

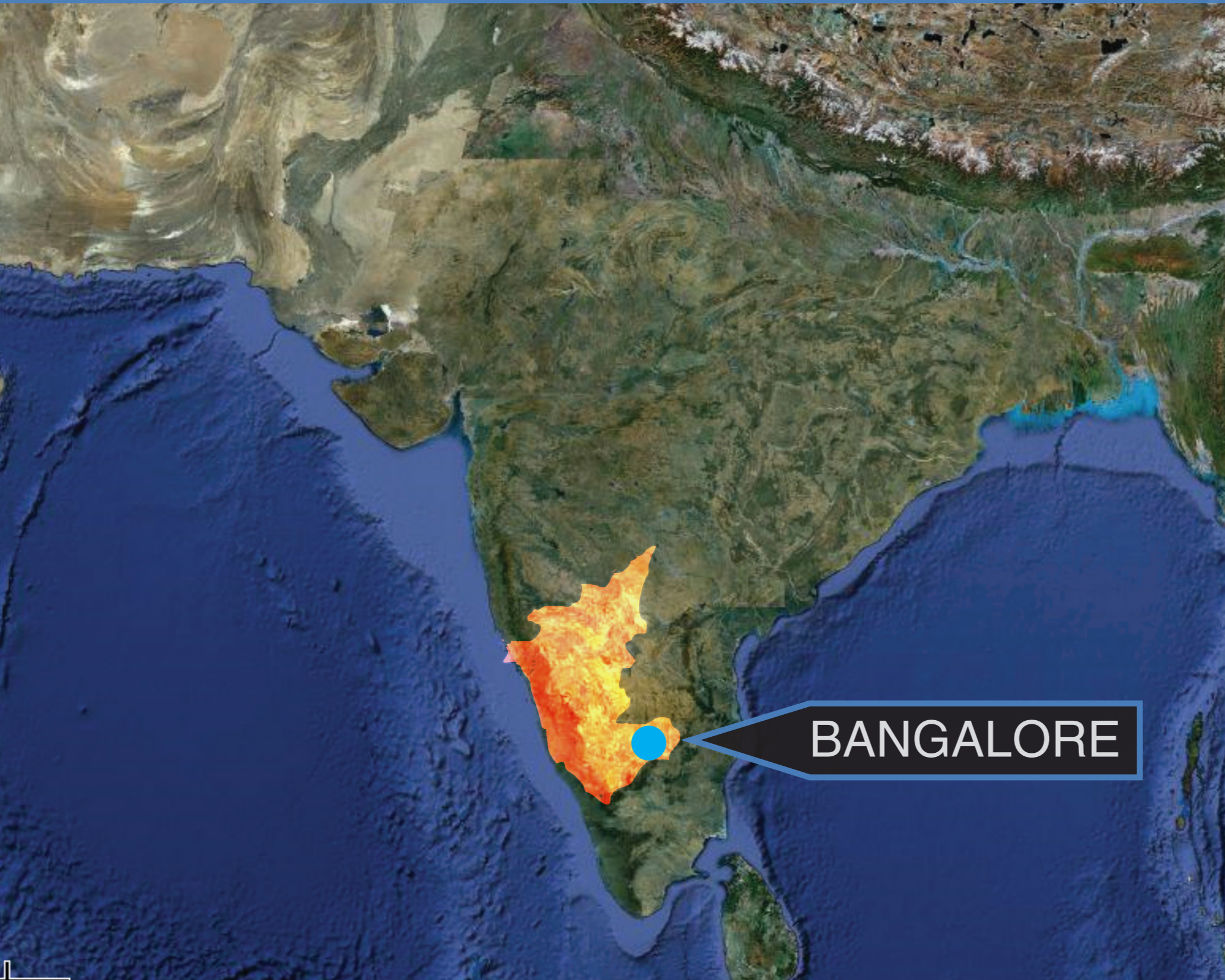


JUNE 2010
BANGALORE

HOUSEHOLD BD

ALIYA PABANI
ALISHA PANJWANI
TANVI SRIVASTAVA

KARNATAKA INDIA



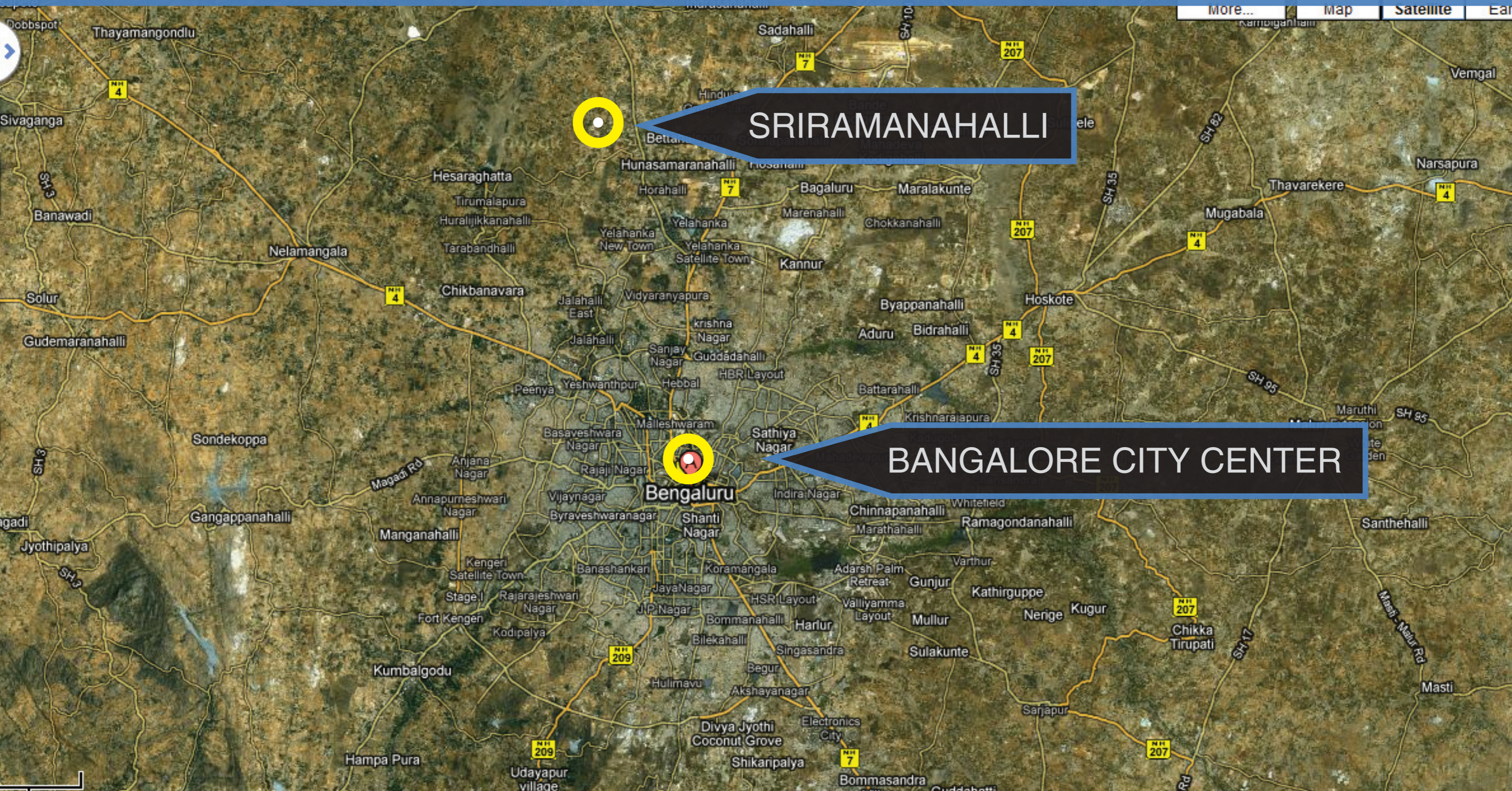
