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STUDENT

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PROJECT

Impact of Westernization on Indian Domestic Kitchen

PROGRAM

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AWARD

Master of Design in Human Centered Design

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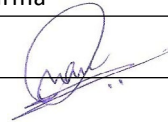
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ABSTRACT

Kitchen is a very essential part of our lives! It represents our lifestyle and livelihood. It is a system that runs a house, community, society... Any hindrance in this system affects every individual. Upon peeking into someone's kitchen gives us the idea of the tradition, behaviour and status. I take this opportunity to explore the Indian kitchen and the traditions followed in it through my project. In this project I have highlighted the issues faced in the modern kitchen due to the influence of the westernisation. The project showcases the how the Indian kitchen traditions are being lost due to the influence of western cooking practices and equipments being introduced in the name of modernisation.

Through user studies and various methodologies the project tries to understand the view point of *kitchen masters* as what opinions they hold about the westernisation of Indian kitchen. The project has been summarised through an output- A poetry which narrates the comparison of western food practices and Indian food culture. It pin points the issue of the lost kitchen tradition and how can we make it coexist in this modern world.

CONTENTS

ABSTRACT	9
INTRODUCTION	13
BACKGROUND	15
0.1 Project Context	
0.2 Methodology	
0.3 Theories Used	
0.4 Research Methods and Challenges	
PROJECT INTENT	19
RESEARCH QUESTIONS	20
DESIGN APPROACH	21
PHASE 1: UNDERSTAND AND DEFINE	23
1.1 Initial Project Intent	23
1.2 Adaption to Advancements in Technology	23
1.2.1 Literature Review	
1.2.2 Activity 1: Semi-structured Interviews	
1.2.3 Activity 2: Focus Group Discussion	
1.3 Redefined Design Intention	27
PHASE 2: EXPLORE	29
2.1 Literature Review	29
2.1.1 Indian Domestic Kitchen Practices	
2.1.2 Westernization vs Modernism	
2.2 Digital Ethnography	33
2.2.1 Aim of User Research/ Primary Research	
2.2.2 Activity 3: Remote User Research	
2.2.3 Activity 4: Sneak- Peak into the kitchen	
2.2.4 Bias involved in Digital Ethnography	
2.2.5 Activity 5: Speculative Scenario Thinking – What if	
PHASE 3: SYNTHESIS	45
3.1 Synthesis of Research Data Collected	45
3.2 User Stories	51
PHASE 4: OUTPUT AND OUTCOMES	53
4.1 Output Process Documentation	55
4.2 Poem (Hindi + English Translation)	56
4.3 Stills from the video	
REFLECTION	61
CONCLUSION	63
REFERENCES	65
APPENDIX	66

INTRODUCTION

We are living in a 21 st century, an era of innovation and technology, an era where we shape our imagination to reality. Today innovation has reached new heights. In every sector the technology is changing the landscape, from esteem engines to electric trains, from landlines to mobile phones and from skateboards to hover boards.

Innovation has made all these things possible. Innovation and tech has not only modernized us but has also reduced our efforts. Today innovation is the new *mantra* of progress and we are progressing. This progressive thinking definitely has made us touched sky heights but somewhere it has disconnected us from our roots. We try to make our lifestyle easy by adopting these tech and innovation mindlessly.

But if we look back and ask ourselves, “Where does these changes came from?” Then we might get the answer - ***by adopting the western culture.***

Yes! Its true; we are ***not only adopting the new tech into our lifestyle but adapting our lifestyle to fit into the tech.*** Hence, by doing so we are loosing the diverse culture of our society. To be very precise it has entered into our kitchens. It has not only changed our lifestyle but also our eating habits, cooking and even the general practices in the kitchen.

In this project I want to bring the attention of people as to how westernization has changed the meaning of Indian kitchen practices. Today we talk about quick noodles and how it saves time and fulfils our hunger but in reality, more than saving our time, its destroying our health. The fast foods have replaced our Indian snacks which were rich in nutrition and were not processed artificially. When we say the food tastes bland, the reason is that our taste buds have changed for the real food. As they have been taken over the artificial flavours and

processed foods which do no good than harming our body. These foods are covering the huge market and are replacing Indian food which are good in nutrition and contain healthy herbs that provide immunity and nutrition to body. These western food are cooked and processed in machines hence they have no nutritional values and since they are easy to make in machine they indirectly force Indian consumers to install these machines into there kitchen which is gradually replacing the traditional earthen furnaces known as *chulahs* to food processors or microwaves. Food cooked in these machines destroy the food taste and nutrition whereas food cooked in the *chulahs* taste good and also preserve the nutritional value of the food.

The project anchors our thought for a while to let us think why do we need such westernization in our kitchen?

Do we really need them? Replacing them from traditional method will

benefit us or not? Is such change necessary?

By westernizing our kitchen we are loosing our culture of food practices. We are compromising the quality over quantity and time. Where a *biryani* might take two hours to cook traditionally but a 10 pizzas will be ready and delivered in 30 minutes cooked under a machine. As these western food practices are based on their food and culture whereas we are forcefully trying to customize our food and kitchen into their food practices.

Through this project I want to showcase how the western food practices have impacted Indian food and kitchen culture. Especially in urban cities where the traditional method has become invisible and what is left, exists only in rural areas. Hence it is important to preserve our Indian food practices and kitchen culture from being replaced by western practices.

BACKGROUND

This section provides a detailed analysis of the research that formed the foundation of the project.

0.1 Project Context

This project is set in the domestic kitchen space of urban tier-2 city context and carried out in Indore, India. Homemakers and employed women and men who are the masters of their kitchen are the major participants of this project. The participants belonged to the economic segments of middle class households in urban tier-2 cities. The research findings maybe specific to this group of people and their respective kitchen space and thus can't be generalised to all kitchen spaces outside the context of this project.



0.2 Methodology

This project proceeds in an “Exploratory path” with a larger focus on research. It takes “Digital Ethnography” approach to get the research insights. Various methods of design were used to understand the context, analyse the findings, synthesize and draw conclusions. Theories from sociology, economics and lifestyle were implemented in the development of remote research activity that was used to explore and find patterns. This helped to uncover the hidden aspirations and importance of Indian culture especially in domestic space. The research methods were mostly remote in nature involving techniques like preliminary study of participant’s kitchen, digital snapshots of their respective space and collaborative understanding of their future aspirations.

The research was conducted with 6 participants which included 4 females and 2 males in the age group of 35-50 years.

