



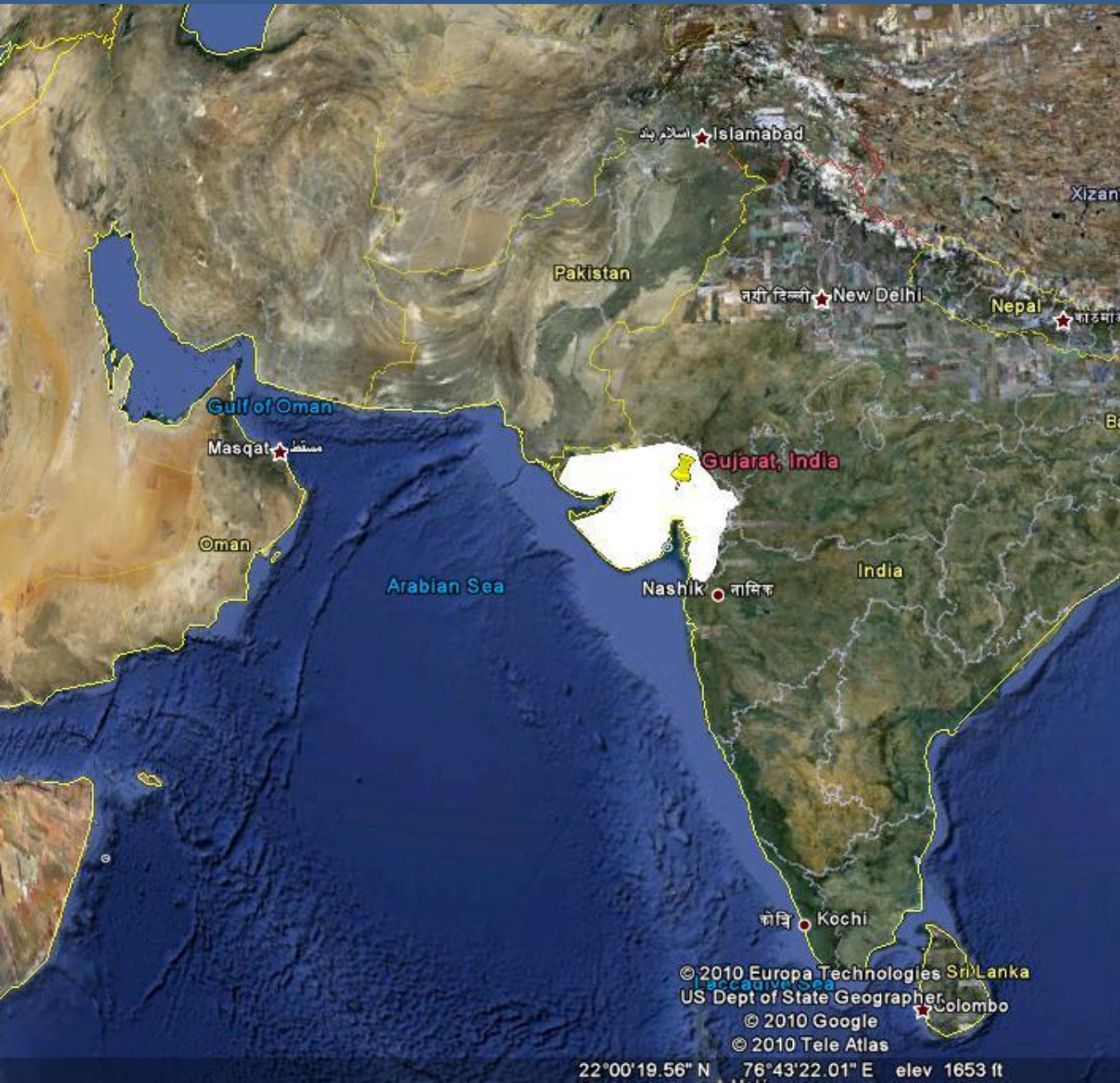
“HOUSEHOLD AT”

