



# “HOUSEHOLD BC”

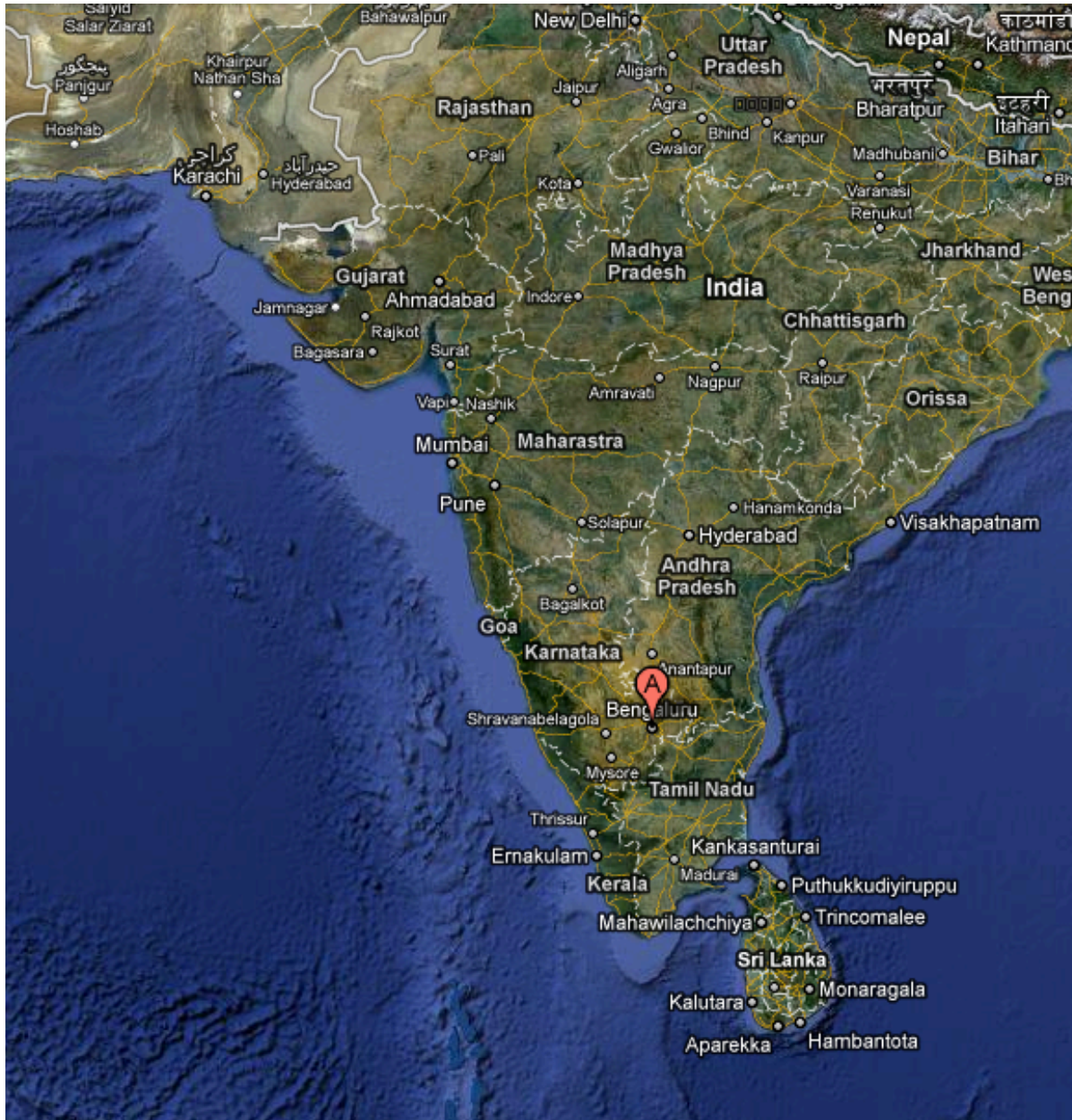
JUNE, 2010  
BANGALORE

RESEARCH  