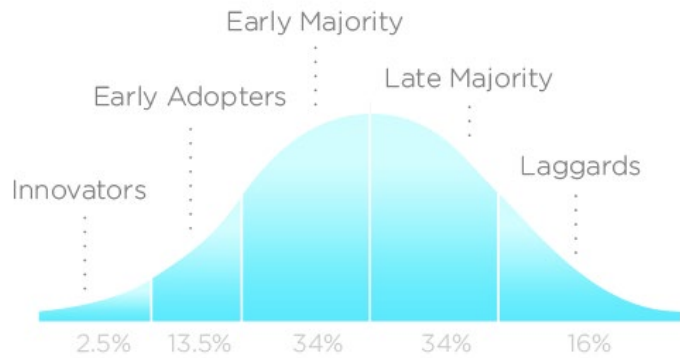


Figure 1: Technology Adoption Life Cycle (Rogers 1962)

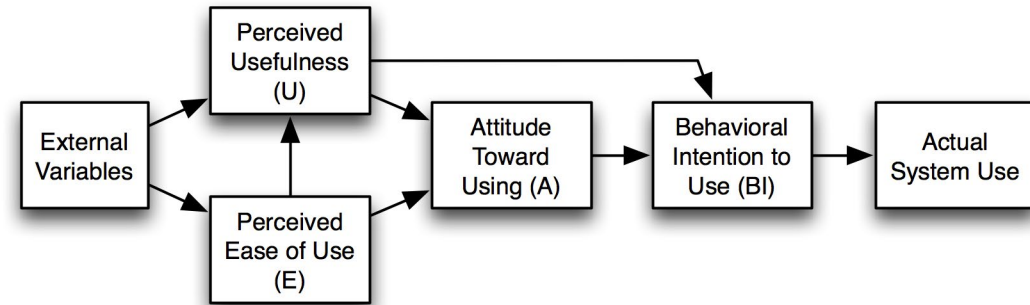


Figure 2: Technology Acceptance Model (Davis et al. 1989)



Figure 3: Minimalist Lifestyle (Source: <https://www.shutterstock.com/>)

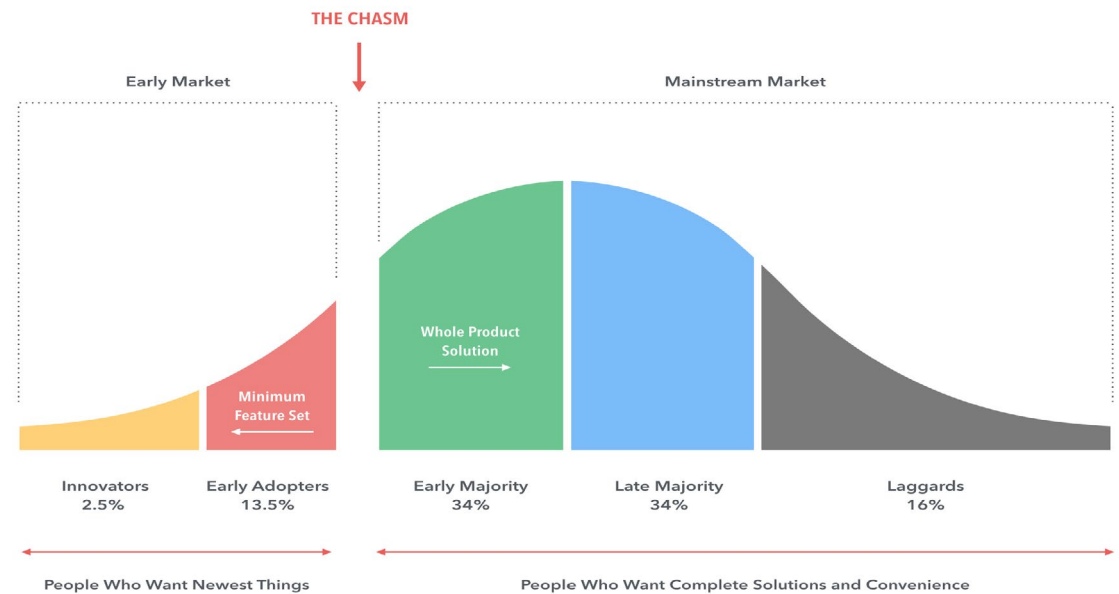


Figure 4: Crossing the Chasm (Moore 1991)

0.3 Theories Used

The following theories created a pathway for the research and formed the foundation of designed research plan. Some of the theories, which formed the basis for the research in this project, are discussed below.

Sociologist *Everett M. "EV" Rogers* in 1962 wrote a book called "*Diffusion of Innovations*" in which he categorized consumers into distinguished classes with different buying habits. The model is today better known as **Technology Adoption Lifecycle Model**, which states that – "The TALM is a sociological model that describes the adoption or acceptance of a new product or innovation, according to the demographic and psychological characteristics of defined adopter groups." It is illustrated in the form of normal distribution – Bell Curve. (Rogers 1962)

Geoffrey Moore suggests a slight modification of the original lifecycle

in his book "*Crossing The Chasm*". He implies that there is a divide or **chasm** between the first two-adopter classes (innovators/ early adopters) and the vertical markets for discontinuous technologies, which may result in an s-curve-based Foster disruption. (Moore 1991)

The Technology Acceptance Model (TAM) (Davis et al. 1989) proposes a number of factors that are essential in determining user attitude towards accepting a new technology. TAM incorporates five distinct factors:

Perceived usefulness (PU) is defined as 'the extent to which a person believes that using the system will enhance his or her job performance.

Perceived ease of use (PEU) is 'the extent to which a person believes that using the system will be free of effort.

Attitudes towards use (A) is defined as 'the user's desirability of his or her using the system'. Perceived usefulness (PU) and perceived ease of use (PEU) are the sole determinants of attitude towards the technology system.

Behavioural intention (BI) is predicted by the attitude towards the use (A) combined with perceived usefulness (PU).

Actual use (AU) is predicted by behavioural intention (BI).

Shiny Object Syndrome is a disease of distraction in an entrepreneur ecosystem wherein highly motivated entrepreneurs chase project after project, change after change and are never able to settle with one option. I believe this model can be extended in this project context as well, where Indians crave for new technologies and new fancy innovations, no matter whether they need it or not. They are highly provoked by the ideology of

the west where adopting one to fancy technologies and equipment makes one modern and superior to others.

Originated as an art movement in late 1960s in New York City, Minimalism is slowly taking over the minds of conscious youth who see a larger picture for present scenario.

Minimalist lifestyle is all about living with less. It doesn't mean to give up possessions that you need, but to get rid of excess stuff and live life based on experiences rather than materialist things. In the kitchen space, it points towards performing a particular task in its original way, the way it was initiated and to give up fancy technologies that were bought just because it appeared gem at that moment and turned out to be useless in the long run.

0.4 Research Methods and Challenges

The project started with the general notion of technology usage and adaptation. This was explored via semi-structured interviews in the form of **casual conversations** with 6 people of diverse demographics in suburb Bangalore – Yelahanka.

The second phase of this exploration was in form of **co-designed sessions** with men aged 60-75 years. They were narrated a scenario – kind of which some might have already gone through or might happen with someone in future. The idea was to evoke discussion amongst them to understand their notion of technology.