JUNE 2010
AHMEDABAD

RESEARCH
TEAM

Pranav Patadiya
Sonali Dubey
Parth Rao

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

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US Dept of State Geographer
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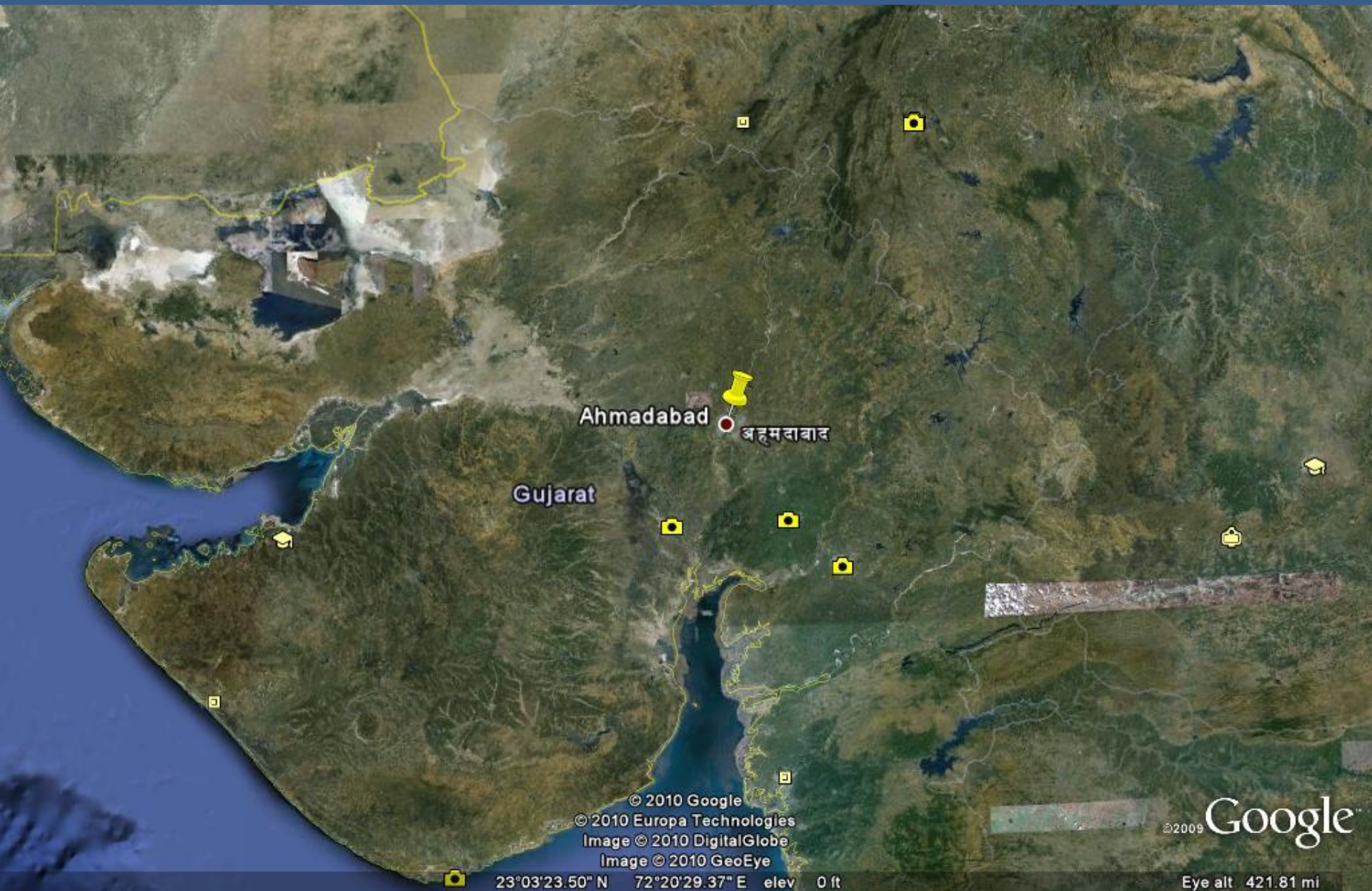
22°00'19.56" N 76°43'22.01" E elev 1653 ft

Google

Eye alt 2826.33 mi

Ahmedabad, Gujarat

Population : 5 million.