TEAM

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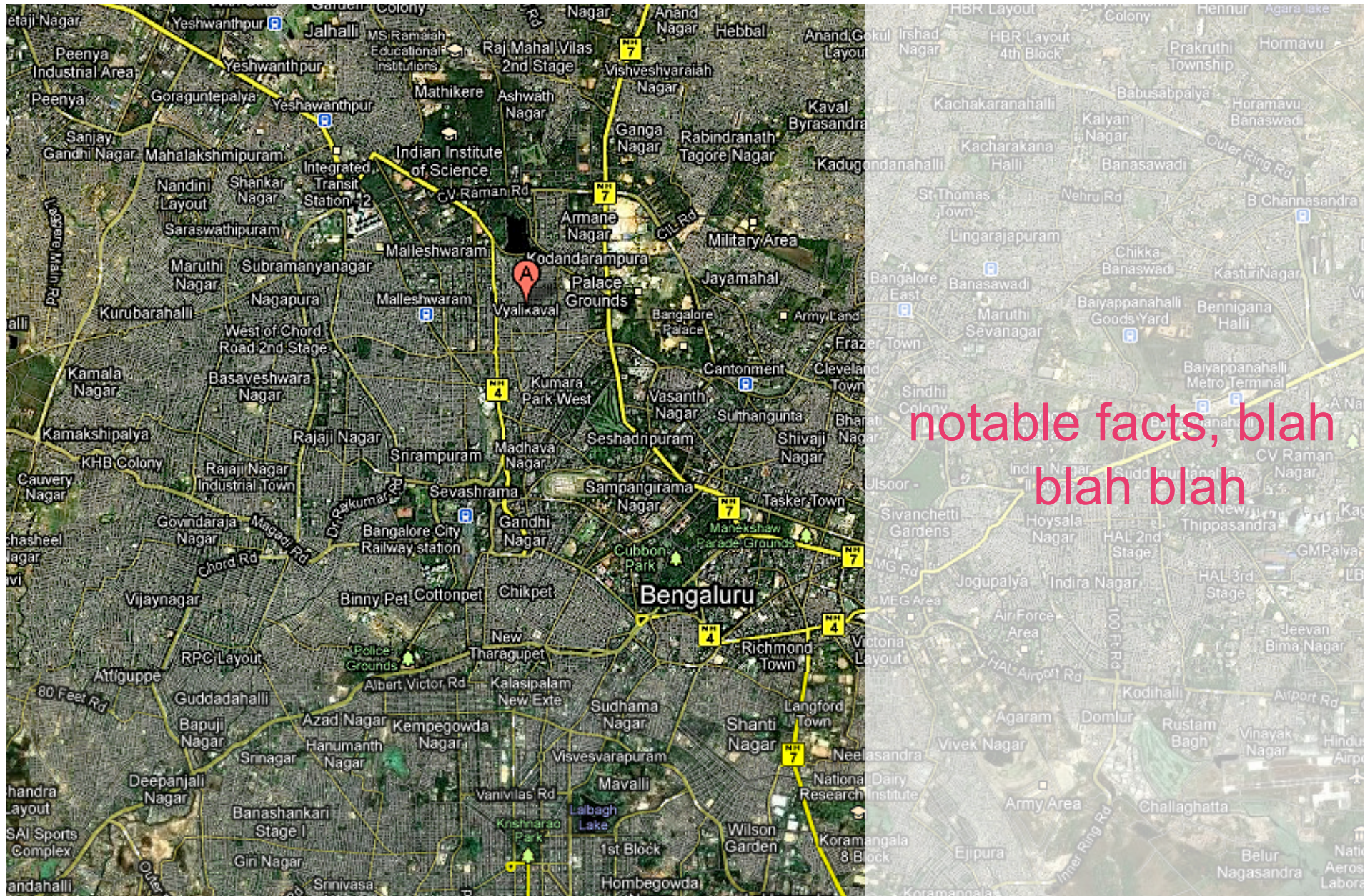