The term technology was then narrowed down to technology usage within domestic kitchen space. The idea was to explore the influence of westernization on Indian domestic kitchen practices. I was excited to indulge into **user – field ethnographic research** by observing participants in their own kitchen and understanding their kitchen practices through their daily routine.

Challenges

While researching and exploring a crucial space like domestic kitchen, it is more important to be in the field and observe the participants perform their activities. However, the coronavirus outbreak in March 2020, led to a nationwide lockdown and discontinuation of any form of social gathering. Being into someone's kitchen seemed next to impossible when stepping out from your own house was scary. I thus indulged myself into more readings about how remote ethnographic research could be conducted by getting research findings similar to the ones gathered while being on field.

Hence, **Digital Ethnography** was employed to understand what practices keep us rooted to our culture and what kitchen masters aspire to implement. **Structured Interviews** were conducted over phone calls. Participants were asked to click pictures of their kitchen space and various appliances used within that space to carry out kitchen activities. They were also presented with **What-if scenario** to understand their aspirations.

The main challenge in Digital Ethnography here was that I wasn't a part of their kitchen environment (which is the most important aspect of ethnographic research). The photographs clicked by them were positioned in a way in which they wanted the space to be shown to the outside world. I wasn't able to see them through my eyes but through a lens that they had framed in a photograph. The observations thus could have biased and there is a major possibility that I might have missed out minute details.

PROJECT INTENT

The project intends to understand the impact of westernization on Indian domestic kitchen space and reasons for the gradual shift.

It aims to open up conversation to rule out the false belief that westernising yourself makes you superior in the society, so that we can aim for a future where we stay rooted to our culture and at the same time enjoy the advantages and benefits of technology as and when required.

RESEARCH QUESTIONS

Do we really need to adapt ourselves to advancements in technology and allow smart appliances to invade our domestic kitchen space?

Does adaption to kitchen technology drift us away from our culture?

Are all the equipment and tech products available in market really a fit into the lifestyle of middle – class household?

Should technology lead the change or do we need to adapt our culture first in order to embrace new technologies?
(Sibio, 2018)

DESIGN APPROACH

This project broadly went through the following phases of research to explore and analyse the various research questions which are explained in the course of this paper.

PHASE 1: UNDERSTAND AND DEFINE

In this first phase, I built a foundational understanding of the term technology in general, ethnography methodology and the various adoption theories associated. I knew at this point that subject needed to be narrowed further and thus, I interacted with tier 1 and tier 2 collectives to understand the context for further exploration. Understanding helped me redefine my research space for further explorations.

PHASE 2: EXPLORE

The previous phase narrowed down the context for further exploration. In this phase, I conducted research in two parts. The first part was exploration of the practices in Indian domestic kitchen space and effect of westernization on it. The second and the major part was the engagement with the participants via 'Digital Ethnography'. Both women and men – homemakers and employed, were interviewed in the process who are masters of their own kitchen.

PHASE 3: SYNTHESIS

In this phase, I synthesised data collected from the interviews, theorised about the patterns, and habits seen amongst the participants. The individual stories shaped the aspirations of the participants. These patterns formed answers to the variables of my research questions.

PHASE 4: OUTPUT AND OUTCOMES

The research and synthesis helped me draw out various pictures that portrayed the past and present scenario. Using this, I crafted the output form that was put forward to the audience and participants to see if can spark a change of thought process.

PHASE 1

UNDERSTAND AND DEFINE

1.1 Initial Project Intent

We are directly accepting and adapting to the new technology without giving much thought to it.

Do we really need to adapt to it?

In the beginning phase of the project, I had planned to create a **Social Commentary** on the notion of technology so that humans can pause and reflect on if they really need it.

The intention was to create an **expression of thoughtfulness** in the society before they try to adapt themselves for any technology just because the innovators and early adopters have already made it a part and parcel of their lives.

The intent was revisited and revised in the course of the project.

1.2 Adaption to Advancements in Technology

1.2.1 Literature Review

This section talks about the initial stage of Secondary research, where papers, books and articles were referred to, to understand the current context related to technology adoption and viewing technology from the lens of history, culture and environment.

In his book, **Guns, Gems and Steel**, **Jared Diamond** talks about the reason for history being different for different people, not because of biological differences but because of **difference in environments**. The author tends to answer the question –

Why did rate of diffusion of progress differ so much for different countries?

He talks about the various reasons why Europeans rose to power and concurred the natives of South and North America. The author focuses on how the rise of agriculture is associated with rich environmental conditions and intelligence of people. He even mentions how some environments provide more starting materials and favourable conditions for utilizing inventions than others. According to the author, large long differences occur only because short-term differences are repeated over and over again and. (Diamond 1997)

The adoption of technology isn't just a technological condition but is also a cultural preferences. When a technology is not market – driven, nor is there a strong difference between economics and cultural belief, adaption to technology in certain situation would be difficult or unlikely. Failure to consider socio – economic factors may contribute to improper deployment of the product in areas with a lower likelihood of acceptance.

Another important feature of the products is the 'emotional marketing'. The enticing goods and the optimistic business approach (novel idea) will lead buyer to create an emotional bond (feel good or bad factor) with the product. (Santosh 2009)

Richard Van Wageningen (Wageningen 2017) in one of his article talks about *leapfrogging phenomenon* from a cultural heritage lens. There is a huge mind-set change when current users adapt to a technology that previous generations did not have. Technology's position in culture reveals the insolubility of the relationships that link technology, community, and the individual, recognizing the various cultural shifts created by the use of technology. (Combi 2016)

Carmine Di Sibio argues that sometimes technology has to move fast and culture follows while there are cases when we have to build the cultural foundation to prepare for the future. (Sibio, 2018)

1.2.2 Activity 1: Semi-structured Interviews

Semi-structured interviews in the form of casual conversations were conducted with 6 people of diverse demographics in suburb Bangalore – Yelahanka with the aim to get answers to 2 basic questions –

Why people use technology and what situations evoke users to adapt to new technology?

The responses thus received were analysed and could be divided into two categories as recorded in Table 1.

From the conversations, one major point (not mentioned in table) that turned out to be the primary driving force for the adaption to technology was *people trying to be modern*. In an attempt to modernize ourselves, we Indians are simply coping the West, their culture, their lifestyle without giving attention to the reason why that exists in the West. With every step we take to modernise ourselves, we are moving ahead onto the path of Westernization. Indians have somewhat confused themselves between modernization and westernization.

Table 1: Responses recorded during Activity 1: Semi- structured interviews

Internal Driving Factors	External Driving Factors
Reduce manual labour	Peer pressure/ FOMO
Reduce time needed to perform a task	Comes equipped with other tech/services that they actually need
Faster and easier life	Social Strata pressure
Experiments with new technology	Show – off by having a modern lifestyle
Convenience	Find it a leisure activity to get rid of everyday stress of life
Solves problems faces in daily life	Don't want to be left behind when everyone is using it

1.2.3 Activity 2: Focus Group Discussions

Taking the activities forward I was quite clear in my output format, which was- *Anthology of co-created and co-produced sessions in the form of videos and transcripts*. I thus, conducted my first co-designed session with 6 male participants, aged 60-70 years, mostly retired – a few of them into charity work with NGOs.