Ahmadabad
अहमदाबाद

Gujarat

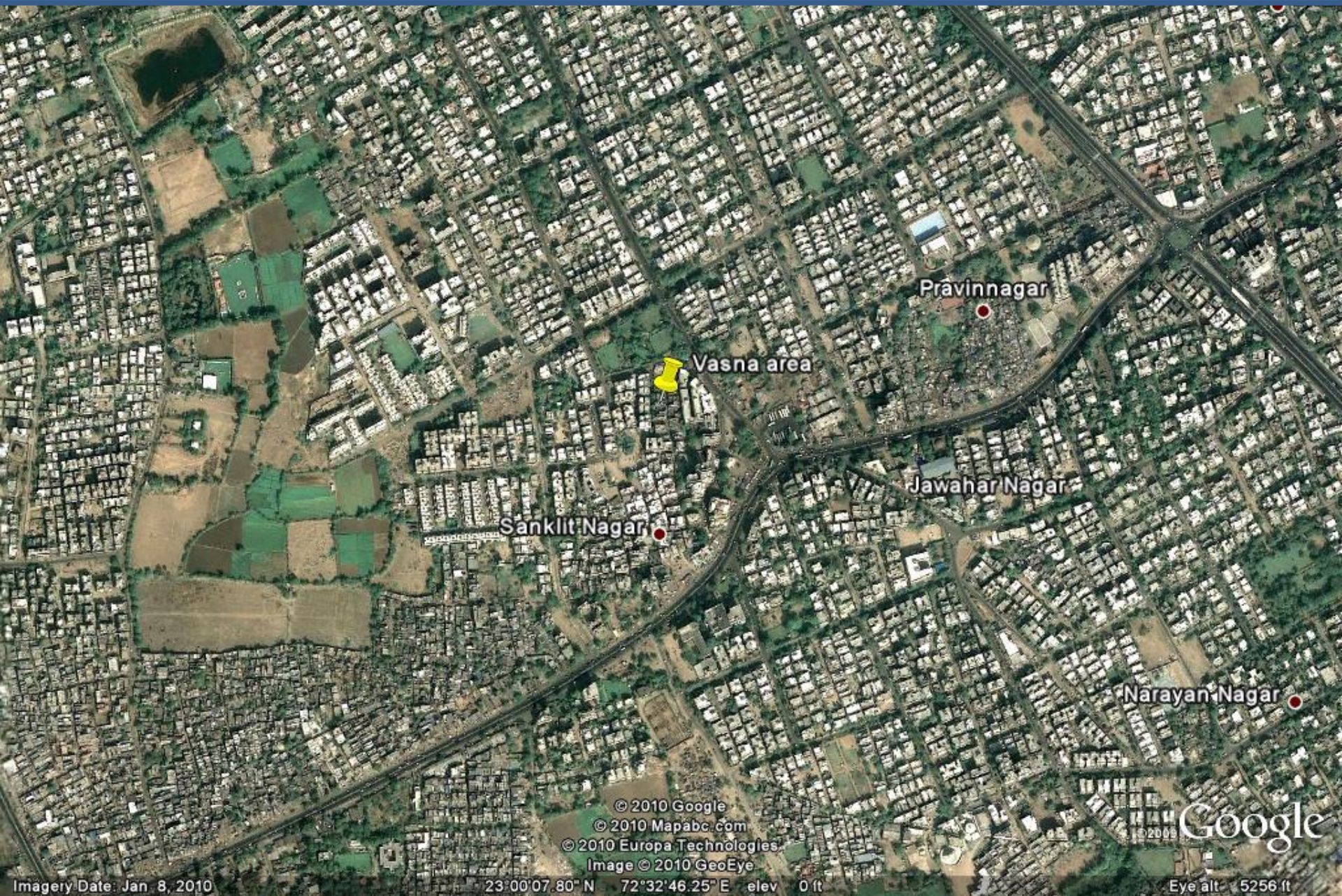
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Image © 2010 GeoEye

