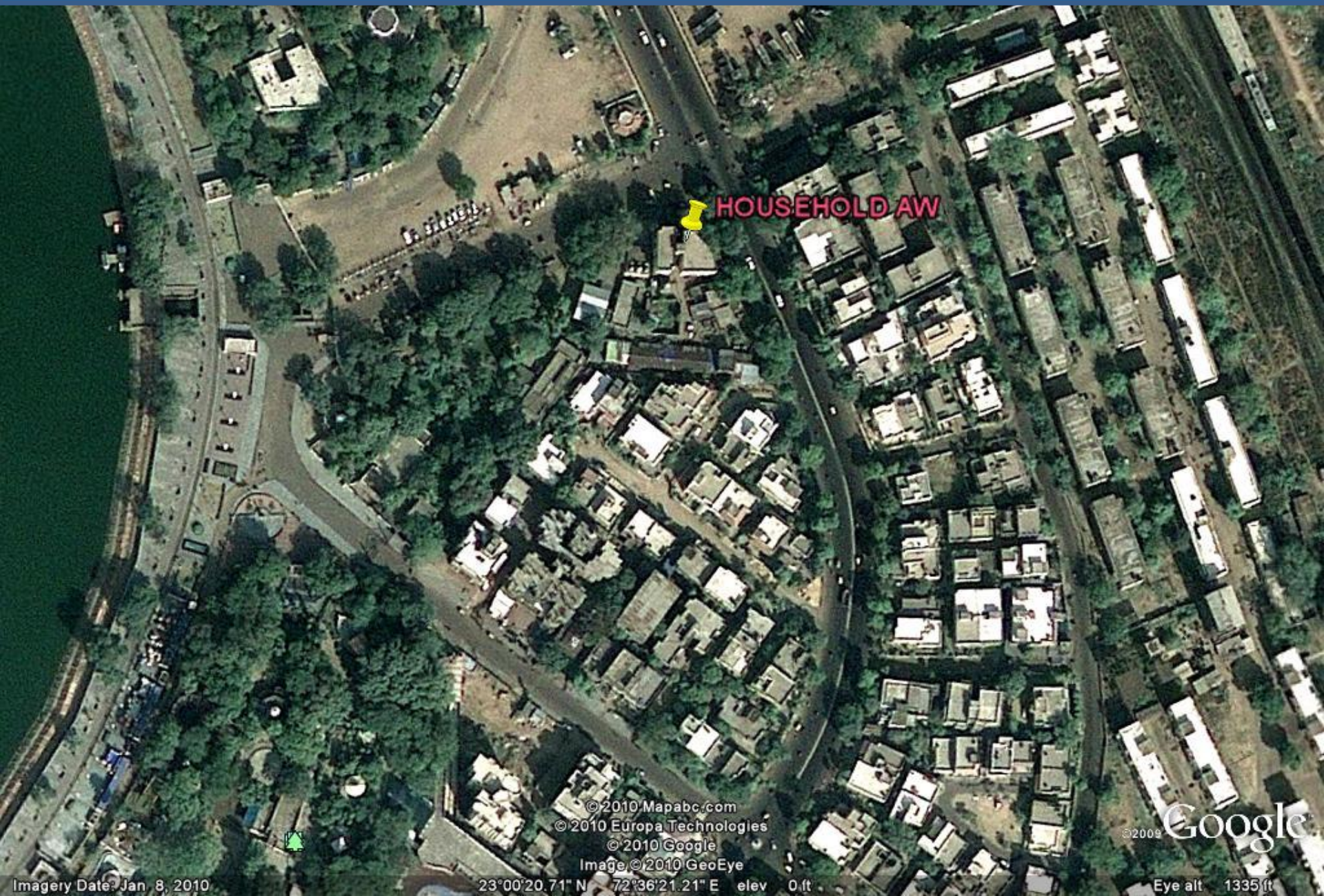
Eye alt 460.06 mi

KANKARIA

- AHMEDABAD, INDIA
- NEAR KANKARIA LAKE
- URBAN, MIXED INCOME NEIGHBOURHOOD



HOUSEHOLD-AW, KANKARIA



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Imagery Date: Jan 8, 2010