Below are the highlights of the session.

They were narrated a scenario – kind of which some might have already gone through or might happen with someone in future. The aim was to provoke dialogue between them to understand their notion of technology.

Scenario: You go out on an electronic shop (e.g. Chroma) with your wife to buy her a new mobile phone. She walks around the store and finds some fancy stuff for her kitchen. She urges you to buy them for her.

At this point, with your past experience of buying unplanned stuff, you realize that she is just having a momentarily

rush on seeing such fancy tech, and you know these won't be in use for long after a few months, instead would be packed and kept in kitchen garage.

What would be your take at this moment?

Observations:

2 uncles started laughing since they had actually faced this situation in past.

1 was like, this happens to me every time – online or offline shopping.

1 uncle had lost his wife few years back (a situation I was unaware of in the beginning of the session) and he didn't seem quite happy with the scenario. He was not very active during the discussion.

The discussion lasted for 13-15 minutes.

After around 10 minutes, discussion went somewhat out of track and I had to intervene by cross-questions.

While both the activities were successful in the implementation phase, I realised there was a need to address the term technology more specifically. Further, the reason that turned out to be the major driving force for Indians to adapt themselves to technology was – an attempt to become modern. During all these activities, I found a scope of exploring the domestic kitchen space because it somewhere popped up in every conversation directly or indirectly.

It was clear through research that technology adoption is talked about in many areas – be it smart-phones, usage of internet, etc. but when kitchen space is explored there is something more to it than only etiquettes, rules and regulations and that is, it's culture.

There has been a lot of resistance in use of technology in the kitchen space but at the same time, people are blindly adapting to certain practices which have no significance (scientifically and culturally) in Indian context.

I thus, use this space to explore the Indian domestic kitchen practices.

1.3 Redefined Design Intention

The project intends to understand the impact of westernization on Indian domestic kitchen space and reasons for the gradual shift.

It aims to open up conversation to rule out the false belief that westernising yourself makes you superior in the society, so that we can aim for a future where we stay rooted to our culture and at the same time enjoy the advantages and benefits of technology as and when required.

It aims to call out for a future where Indians are modern not just materialistically but also in our thoughts and practices.

PHASE 2

EXPLORE

2.1 Literature Review

2.1.1 Indian Domestic Kitchen and its Practices

Indian culture has its roots deep in science. Every practice and every technique that used to be a part of Indian household especially domestic kitchen have strong science behind them. Obviously excluding the superstition's part. They open a book to a completely new world, which is not the focus here. While I knew quite a few of them as they used to be a part of stories of my *grandma's tales*, I didn't realize lately the science behind them was so strong.

As Indians, we always admire the west and there is deep-rooted belief that western culture and western habits as are sign of lavish lifestyle, modern day upbringing and superiority because we have a dominant history. We always want to portray ourselves as someone with strong immersed practitioner of western beliefs.

In this section, I would like to highlight some of the ***most basic Indian domestic kitchen practices*** that have lost their way in the process of Indians moving towards westernisation. These practices are still a part of many rural areas in India.

Even the little instructions that we have grown up hearing like, *"don't go out on an empty stomach, do not speak while you eat, do not use each other's drinking glasses, etc.*, and are much more than just good manners. In fact going back to some of these habits can magically affect our health.

The food practices had a strong contribution even in the rise and fall of civilizations. In 1500 BC, had their lands in Central Asia not fallen short of pastures for their cattle, Aryans would not have migrated to India. (Mishra 2017)



Figure 5: Earthen Pots for storing drinking water



1. Drinking water stored in clay pots

It's a common practice in Indian households to store drinking water in **Matka** or Clay Pots or Earthen pots. Apart from it being a strong substitute for steel and plastic containers, it has its own therapeutic benefits.

Back in days earlier when there were no refrigerators, clay pots were used to cool water. It works on the science of evaporation to bring down the temperature of water. Water gradually evaporates through the pores of the clay pot and cools the water inside.

The earthen pot provides the perfect cooling effect that is gentle on throat. The pot also helps to balance the vitamins and minerals of water stored within, thus maintain glucose levels in body. Water stored in earthen pots have a perfect pH value, thus makes it most suitable for drinking without missing out on any essential nutrients. (TOI. 2020)

2. Eating food with hands

The *shastras* recommend eating with hands “which should be cleaned thoroughly before and after the meal”. According to Ayurveda when we put food in our mouth through our hand, the five fingers together form a *mudra* (a yogic position) which activates the sensory organs that keep mind in balance. It also improves digestion because when the hand touches the food, the brain sends signals to the body releasing digestive juices. This is probably the reason why food tastes better when eaten with hands. According to *Luke Coutinho*, Holistic Nutritionist, author and Exercise Physiologist, “*Eating with your fingers helps your mind connect with your food better and you tend to eat less and more mindfully. Food tastes better when eaten with the fingers in a hygienic way.*”

3. Dining Practice

The traditional practice of dining in Indian culture is sitting on the floor with crossed legs in *Sukhasana*. The dining is kept either on the floor or at a little raised level as per convenience. This sitting posture is considered best while having food because it enables the blood flow in the stomach, allows the full-body concentration on the core. This helps in improved and faster digestion. This posture also aligns the spine and helps build focus on what we are eating. This focus helps us control the habit of overeating.



Figure 6 : Indian traditional way of having food

(Source: <https://www.shutterstock.com/>)

4. Fresh food consumption every time

In ancient times, when there was no concept of frozen foods or ready to eat foods, there were fewer lifestyle diseases. A healthy Indian kitchen practice recommends that cooked food should be consumed within 4 hours of its preparation, to get maximum benefits. Prepared food starts to lose its nourishment within few hours of its preparation.



Figure 7 : Fresh cooked food

5. Utensils/ Cookware

Earthenware had always been an intrinsic part of Indian households. According to Ayurveda specialist, *Dr. Surya Bhagwati*, just like storing drinking water in clay pots has its own health benefits, cooking in earthen pots adds calcium, phosphorus, iron, magnesium, sulphur and several other minerals to food. Since these pots are alkaline in nature, they mix well with acidic food and *balances the pH of the food*.