POPULATION OF INDIA: 1.15
BILLION

PER CAPITA ANNUAL
INCOME OF INDIA: \$1030

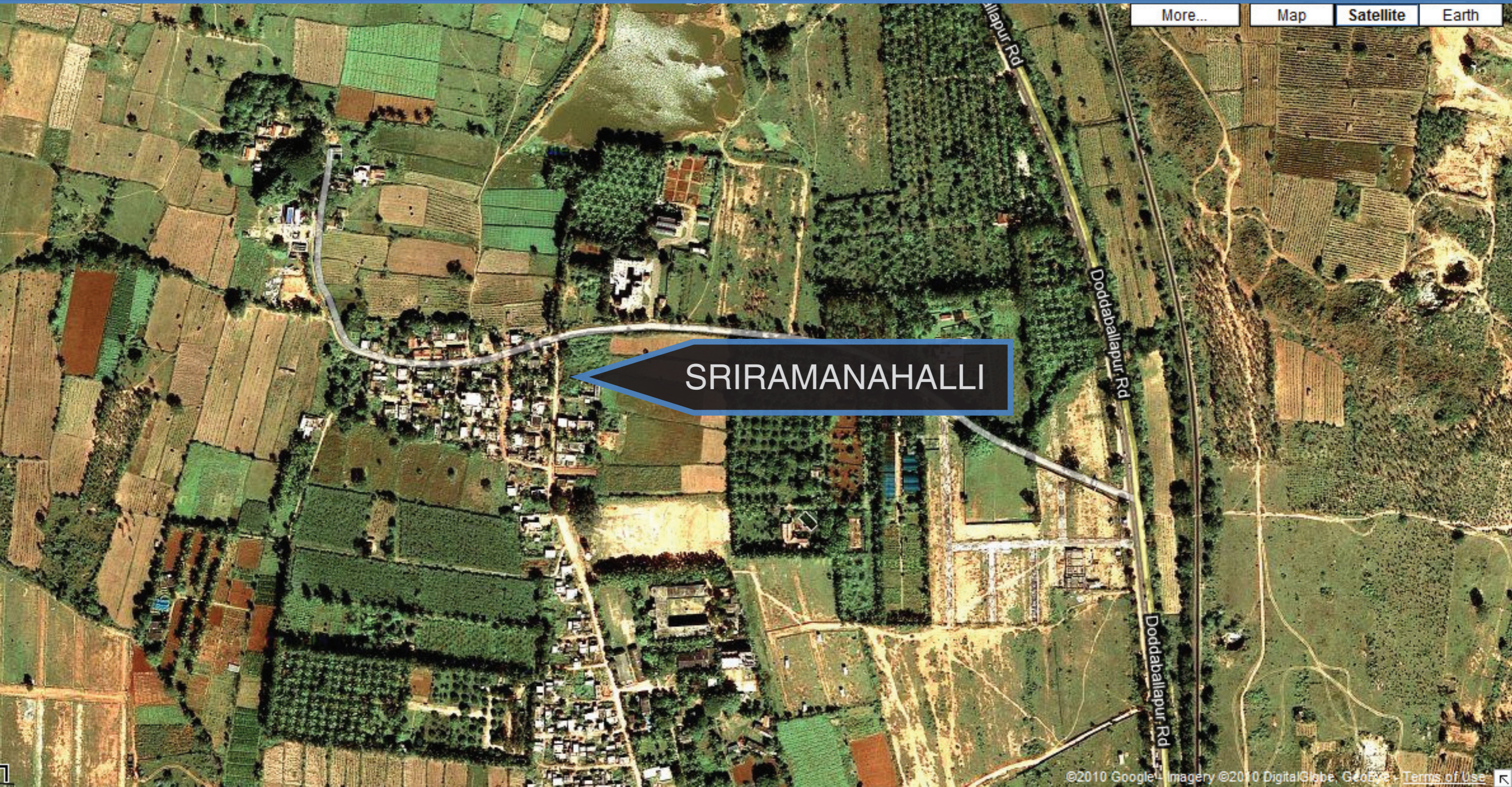
POPULATION OF
KARNATAKA: 52850562

PER CAPITA
ANNUAL INCOME
OF KARNATAKA: \$772

BANGALORE KARNATAKA



SRIRAMANAHALLI KARNATAKA



SRIRAMANAHALLI

More...

Map

Satellite

Earth

SRIRAMANAHALLI KARNATAKA




HOUSE BD

More...