# KARNATAKA, INDIA



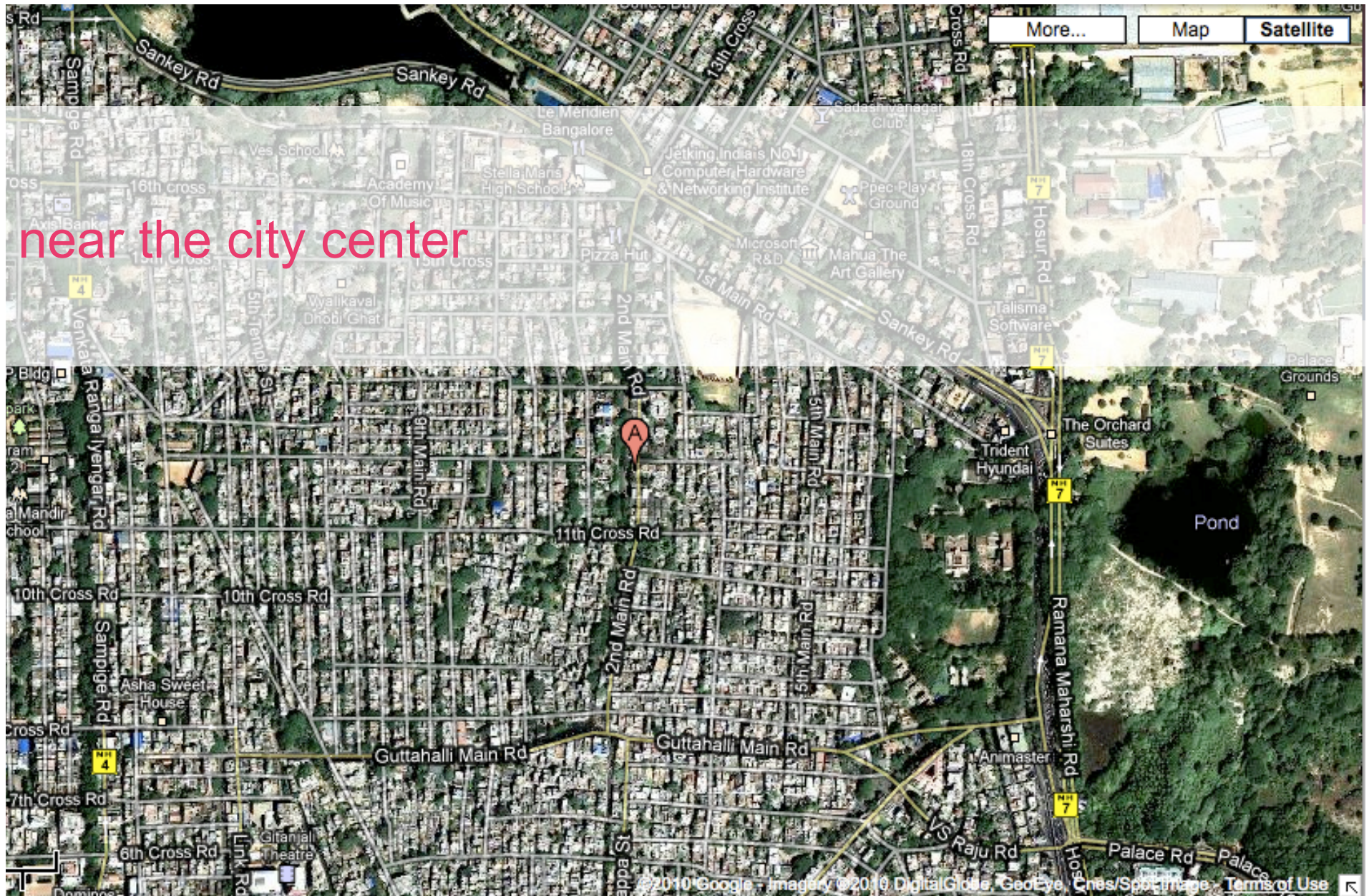


# BANGALORE





# VAYALIKAVAL





# VAYALIKAVAL





<Information  
about the  
local block>

government housing



They live here

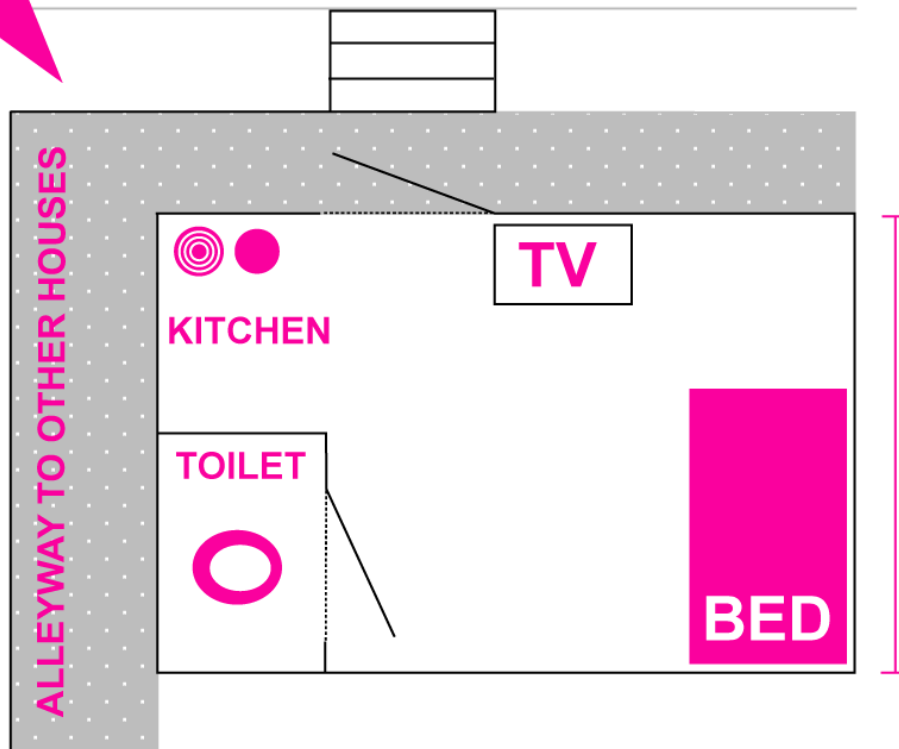




WATER TANK

LOCAL  
PEOPLE  
SIT  
HERE

MAIN ROAD



ALLEYWAY TO OTHER HOUSES



KITCHEN

TV

TOILET

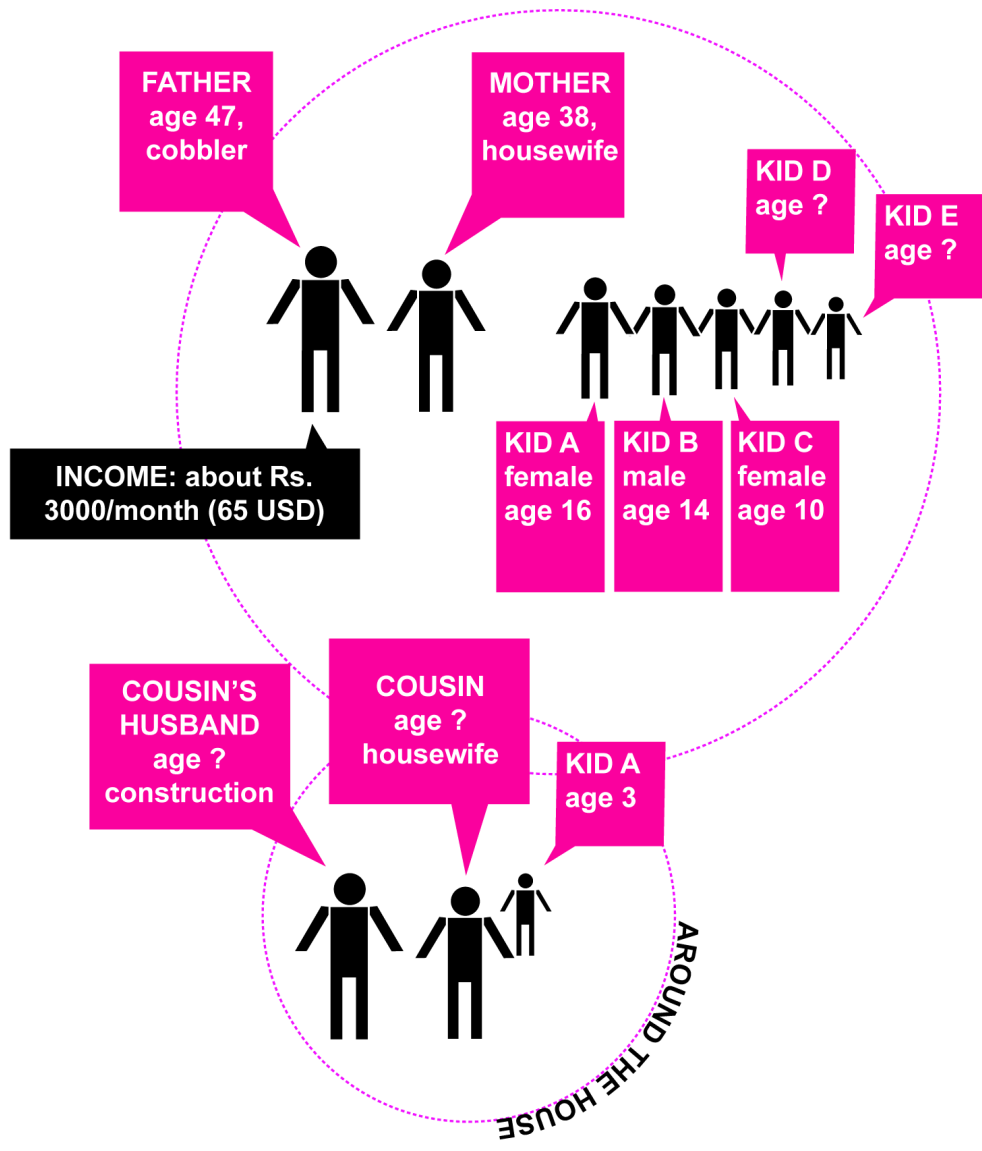


BED

ABOUT  
12 TO 15  
FEET

HOUSEHOLD  