Since these are naturally made with earthen clay, they are neither artificially coloured nor chemically treated or coated, thus are scratch and chip resistant. The *porosity* and natural insulation properties of clay causes heat and moisture to circulate throughout clay pots. (TOI. 2020)

Table 2: Different types of vessels and their benefits (Hegde 2018)

Vessel	Benefits
Gold	Alleviates doshas, improves sight, and gives wholesome to the body
Silver	Improves sight and alleviates doshas
Bell Metal	Imparts intellect, improves appetite, and purifies the blood
Brass	Alleviates kapha and destroys worms but aggravates vata
Iron	Confers success, treats swelling and anemia, imparts strength, and is an excellent treatment for jaundice.
Earthen	Brings misfortune.
Wooden	Improves appetite and aggravates kapha
Leaves	Appetizing, stimulates the digestive fire, removes toxins, and destroys sins.
Crystal	Pure and cooling



Figure 8: Cooking and food storage in earthen vessels (Source: <https://www.shutterstock.com/>)

2.1.2 Westernization vs Modernism

By definition, **Westernization** is a process of imitation of western countries by non-western countries, whereby societies come under or adopt the western culture. Westernization is about the adoption of “Western” values. On the other hand, accepting or adopting the modern style or modern ways and ideas of thinking, living, etc. is ‘**Modernization**’.

Modernization is an important aspect of a developing society so that we can keep pace with the fast moving world of 21st century. It is not just about changes at the institutional level but also a fundamental change at the personal level. It involves a change in modes of thinking, beliefs, opinions, attitudes, actions and a change in the social structure from a closed conservative society to a classless, casteless society. Westernisation on the other hand is all about external manifestations.

Across the globe, people from a wide variety of backgrounds ditch their cultural identity in favour of a more Western one, based on the notion that this means they are modern and sophisticated. In India, westernization has its roots to the British rule period. People go to certain heights to westernize themselves, due to a paranoid fear of being neglected by peers, who regard a non-westernized culture to reflect a form of primitiveness. There is no premise in such a manner of thinking, with backers of this view just labelling others as being less evolved than they are just because they don’t wear western clothes or communicate in English at home.

The world was largely Euro-centric during the 19th and 20th centuries. The foremost world powers of the time were European nations that had inhabited the East; therefore, the changes that befell within the settled lands were attributed to the West. In reality, the adoption of technology is

just indicative of modernization, within the same manner that the refusal to create use of technology solely constitutes a failure to modernise.

This has no referring to the degree to that they will be westernised. (Allan)

2.2 Digital Ethnography

2.2.1 Aim of User Research

Primary Research was conducted via telephonic interviews, video calls and through photographs of the domestic kitchen space. It was aimed to gain perspective of the following:

What practices in the domestic kitchen space of tier – 2 households keep us rooted to our culture?

What level of manual work and automated work is done in our kitchens?

To understand the daily practices of kitchen masters in their domestic space.

To dig back the hidden aspirations of kitchen masters that were buried elsewhere due to the pressure of modernity.

To validate data points against the four variables – age, domestic help, family demographics and profession.

2.2.2 Activity 3: Remote User Research

Mode of Research

Remote user research was conducted in the form of telephonic interviews and participants were asked to send photographs of their kitchen space. They were sent a video over WhatsApp, which explains the futuristic existence of a smart refrigerator in Indian Kitchens.

Participants Details

Patriarchy is deep rooted in its culture. Abiding to it, women have been by default assumed to work in kitchens until recent times when they even they have moved out and set their foot in professional world. But still, kitchen and household chores are assumed to be done by women of the house. The point is that, patriarchy is so finely ingrained in every nuance of our culture, even our food, that it's almost imperceptible to us. It isn't obvious until it's pointed out.

But this is not a custom I would want to be part of my utopian future! Lately with the shifting mind-sets and some personal reasons, many men have also stepped into the kitchen space and have had a control on it, while women are out there in the outside world.

Thus to bring in the richness of the research, I recruited both women and men – homemakers and working professionals as a part of my user

research activity. Although, Indian society has a very rare percentage of men who actually are the masters of their kitchen space.

Hence, 6 participants were recruited, out of which 4 were women while 2 were men. The selection criterion was that, the participants had to have a full control over their kitchen space, despite their profession, and thus they are referred to as **“Kitchen Masters”** over the course of this project.

For the 6 participants, the professional distribution was as follows:

Homemakers	Male
	Female
	Female
Work from home/ Part-time employed	Female
	Female
Full time employed	Male



QUESTIONS	PARTICIPANT 1	PARTICIPANT 2	PARTICIPANT 3	PARTICIPANT 4	PARTICIPANT 5	PARTICIPANT 6
	Male; working professional, 60+ years	Female; Homemaker; 26 years	Female; Homemaker; 38 years	Female; Homemaker & Freelancer; 51 years	Male; Homemaker & Stock Analyser; 46 years	Female; Homemaker & Yoga Instructor; 50 years
Provision for stocking up groceries	Monthly	Monthly	Monthly	Annually	Monthly	Annually
Store for buying groceries	Local retailer; local aata chakki (flourmill) for wheat flour	Local retailer; local aata chakki (flourmill) for wheat flour	D-mart/ Metro; local aata chakki (flourmill) for wheat flour	City grain market; grinds the wheat from local aata chakki (flourmill)	Supermarket	City grain market; grinds the wheat from local aata chakki (flourmill)
Use of microwave for reheating food	No microwave at home	No	No	No	No	No
Pickle/Jam preparation at home	No	Yes, mango pickle	Yes, mango pickle	Yes, by sister in-law	Yes, by wife	Yes, mango pickle
Daily tadka preparation	Daily fresh	Daily fresh	Daily fresh	Daily fresh	Daily fresh & refrigerate sometimes	Daily fresh
Daily Juice/ Soup consumption	Fresh fruits preferred over juices	Seasonal fresh fruits preferred over juices	Seasonal fresh fruits preferred over juices	Seasonal fresh fruits preferred over juices; preparation by father in-law	Seasonal fresh fruits preferred over juices & sometimes readymade juices	Daily soup consumption & Seasonal fresh fruits preferred over juices
Frozen Food consumption	No	Yes, frozen peas	Yes, frozen peas & corn	No	Rarely, Frozen Peas	No
Tea/ Coffee preparation	On gas	On gas; microwave for reheating	On gas, Electric kettle used for black tea	On gas	Tea – on gas Coffee Paste – refrigerated	On gas
Provision for daily snacks	Readymade	Readymade	Purchases from aunt	Prepared at home by sister in-law	Prepares at home	Prepares at home
Health Conscious	Not in cooking practices; but exercises regularly	Not much	Freshness is the only factor	Inclusion of sprouts and salads	Not me, but family is	A lot, avoiding fried foods and heavy dinner; sitting position before and after food
Role of domestic help in kitchen space	Cooks all the food	No involvement of domestic help in kitchen	No involvement of domestic help in kitchen except when expecting guests (due to increase in workload)	No involvement of domestic help in kitchen	No involvement of domestic help in kitchen	No involvement of domestic help in kitchen

Table 3: Digital Ethnography Snippets

2.2.3 Activity 4: Sneak Peak into the Kitchen

After the interview session, the participants were immediately asked to click pictures of their kitchen space. This activity helped me to get insights on what products form a part of this space, how the arrangement of kitchen is, what steps are taken by the participants to ensure they stay rooted to their culture (as mentioned in the interview) and in what ways the profession of the participant affected that space.