Map

Satellite

Ea

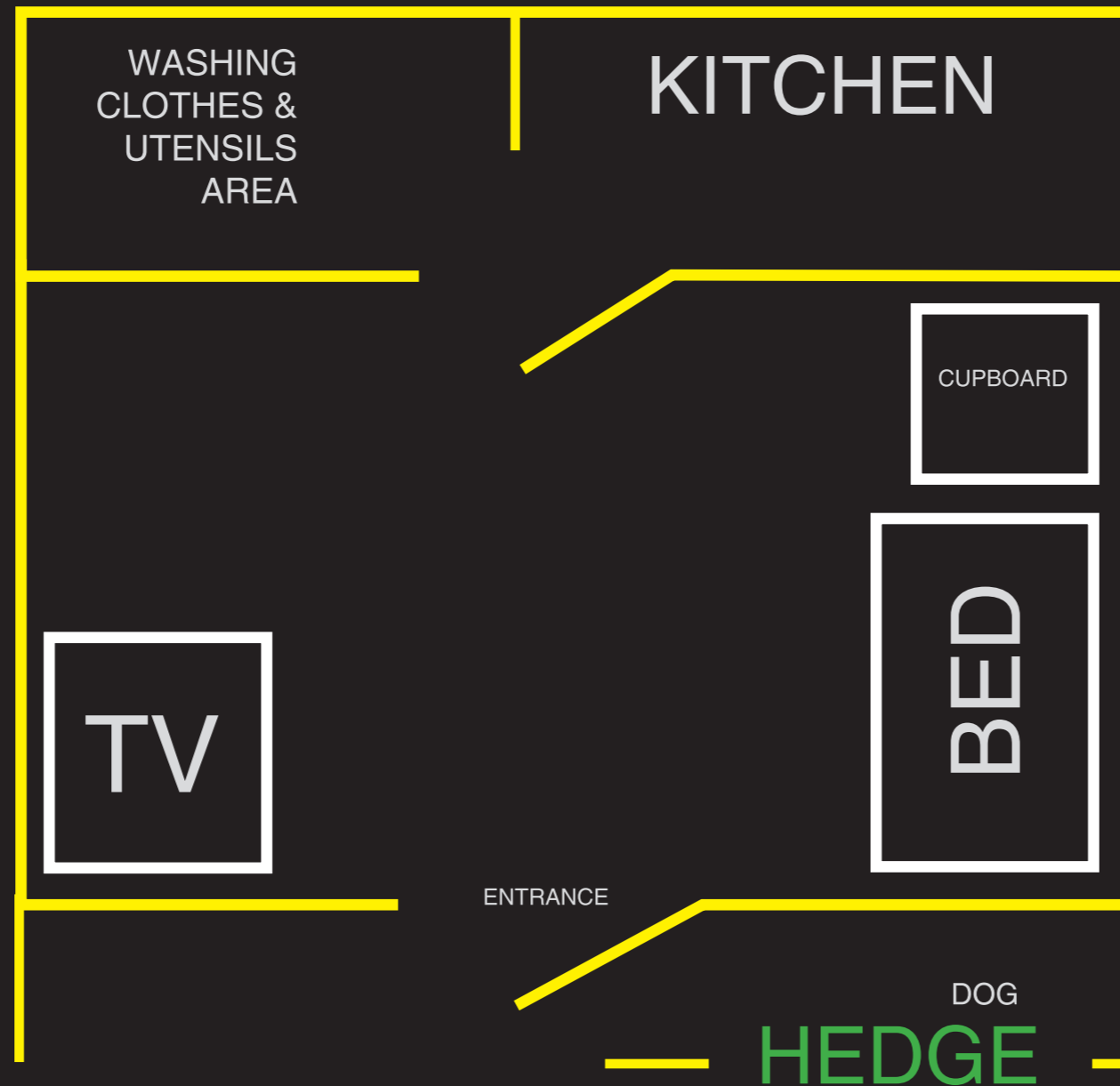


HOUSE BD IN
URBAN-RURAL AREA
OF SRIRAMAHALLI

CHICKEN BD

SON BD

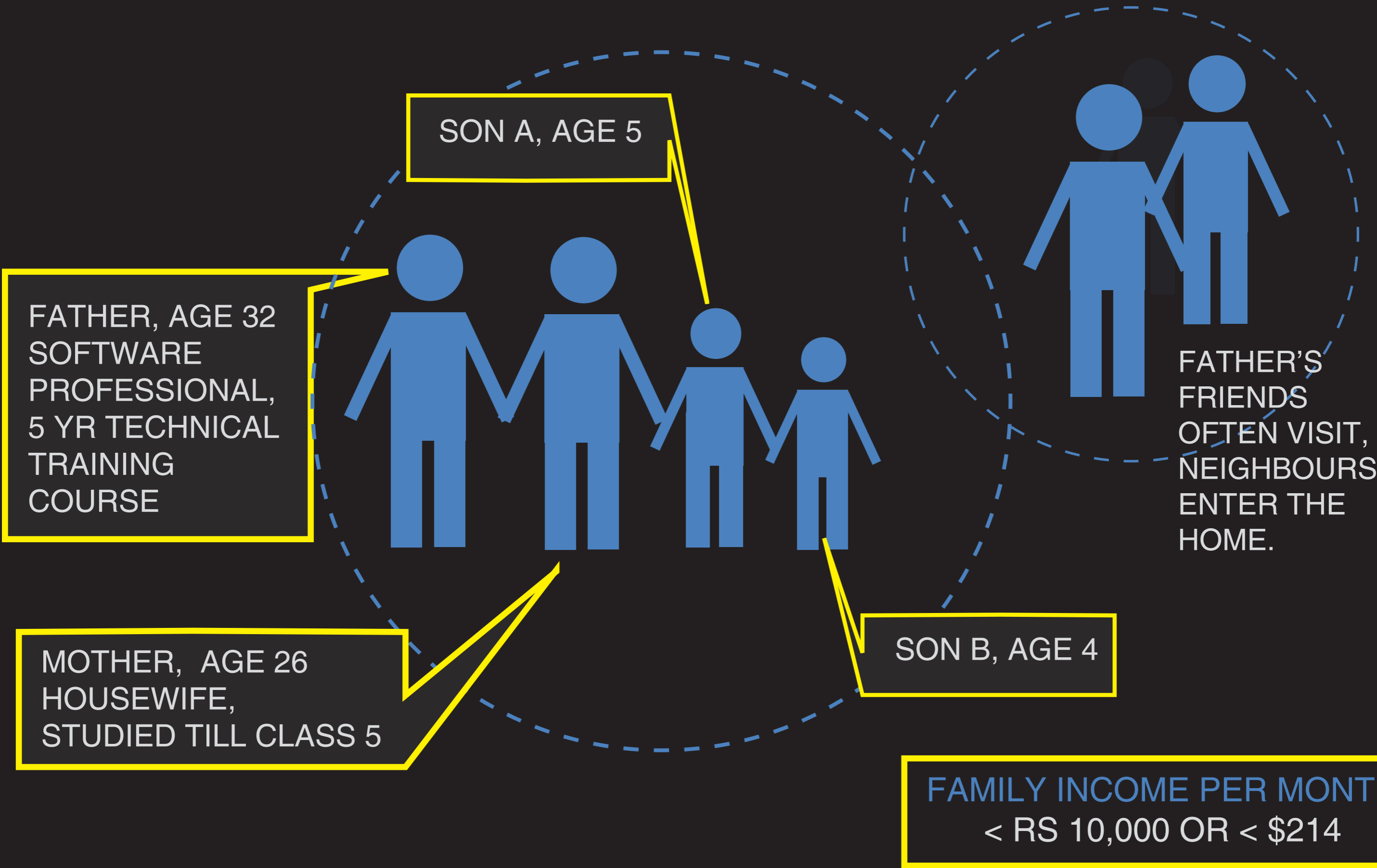
SMALL PATHWAY



APPROX.
12 BY 15 FT

ROAD

HOUSE SCHEMATICS

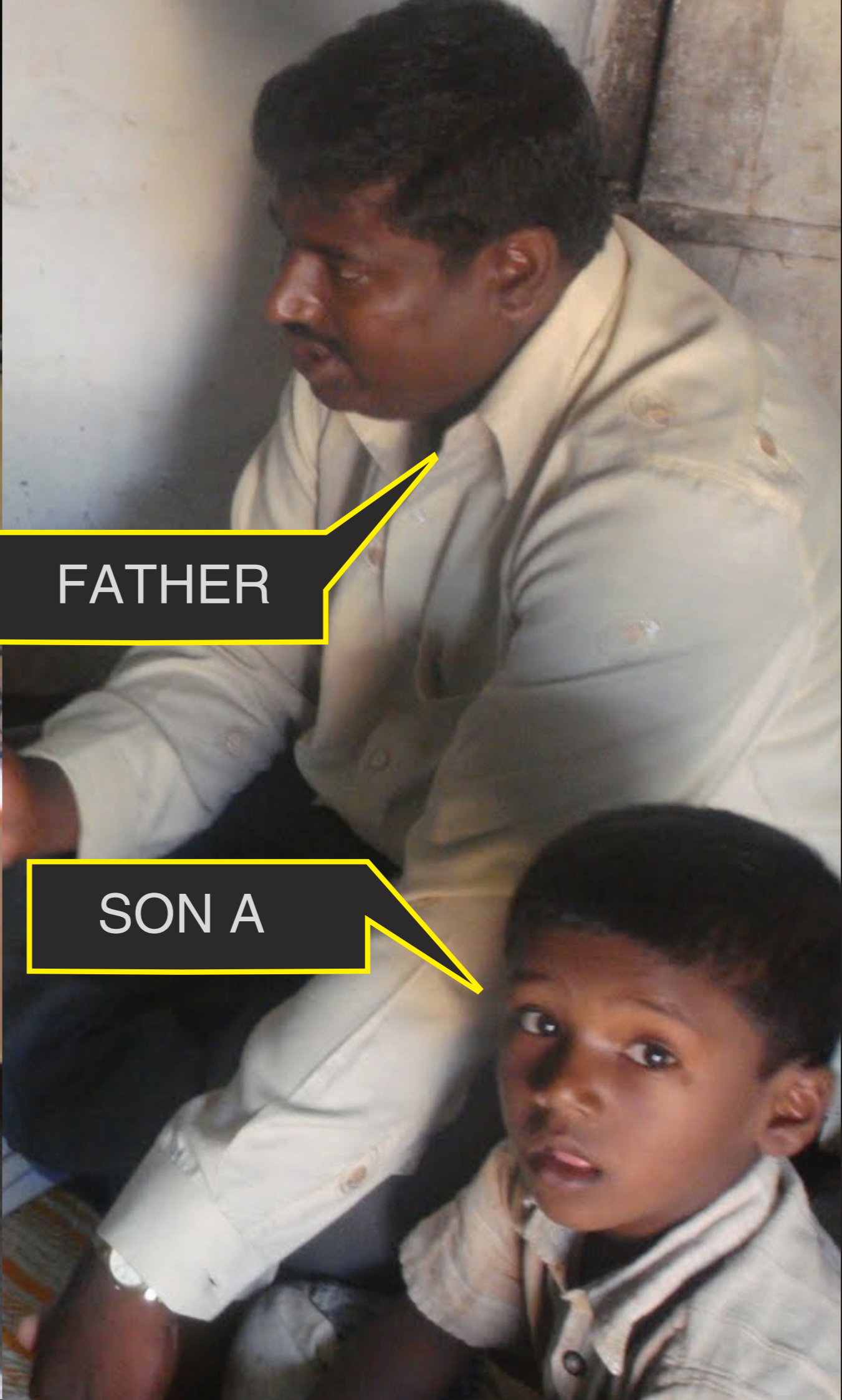


SOCIAL SCHEMATICS



MOTHER

SON B



FATHER

SON A

TECHNOLOGY AT HOME



- TV (SAMSUNG RS 9,700)
- 3 MOBILE PHONES
- DVD PLAYER
- HOME THEATER SYSTEM
- OLD RADIO
- OLD COMPUTER UNDER THE BED