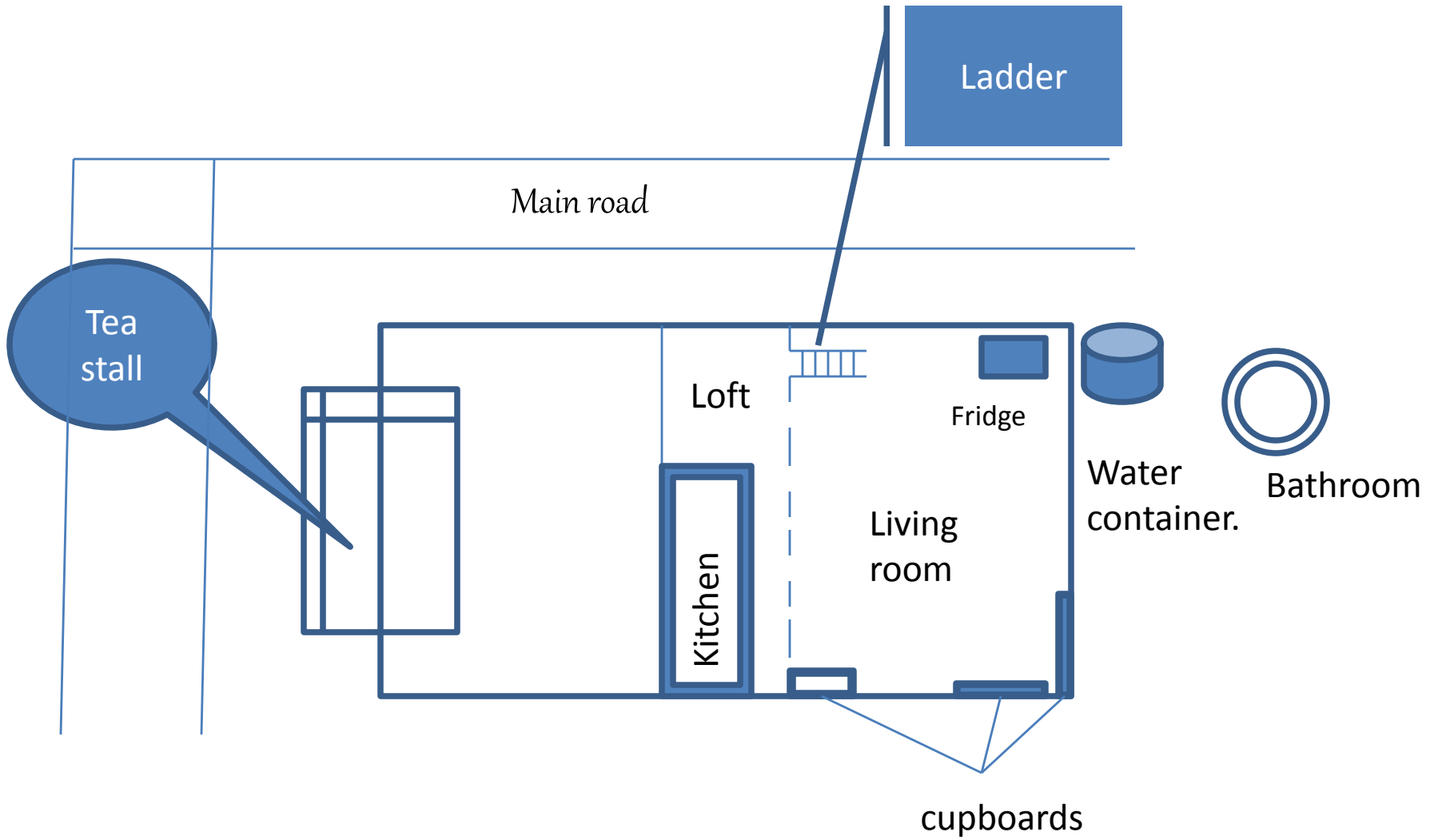
23°00'20.71" N 72°36'21.21" E elev 0 ft

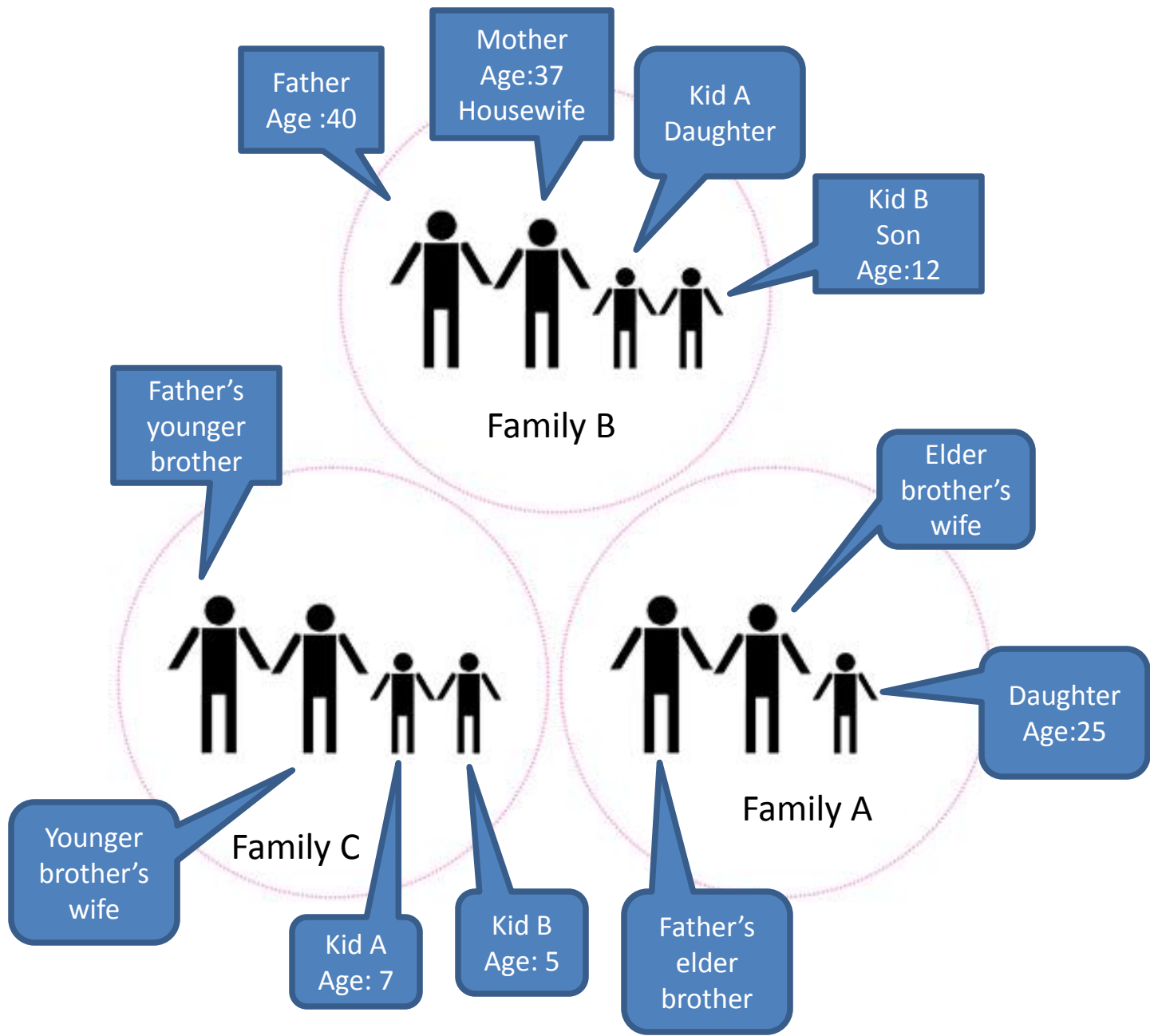
Eye alt 1335 ft



They live here

- This house is situated beneath a flat.
- The house has two rooms.
- One is used as a tea stall
And other is used as both kitchen and living room.
- They also owned a room in the building visible in the picture where they used to sleep and watch TV.