SCHEMATIC





SOCIAL  
SCHEMATIC





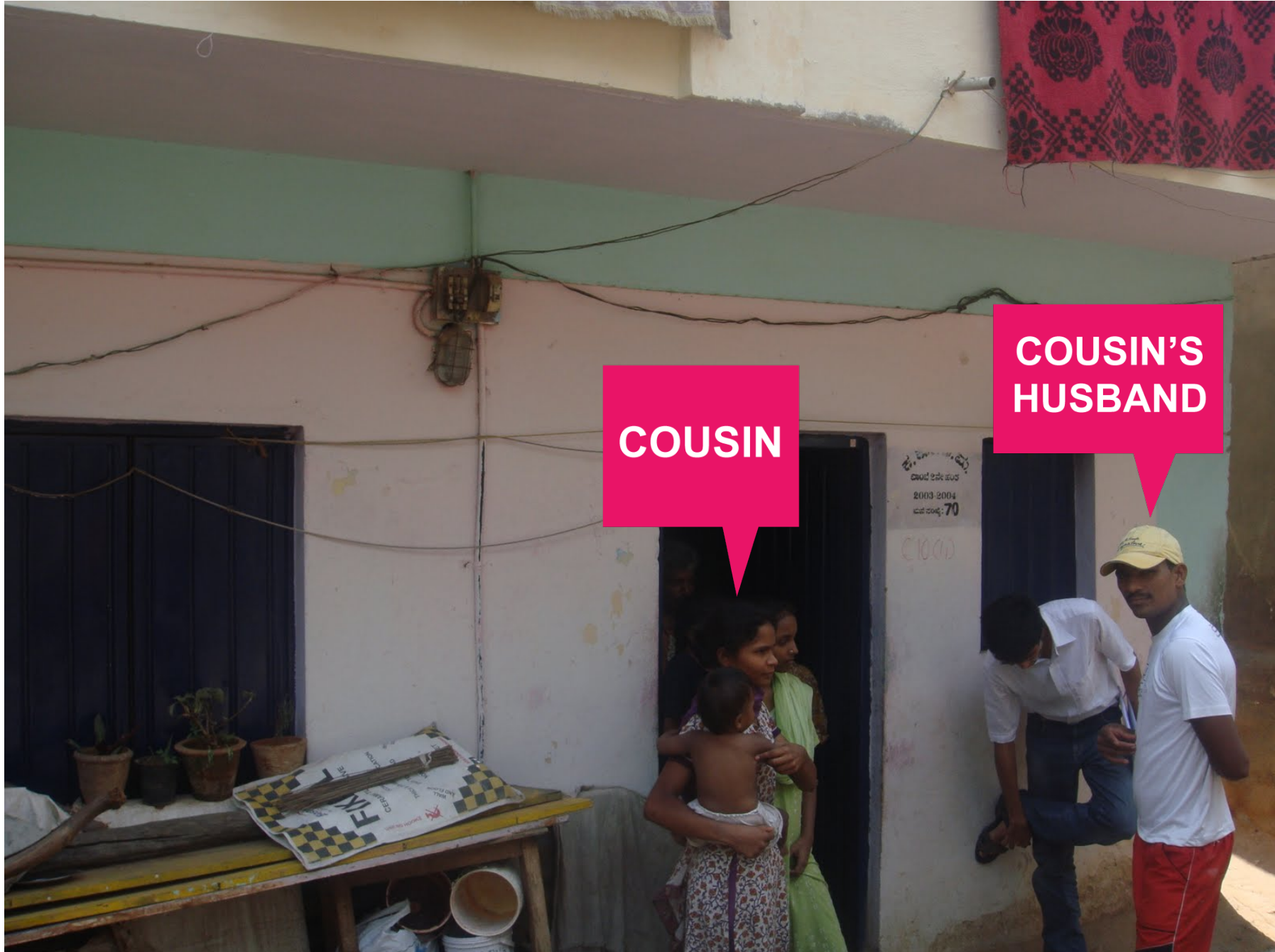
*KID A  
female  
age 16*

*FATHER  
age 47,  
cobbler*

*MOTHER  
age 38,  
housewife*

*KID C  
female  
age 10*





COUSIN

COUSIN'S  
HUSBAND





## TECHNOLOGIES IN THE HOME

- TV: Rs. 9000, 2 years old
- Sewing machine
- Radio
- Electric fans: don't use them because they consume too much electricity
- Phone: no mobile, they use the "PCO" phone (coin deposit phone at the shop outside the house)



## THIS IS THE KITCHEN...

- There is no light bulb in the socket above it...they only keep one light source in the house on at a time--one zero watt bulb.
- The blue barrel is full of water: the city supplies water every second day, so a fair bit of the household is covered in water containers, from bottles to basins
- Most of these families own many, many cooking vessels and dishes