- MIXY (GRINDER)
- MOTORBIKE
- ELECTRIC LIGHT

TECHNOLOGY AT HOME



THIS IS THE LATEST PHONE THE FATHER IS USING. IT IS A SAMSUNG C3053 WHICH HE PURCHASED AROUND 8 MONTHS AGO.

IT IS HIS 8TH OR 9TH PHONE. HIS PHONE IS ESSENTIAL FOR HIS WORK. HE MAKES AROUND 25-30 CALLS PER DAY & SENDS A 100 SMS.

THERE ARE TWO OTHER PHONES IN THE HOUSE, ONE OF WHICH IS HOOKED UP TO THE HOME THEATER SYSTEM AS A RADIO.

TECHNOLOGY AT HOME



CHILDREN'S LAPTOP:

THE FATHER BOUGHT THIS LAPTOP ONLINE FOR HIS SON'S FIRST BIRTHDAY AS AN 'INVESTMENT' FOR RS. 5200.

IT DOESN'T WORK ANYMORE, BUT THE KIDS STILL PLAY WITH IT.

THE FATHER TRIED TO GET IT REPAIRED AT THE ONLINE SHOP BUT IT WAS TOO EXPENSIVE/ COMPLICATED A PROCEDURE.

TECHNOLOGY AT HOME



OBSOLETE TECHNOLOGY

THIS IS AN OLD RADIO AND A MUSIC SYSTEM STORED IN A LOFT NEAR THE CEILING. THE FATHER, BEING A TECH JUNKIE, DOESN'T THROW AWAY ANY OLD TECHNOLOGY.