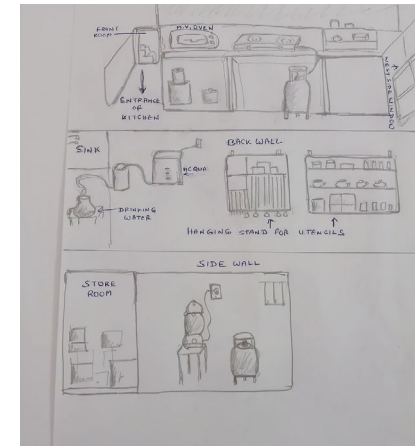


Figure 10 : One participant sketched his dream kitchen



Figure 9 : Photographs of participant's kitchen space- I

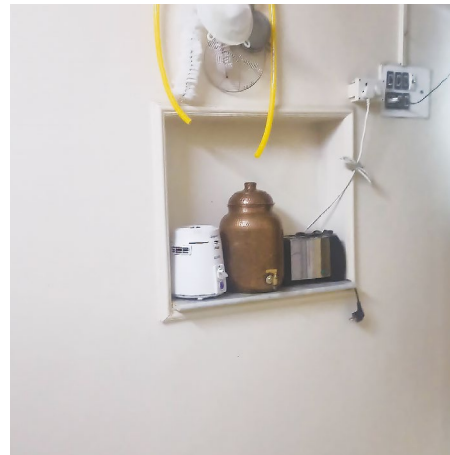


Figure 10 : Photographs of participant's kitchen space- II

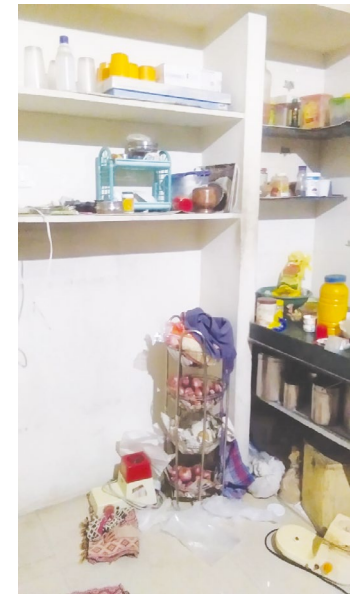
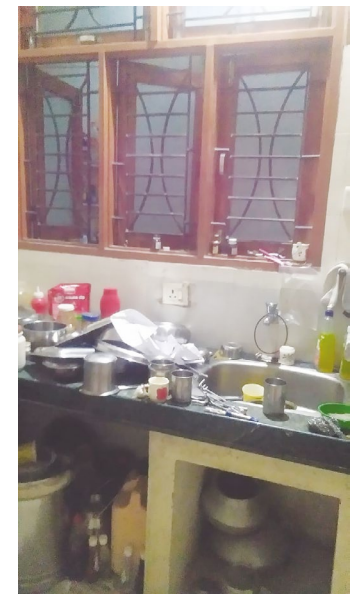


Figure 11: Participant who is a homemaker and also is a freelancer who works from home, finds its really difficult to manage her kitchen space, and mostly ends up keeping it messy.



2.2.4 Bias Involved in Digital Ethnography

I had hoped to go into the participant's kitchen space and see through my eyes how they interact with their space. Yet now I've to rely on photographs – as a replacement. I see it not through my eyes but through their positioning of lens; their very subjective positioning of lens. They might be self – conscious when they click the photographs, and might position the lens in a very specific way that they want to show to the world.

2.2.5 Activity 5: Speculative Scenario Thinking – What if

A video of the working of a smart refrigerator (a technology yet to invade Indian Kitchens) was shown to the participants after the interview process. The scenario was intended for the participants to experience what a fully tech – equipped kitchen may be like in the next 5 years and thereby provoke them to reflect on it.

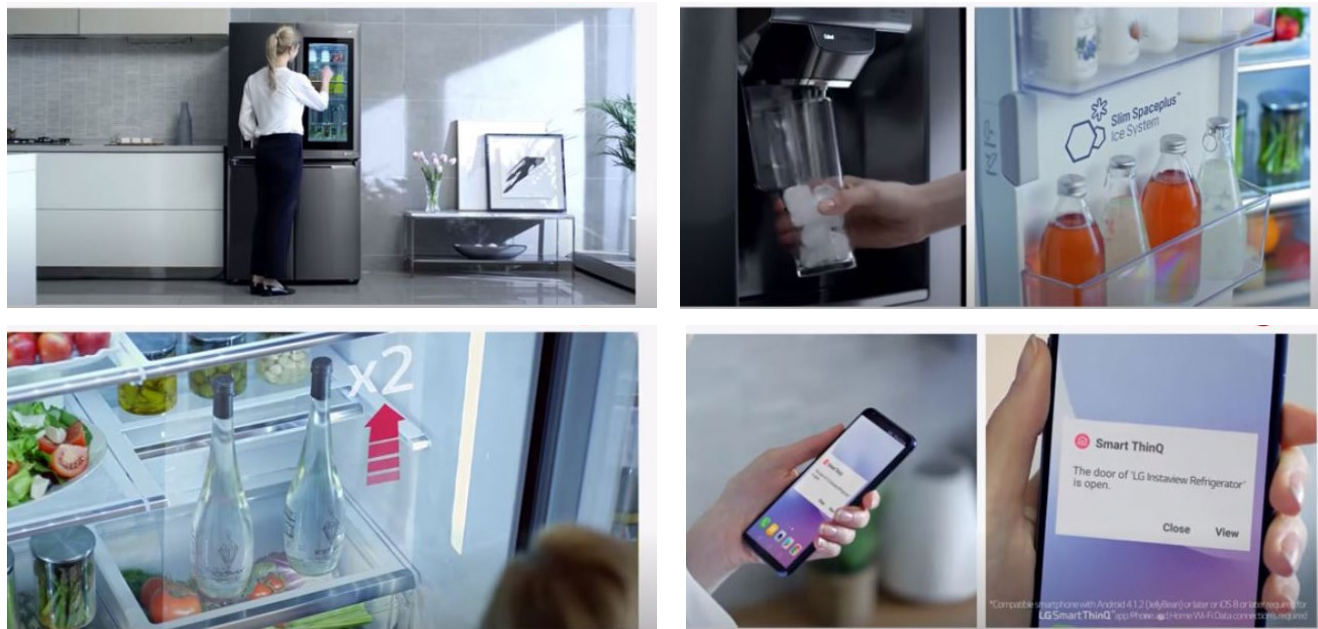


Figure 12: Clips from the video of smart refrigerator shown to the participants
(Source: <https://www.youtube.com/watch?v=UEDxRY4xcCI>)

This activity helped to unleash participant's reflection to their past, practices and behaviours of the present, aspirations of the future, correlation between past, present and future. It helped probe into people's beliefs, values, ideals, hopes, fears and spark reactions.

The recorded participants reaction are presented in the following text.