Father
Age :40

Mother
Age:37
Housewife

Kid A
Daughter

Kid B
Son
Age:12

Father's
younger
brother

Elder
brother's
wife

Daughter
Age:25

Younger
brother's
wife

Kid A
Age: 7

Kid B
Age: 5

Father's
elder
brother



Family B



Family C



Family A

Basic Information:

- Number of Members: 13 (Three brothers live with their families and mother father. Total children are 5. The 12 year boy whom we interviewed is a son of 2nd brother and he has an elder sister. The first(the eldest) brother has only a daughter who is 25 year old. The third(youngest) brother has a 7 son and a 5 year old daughter.)
- Total Income: >Rs. 15000
- Occupation: They run a tea stall and a pan parlor along with this the eldest brother also does a small business of selling batteries.
- Religion: Hindu
- School: Gujarati medium

Cousin
sister
Age-5

Participant
boy
Age 12 years

Mother
Age-37



This is their kitchen Where gas-stove and other vessels are kept in the manner we can see in the picture. This room also serves as a living room as well. A loft is also there where one of the three families sleep and keep their items





Youngest
Brother

His two
children

First
brother's
daughter

This is the apartment which they owned on the second floor of the building . They have two TVs and other technological devices like DVD, sewing machine, fan etc in this room.

Approach Towards Technology:

- They have two TVs out of which they only use one. Mostly children use it. Elders get less time from their tight schedule to watch TV. They rarely sit together as a family and watch TV as all have their different timetable. They generally watch soap opera and bollywood movies.
- All elder male person have their own mobile phones. Children can only use one which is owned by the first brother(Eldest of three).Children generally know how to call, listen to music and take pictures in mobile phones. Grand-father also has one but he never allows children to use his mobile phone and also puts restrictions on using various other devices.
- Children and also elders can not use many things without grand-father's permission which is a barrier to their freedom of using technology.
- They have bicycles, a two wheeler and a small car.

They keep bicycles and bike outside their house . Beside the toilet a container of water is visible which is used for storing water .

Main door of the house.

Toilet.



Religion

- They follow Hindu religion.
- Photos of Shri Ganesha is hanging on the wall.
- Beside it there is a small temple in which they keep other Gods and Goddesses photo who are worshipped in Hindu religion.
- They have pictures of Gods attached at all side of walls.



Children of the house:

- Boy is studying in Gujarati medium school in 7th standard.
- He is 12 year old and taken care by his father's elder and younger brother as his father doesn't have any job.
- All children don't study in Gujarati medium , some study in English medium too especially smaller children. This is because they realized importance of English in modern world.
- This variety of children makes this house an ideal one for our research.
- All children go for extra tuitions as well. That means majority of their time is spent on study.
- The boy has daily schedule like this: 6 to 7 in morning he goes in RSS(physical training). At 8:30 he goes for tuitions and then at 11:30 for school. Comes back at 4:30 a.m. Again 5 to 6 tuition hour. After 6 he plays with his friends. At night takes dinner around 8:30 p.m. and then goes to sleep.

Game play

- This is how they keep keyboard and mouse while playing video game.
- The elder sister teaches his little cousins how to play games like Mario and solitaire.
- All of them have their fixed timing for playing this.
- This console remains attached to TV all the time.



Elder sister

The boy



- The boy plays this from 7 to 8:30 a.m. elder sister plays it around 11 a.m. And younger brother's children play it at 4 p.m.
- In the beginning children didn't know how to play a single game, but now they know a few games like Mario, Galaxy, Duck- Hunt.

- Children have started playing educational game cartridge as well.
- In this picture you can see cousin brother of the boy pressing keys and playing typing game.
- Children play word game, typing game, word editor, ABC typing, listening game on the educational cartridge. Some times parents also sit with them and play it in order to make children learn those games.



General themes:

- _Unity amongst three families.
- _Great organization of resources in limited space.
- Influence of elders and parental control.
- Variety of mediums in school education.

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Intervention Themes:

- Elders as well as parents teaching and encouraging children.
- Scheduled playing in order to avoid conflict among children.
- Parents' view of TVC as an engaging device for children.