THE OLD DESKTOP COMPUTER HE USED FOR HIS STUDIES IS STORED UNDER HIS BED.

HE KEEPS THESE ITEMS TO SHOW HIS CHILDREN HOW TECHNOLOGY HAS CHANGED OVER THE YEARS - HOW MACHINES DO THE SAME THING, BUT JUST HAVE BECOME SMALLER IN SIZE.

TECHNOLOGY AT HOME



MOTORBIKE

THE FATHER TRAVELS TO WORK EVERYDAY ON THIS BIKE.

HE WORKS IN A FIRM WHERE HE IS ON A COMPUTER/ONLINE FOR 8 HOURS EVERY DAY.

TECHNOLOGY AT HOME



THE MIXY & THE MOUSETRAP: A TALE OF TWO MACHINES

THE KITCHEN



... IS SPATIALLY QUITE SMALL



WITH EVERY AVAILABLE SURFACE BEING USED FOR STORAGE

RELIGION



THIS HINDU SHRINE IS PLACED PROMINENTLY ON THE WALL. FRESH FLOWERS ARE OFFERED EVERY DAY. INTERESTINGLY, THE DAY WE GAVE THE TVC, THE MOTHER GAVE US FLOWERS AND PUT A RED TIKKA ON OUR FOREHEADS AS AN EXPRESSION OF HER GRATITUDE.

RESULTS OF DEPLOYMENT



- DUCK HUNT WAS THE MOST POPULAR GAME
- THE GAMING CARTRIDGE WAS PREFERRED OVER THE EDUCATIONAL CARTRIDGE
- BOTH PARENTS SPENT TIME TEACHING THE CHILDREN WITH THE HELP OF THE TVC
- THE TVC GAINED A PERMANENT PLACE IN FRONT OF THE TV
- THE FATHER WASN'T AT HOME AT TIME OF DEPLOYMENT, MOTHER RELUCTANTLY TRIED INSTALLING THE DEVICE WITH THE HELP OF A NEIGHBOUR

PARENTS WHO ACTIVELY TEACH



WE SAW MANY INSTANCES OF THE BOTH THE MOTHER AND THE FATHER ACTIVELY TEACHING THE CHILDREN.

HERE THE MOTHER IS TEACHING SON B HOW TO PLAY A GAME WHERE A PLASTIC WING GOES FLYING IN THE AIR.



THE MOTHER HERE IS TEACHING THE YOUNGEST SON TO PLAY DUCK HUNT.

THE FATHER TOO USED THE EDUCATIONAL CARTRIDGE TO TEACH THE CHILDREN ABCD.

LEARNING IN THIS FAMILY IS NOT RESTRICTED TO ACADEMICS - TACTILE LEARNING THROUGH PLAY IS IMPORTANT TO THIS FAMILY.

A TACTILE EXPERIENCE



GIVEN THEIR YOUNG AGE, BOTH CHILDREN ENJOYED PRESSING THE BUTTONS AND DOING FAKE TYPING ON THE KEYBOARD. DUCK HUNT, ONE OF THE MORE TACTILE GAMES, WAS A HIT.

PLAY AS LEARNING



THE PARENTS SEEM SUPPORTIVE OF THEIR CHILDREN LEARNING THROUGH PLAY.

THIS CAN BE SEEN IN THEIR DECISION TO BUY THE CHILDREN'S LAPTOP AND THEIR ACTIVE ENGAGEMENT WITH THE TVC.

(RELATIVELY) OPEN HOMES



COMPARED TO THE REST OF BANGALORE, HOMES IN THIS AREA ARE RELATIVELY MORE OPEN. WHEN THE TVC WAS DEPLOYED, EVERYONE FROM THE NEIGHBOURHOOD RUSHED INTO THE HOUSE WITHOUT ANY INHIBITION. HOWEVER, NO ONE (ASIDE FROM THE FATHER'S FRIENDS) WAS PERMITTED TO RETURN TO USE THE DEVICE.

OVERALL THEMES

- IMMENSE IMPORTANCE GIVEN TO TECHNOLOGY
- CONSTRAINED SPACE
- PARENTS ACTIVELY ENGAGE IN TEACHING CHILDREN
- IMPORTANCE GIVEN TO TACTILE LEARNING
- PLAY AS LEARNING
- (RELATIVELY) OPEN NEIGHBOURHOOD