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23°03'23.50" N 72°20'29.37" E elev 0 ft

Eye alt 421.81 mi

Vasna Area



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Google

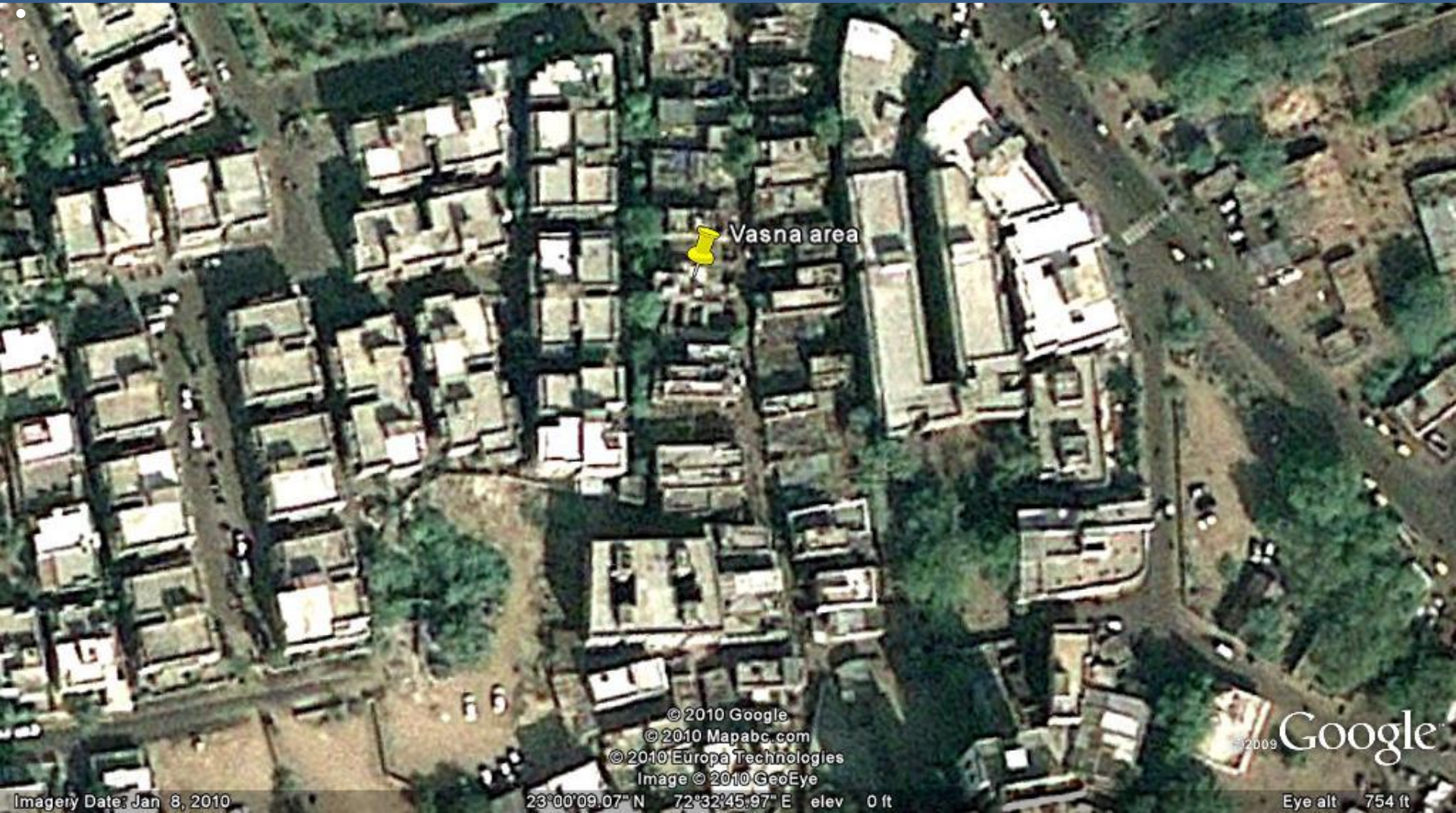
Imagery Date: Jan 8, 2010

23°00'07.80" N 72°32'46.25" E elev 0 ft

Eye alt 5256 ft

Household AT

- Vasna, Ahmadabad
- Near Municipality garden
- Mixed income neighbourhood



Place where they live

This is an urban slum type place .

Streets are very narrow and dirty.



This is the house.

- **It's a two storey house.**
- **Total rooms are four.**
- **Two brothers live here with their families on the ground floor.**
- **First floor is only used for storing fire woods.**
- **They surprisingly used to store woods for next 1 year in advance.**
- **In the outer part there is a water tank and a place where they wash their clothes.**



Father
Age: 32
Plumber

Kid A:
Daughter
Age: 10

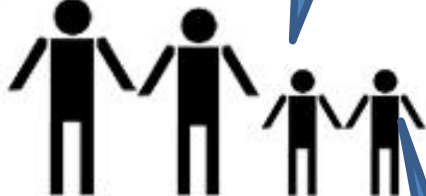
Father's
elder
brother

Elder
broth
er's
wife

Family A

Family B

Family income
US \$ 110



Mother
Age:30
Maid
servant

Kid B:
Son
Age:7

Basic Information:

- Number of members: 8 (Two brothers with their parents and families. Younger brother has two children and elder has none.)
- Occupation: Father (Younger brother) is a plumber and earns Rs. 3000-4000 per month. Mother is a maidservant earning around Rs. 2000 per month.
- Total income: Rs. 5000-6000 (Us \$ 110) per month
- Religion: Hindu
- School: The girl is studying in Gujarati medium municipality school.

Father's
elder
brother

Photos of God
Shri Ganesh

Father

Mother

Her
younger
brother

The
Girl



Methods of keeping vessels, pots with TV in the kitchen as this family has only two rooms.



TV



- Arrangement of TV beside kitchen platform.
- Some flowers and photos are also kept on the TV.
- Oil canes are put in a corner.

Technology in the house

- They have a TV worth RS. 7000
- A DVD player is kept on the wood block.