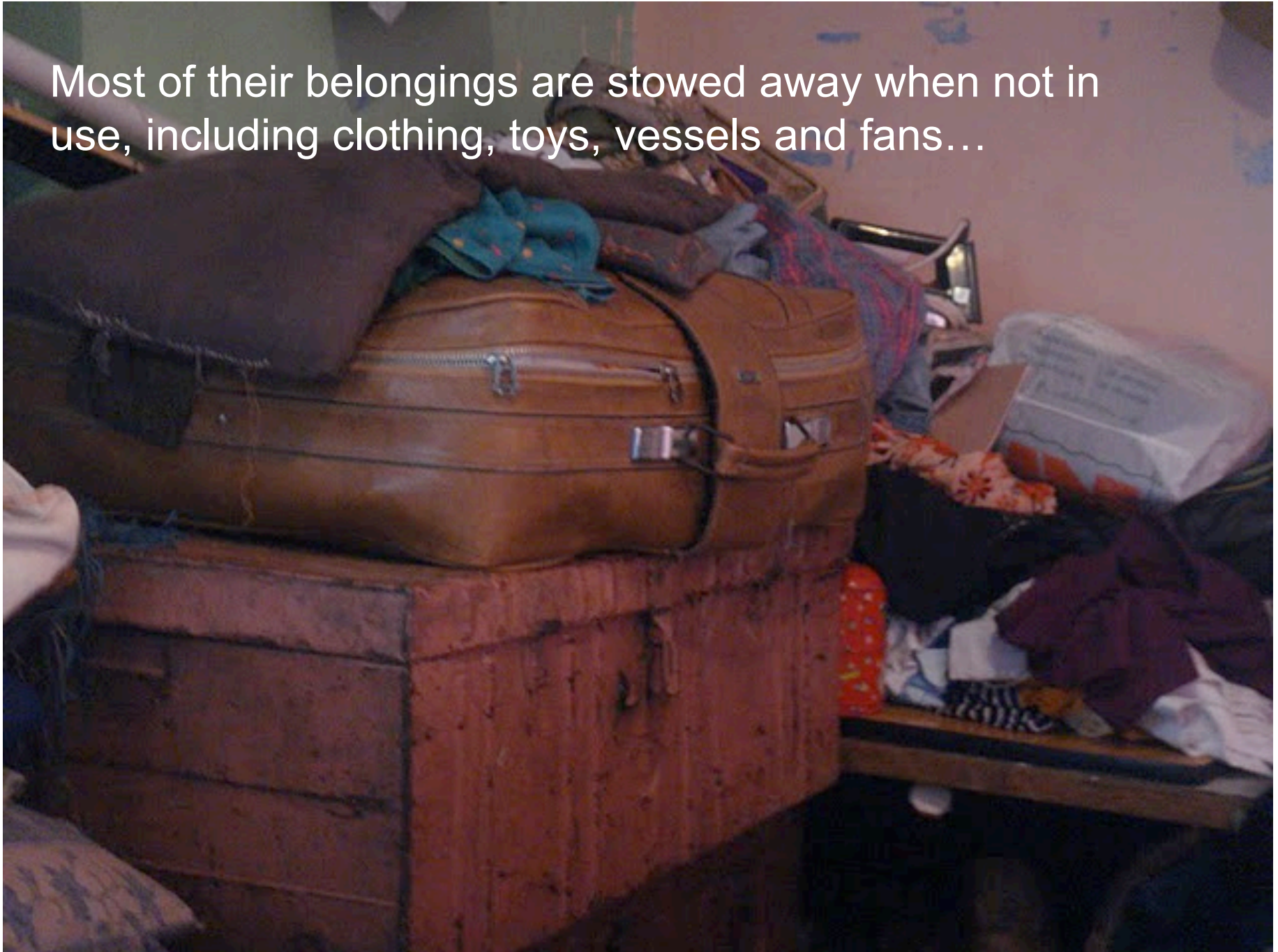


# Re-used water bottles



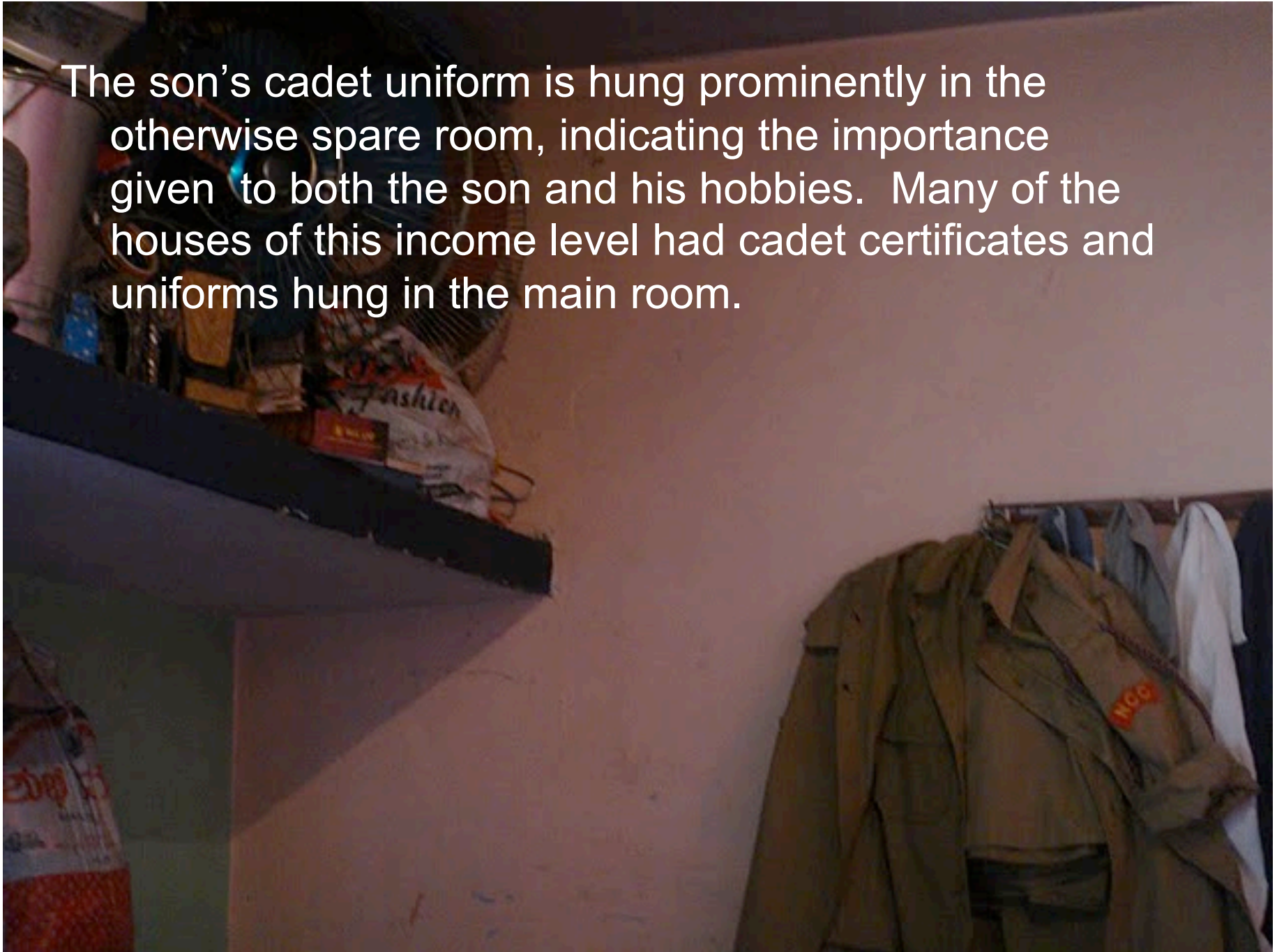


Most of their belongings are stowed away when not in use, including clothing, toys, vessels and fans...