Participant 1: Santoshji

Santoshji would welcome a smart refrigerator in his kitchen. Only thing that concerned him about the smart refrigerator was its cost!

Participant 2: Anamika

Anamika feels it is unnecessary to some extent. Although the idea at first excited her but when she really thought about it in her kitchen space with kids, and relatives around, she was quite sure that she would not take it. In addition, she believed, that we Indians are not at that stage yet, where we consume food looking at its nutritional value. Anamika lives at a place where they have guests most of the time. Therefore, she fears, they might either damage it or end up getting completely confused.

Participant 3: Varindar

She finds the concept amazing, but at the same time won't be able to tell if it will really be helpful to her or not until she will use it practically. Also, according to her, people in west are all usually working employees who have less time to look into kitchen and thus it will suitable for them. But if you are a home maker, you can manage these things very easily. Might be useful for people who are working. Also, because of all these fancy technologies, we become lazy in doing basic tasks. Western people majorly store food items and consume frozen food on a regular basis. But here (in India), we all mostly eat fresh only. If you don't have time, then technology might be useful for you.

Participant 4: Swati

Swati finds the smart refrigerator very useful and comfortable. If it alerts us about the quantity of food products at various occasion, it is going to be helpful. I look forward to this technology in India.

Participant 5: Vijay

Vijay finds certain functionality of the smart refrigerator to be useful, otherwise, he feel it as a useless thing, especially in Indian context. He was fascinated by how trays can be adjusted in the fridge and the smart electricity usage according to the quantity kept inside. But the idea of double knock that makes the door transparent overwhelms him because he feels that some product owners simply put each and every technology available in each and every product out there. He feels, we Indians really don't need IOT technology to buy our groceries; it might be useful for the western people, but here, culture is quite different. He sighs on how Indians are just getting over excited about the idea of westernization. He says, we are not trying to understand the philosophy behind a particular practice; we see something in movies, on social media, on internet and just blindly accept it.

(He got too impulsive while discussing the idea.)

Participant 6: Nikita

Being a yoga enthusiast, she understands the logic behind all the Indian ancient practices, their benefits and the science behind them. According to her, the smart refrigerator will be last thing she would ever buy. She is totally against the idea of becoming slaves of technology for getting little tasks done. They only make us lazy in the name of saving time.

PHASE 3

SYNTHESIS

3.1 Synthesis of Research Data Collected

The Indian culture is one of the oldest and richest culture, which has a history that has been shaped over centuries. Multiple festivals are celebrated in different parts over the year. The wide richness of literature in Indian culture consists of more than 700 languages. But slowly and gradually, it has been impacted by westernization. The roots of westernization started in Great Britain in 17th and 18th century, and later on the process begun in America, France and Japan, as a pattern of social change, which have influenced each and every sphere of life over the human beings. Two of the bigger impact areas as per my understanding and research are on language and lifestyle. Indians have a false belief that English is their lingua franca, and that the person not capable to converse in English is looked down upon. In terms of lifestyle, Indians have mindlessly adapted themselves to certain aspects of western practices without realising

the impact of other associated factors.

In the process of transformation, Indian culture has no bar. Our deep-rooted traditions and customs have loosened up their hold with the emergence of westernization. India has a rich cultural heritage and is renowned worldwide for its pride in its history. In every segment of society, westernization came with changes. It has both positive and negative impact on Indian society.

Kitchen is considered as a sacred space in Indian households. As a traditional practice, people are not allowed to wear footwear inside the kitchen space. They worship the food and pray to God to be fortunate enough to have meal for the day. With the changing fast – paced life, we have all lost many such little practices of our culture and have all fallen into the trap of westernization. No one has ever become modern just by replicating

habits of others. Instead, we are simply destroying our rich scientific culture in the process of being modern.

The soothing cool water of earthen pots have now been replaced by R.O. purifiers in many tier-2 city households. It's either because, they don't look smart enough for their modular kitchen, or because their friends and relatives in tier – 3 city have had a R.O. The problem here is that, we need to understand that for urban localities with high population (tier-3 cities), the water quality is not fit for direct consumption. Thus, R.O. is a necessity for them. In this process, we miss out all the essential nutrients and develop serious health issues at a very young age.

One of the ancient Indian practices was churning butter with hands. This involved the whole upper body movement and gave it the best workout ever possible. The process of beating wheat crops to get the grains and then grinding them manually was a full body workout package in itself.

Before the invasion of mixers, grinders and food processors, grinding stone (silbatta) was used to prepare sauces (chutney). The taste of dishes prepared from it can't beat even the best chef's taste today.

We have all started using dining table for having food because Indians feel that by doing so it portrays them as full of manners and class. But instead we are fooling ourselves by hiding from the real benefits of sitting on the floor with legs folded for having food.

India has an agricultural orientation. A variety of crops, grains and pulses are grown here. We have access to seasonal fresh fruits and vegetables. These are more than sufficient to provide a balanced diet when consumed in a planned manner. But, we instead prefer to use their frozen form. Just because it's a food practice in the west, doesn't mean we too have to adopt it. They don't have access to fresh fruits and vegetables at all time. Neither this fits into their fast paced lifestyle.

When a working women returns home after a hectic day at office, she is expected to cook food and serve it to every other men in the house. Like men, she was also out, working the entire day, then why is it the just the responsibility of the women to look after the kitchen? Why can't men just as well take a stand and help her out? Modernism doesn't come just by practicing certain habits and coping culture from a different community. It comes with change in mind-sets. Broadening of thought process by staying rooted to culture should be the first step towards modernism.

Statistical Analysis of Data (Refer Appendix for details)

66% *participants buy groceries on a monthly basis*

out of which

80% *participants are full-time working employees*

83% *participants buy wheat flour from local flourmill*

This gives them a full control over the granularity of flour which affects the digestion process.

0% *participants used microwave for basic cooking.*

while

83% *participants own one*

They were either aware of the harmful effects of microwave, or found it troublesome to transfer food into a different utensil every time.

66% *participants prepare pickles at home for annual stock*

interestingly,

100% *of them, are females*

whereas

32% *wants to but don't have time for it*

100% *participants prefer fresh seasonal fruits over juices*

Fruits are rich in fibres which are lost in the process of making juice out of them.

32% *participants use frozen foods, especially peas*

only

16% *participants used electric kettle for making tea*

All other prefer using gas for its preparation

50% *participants are health conscious for their family members*

whereas

32% *don't get time to look after their own health because the workload and family responsibilities.*

16% *participants seek help of domestic workers in the kitchen chores*

All of these are working employees, who don't have time to look after their kitchen.

The probing variables

I had used 4 variables, - age, family demographics, profession and domestic help as a probing tool to understand what impact they cause over the various kitchen practices. Below are the results.

Age

I started the project with the assumption that kitchen masters of young age, Gen-Y would adopt more of western practices while Gen-X and above kitchen masters would adhere themselves to the ancient practices.