- They have fans , tube light and other common electrical items . They experiences power cut off few times.
- There is no gas stove for cooking. They use 'chulha' in which woods are used as fuel.



Technology

- There is only a mobile phone among four people of the family. No landline phone .
- This phone is always kept in the house. Father doesn't require any phone for his work.
- The girl plays games in mobile phone for 2 hours every day . She knows how to call. She also makes call on behalf of her mother as her mother even doesn't know how to call.





When we gave them a console to play they were not believing us. The girl had only seen this kind of games in the houses where her mother used to work a servant. In this picture girl is extracting game from the box and his brother is taking out the wire from extension code which they bought specially for this purpose.

Earlier the girl didn't know how to operate the game but when we visited her after one week she became expert of some games like Mario, Galaxy etc. She has learnt these games by her own. They have bought extension code so that she can play game comfortably sitting on the floor.



Extension
cord



Father also takes interest in TVC. He guides his daughter and son how to play certain games which they can't understand. He plays Mario and other commercial games with them after coming home at night. But since he doesn't know English he is unable to teach his children educational games. Mother only watches it and doesn't want to play due to lack of interest. She would rather prefer to watch TV serials.



- The girl plays it after coming from school from 2 to 4 p.m.
- At 4 p.m. when his brother comes back home she stops playing otherwise his brother does not let her play and keeps asking for playing.
- Parents don't like that the son plays the game thinking that he is very young to understand it and he may damage the device.
- The girl hasn't played educational cartridge for a single time as she doesn't understand English.