The son's cadet uniform is hung prominently in the otherwise spare room, indicating the importance given to both the son and his hobbies. Many of the houses of this income level had cadet certificates and uniforms hung in the main room.





More water storage vessels...







## IN THE TOP LEFT CORNER, THERE'S A PICTURE OF JESUS' LAST SUPPER...

It's actually pretty common to find Christian paraphernalia in many Hindu homes, especially since there are many mixed marriages and conversions in this income group.

In this household, the mother's sister converted to Christianity, and gave it to them as a gift. The children go to a convent school, and so they sometimes enjoy lighting candles and praying. The parents don't mind.

# INFORMAL INCOME

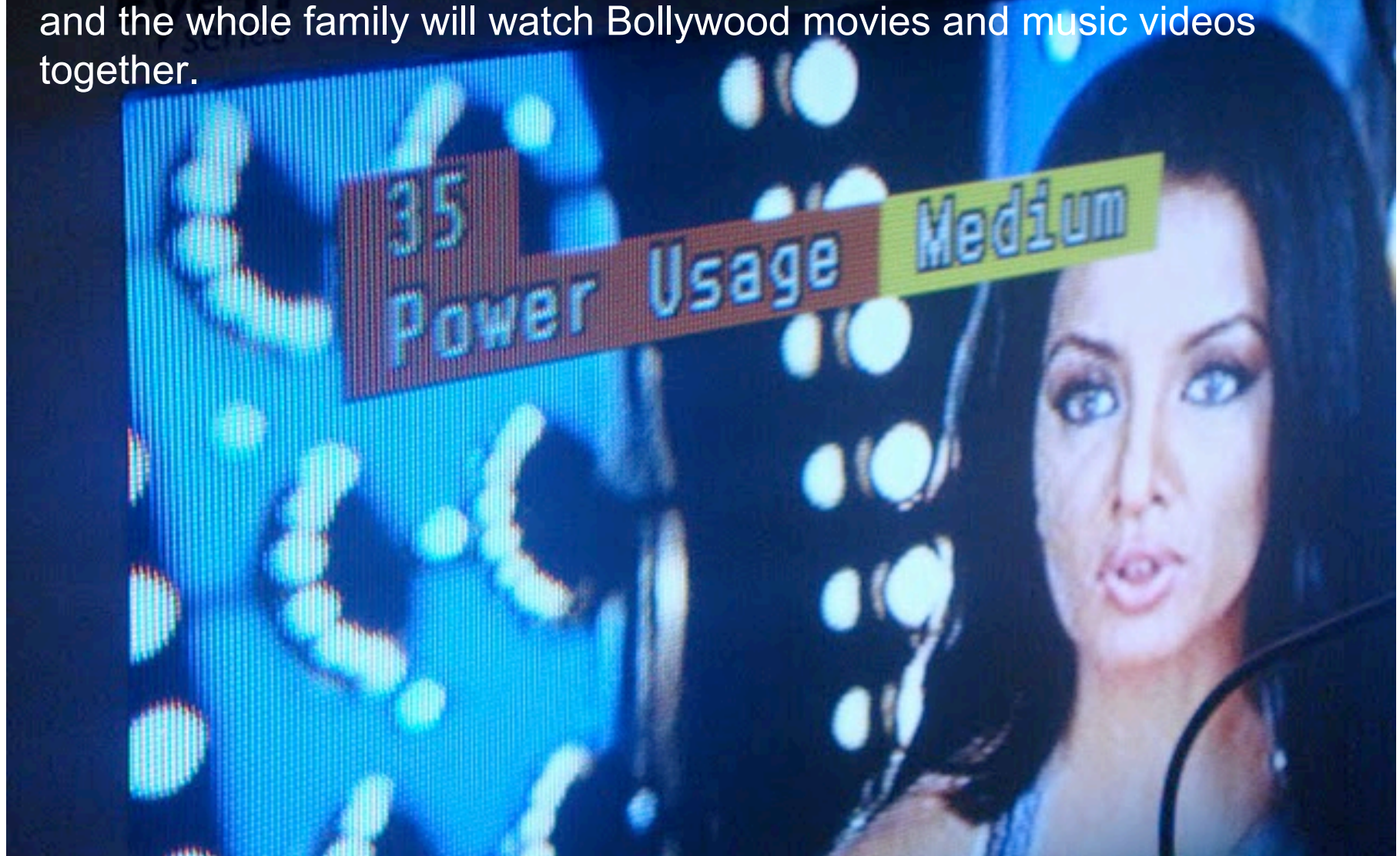
Many of the mothers, since they are confined to the household for most of the day, thread flower garlands for some extra cash.

A garland seller will drop off flowers (by the kilogram) in the morning, and the women thread them and return them in the evening, before the Hindu prayers begin. They can make about 100 to 200 extra rupees by the end of the week doing this on a daily basis.





One of the most common things that families reported watching together were 'serials', which are basically like trashy soap operas for Indian families. Also, many mothers enjoy watching cartoons with their children, and the whole family will watch Bollywood movies and music videos together.



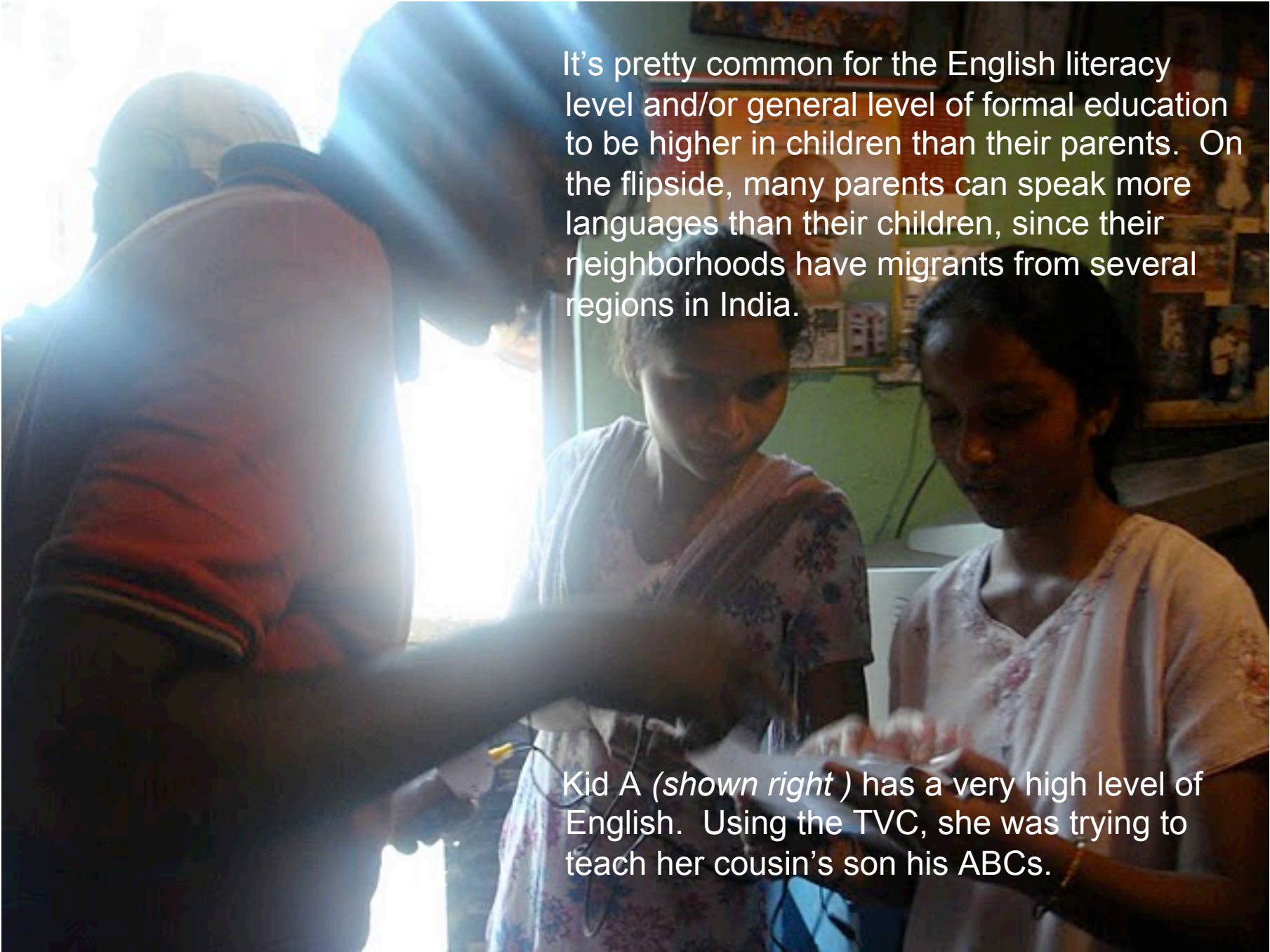




The kids preferred the 'non-educational' gaming cartridge, including games like Mario, skeet shooting, and galaxy

They play the 'non-educational' cartridge for about an hour a day, versus the 'educational' for about 30 minutes a day





It's pretty common for the English literacy level and/or general level of formal education to be higher in children than their parents. On the flipside, many parents can speak more languages than their children, since their neighborhoods have migrants from several regions in India.

Kid A (*shown right*) has a very high level of English. Using the TVC, she was trying to teach her cousin's son his ABCs.



## A FAMILY THAT PLAYS TOGETHER...

Initially, the father of the household talked about not really 'playing with the kids' at all. After we gave them the TVC, they told us they showed their dad how to use it, and he started playing with the eldest daughter and son on a daily basis, when he came back from work. He would play with his son most often, then the eldest daughter. They compete with each other for high scores and so far, the father is the record holder.

The mother tried the gun once, but was 'too scared to break it'.

WHERE TO PUT THE DEVICE?



## GENERAL THEMES:

- Constrained Space
- Conservation Activities
- Informal Incomes
- Children teaching children
- Syncretic religious practices
- Social nature of TV watching

## INTERVENTION THEMES:

- Inter-generational social dynamics of video game play
- Kids play the games cartridge at more than the educart
- “Afraid to break it” may be a common inhibition to participate