It turns out that age didn't really play an important role in deciding who would adapt to what practices of kitchen. But, it was actually the *learnings of past, their family culture and what type of society they belonged to.*

Family Demographics

It is common to see in Indian society that joint families means a lot of burden over the women of the house. With so many kids and elderly people, taking care of their needs, takes up major time of the day. At the same time, if workload is distributed properly according to the likes and dislikes of the family members, homemakers can get a lot of time for other activities. *If a kitchen master, living in a joint family, chooses to work from home, they can actually benefit from the benefits of a joint family.* They seek help from other members to get their mini tasks done.

Profession

Through the course of this project, I realised profession of the kitchen master is the major contributing factor on deciding what kitchen practices are adopted. *Homemakers*, who spend major time of their day serving and taking care of the family members believe in the ancient practices and understands their importance in our lifestyle. *Homemakers*, who are *part time employed*, find it difficult to manage both kitchen and work at the same time. They seek help from elders in the family and try to include certain ancient habits in their lifestyle. *Full time employed professionals*, rarely get time to look into what is cooking inside their kitchen and are solely dependent on domestic help for their daily food. These people form the major percentage of population who have westernized themselves due to their fast-paced lifestyle.

Domestic Help

Indian society has deep rooted caste system and lower classes are looked down by upper ones. The domestic helpers usually belong to the 'lower section' of the Indian society. Since, kitchen is a sacred place in Indian society; it is not a practice for any lower class person to enter the space of upper class person. Thus, a major percentage of Indians do not like the involvement of domestic help in kitchen chores. Whereas, people who are full time employed, who rarely get time to look after their home, ignore such practices and largely rely on domestic help for their everyday food.

3.2 User Stories

This section talks about very specific stories associated with the participants (Refer to Appendix for details). These are a reflection of how the same space can play so many roles in different people's lives.

User Story 1: Aata Maker

Santoshji, who is in his late 60s and is a part-time AIR announcer, is extremely fascinated by the idea of an equipment that can knead dough for making chapattis. He gets a very clumsy feeling while doing this task and in future would love to make it a part of this kitchen. He believes that every tech comes from the western world. Says, "Chapattis are not consumed on a daily basis in the west, so they haven't make any such tech yet".

User Story 2: Microwave - need or want

Anamika, a young homemaker, gets very conscious when it comes to the use of plastic utensils. Because of this, she avoids using microwave. Also, she has two very young kids and using glassware is tough with those kids around with the fear of breakage. But, during some special occasions like festivals, or when they are expecting a lot of guest, she feels using glassware for microwave is worth. Added to it, she is not very versed with the use of microwave because they didn't call for a demonstration at the time of purchase. Anamika, comes from a very conservative family with superstitions all around. During the menstrual cycle phase, women in their house are not allowed to enter the kitchen for 4 days. So in those times when she has to have tea, she makes it in microwave, even though she has to use plastic utensils to prepare it.

User Story 3: Freshness

Varindar, a 38-year homemaker, looks for freshness in kitchen. Be it fruits, vegetables or storing cooked food for long. She prefers eating and serving fresh fruits instead of juice and is aware that in juice all the fibrous substances are lost. Moreover, if anyone wants juice, she'll happily prepare fresh for them every time, instead of preparing and storing for long. Even in case of cooked food, she prepares lunch and dinner separately, but at the same time ensures that no food is wasted. She believes in the philosophy that- if you want to eat food, have it with full taste.

User Story 4: A swing between kitchen and workspace

Swati, a 51-year homemaker and a freelancer who works from home has to manage her kitchen, kids and household as well as per professional work. She keeps on swinging back and forth her kitchen and workspace. Although she lives in a nuclear family, but they have separate kitchen space for both brothers. As she is a freelancer, she gets a call at any time of day for her work. Immediately she has to turn off the gas and rush to her workspace. At times, when my kids come home early or need some snacks, she needs to switch back to the kitchen to help them with some quick fruits or juices. She quotes, "The work of freelancer is actually more difficult. People don't realise you are doing anything since you are all the time at home".

User Story 5: We are the change

Vijay belongs to a very rare percentage of Indian population – the male homemakers or what the society calls, househusband. He takes a pride in his profession. Since marriage to 5 years back, he and his wife used to go out for work. But he soon realised that he has an interest in taking care of his house and wants to keep a control over his kitchen practices. After his child was born, he finally took this decision to work from home, since he deals in stocks, his major work load happens at the opening and closing time of stock market. He thus spends the other part of day in taking care of all other house chores and obviously stock analysis. Even his wife and father are very proud of this change. He totally hates the idea of dividing roles and responsibilities based on gender. Infact according to him, it's totally upon the interest of an individual to what role they want to play.

User Story 6: Yoga - the way of life

Nikita, a 50-year-old Yoga instructor, believes that kitchen is the most important room in a house. It is the source of all energy that one receives for the whole day. She inculcates little food and yogic practices in her family's daily life to ensure a healthy and energetic body. Practices like, sitting with legs folded while having food, sitting in Vajrasana after having food, 30-60 minutes yoga session for kids, luke warm turmeric milk before going to bed, consuming dinner atleast 3-4 hours before bed, etc. She believes that as a kitchen master, you have to play the role of goddess Annapurna, looking at all aspects of food, catering to each and every one's needs, ensuring the food is sufficient enough for everyone and at the same time doesn't get wasted. She believes that the mood in which you cook your food is reflected in the taste of it. You have to be very happy and relaxed while cooking. She ensures this by playing bhajans during cooking.



Figure 13: Fresh fruits and vegetable in Indian markets



Figure 14: Nikita in Vajrasana pose; only yogic practice to be done after food

PHASE 3

OUTPUT & OUTCOMES

This project is an exploratory research that aims to understand the impact of Westernization on Indian domestic kitchen practices. It doesn't claim that a particular practice is right or wrong, or a particular culture is good or bad. Through this exploration, I looked into tier-2 household's kitchen space and how various factors affect their kitchen habits. I have tried to articulate the research findings in the form of a ***poem, written in Hindi language.***

The poem is aimed to every Indian household, to act as a revelation about where we are going in this race of Modernism. It seeks to open up discussion and rule out the false assumption that westernising yourself renders you better in society; tso that we can aim for a future in which we remain embedded to our culture while at the same time embracing the advantages and benefits of technology as when required.

The poem is written in Hindi language keeping in mind certain important aspects.

India is a land of writers n poets. Since ancient times the descriptions of history were written in poetic verse so, I chose to continue it in similar fashion to express my thoughts through poem and continue the tradition. Further, it talks about westernisation that has rooted a false belief in Indian minds that conversing in English language is a symbol of prestige. Further, the audience to whom the research was targeted are more comfortable in Hindi language than any other. The essence of poem is better conveyed in Hindi.

The poem also comes with its English translation for a wider audience reach.

The output of this exploratory research is thus crafted in the form of a poetry, in Hindi dialect, presented as a video, supported by relevant photographs.

4.1 Output Process Documentation



Connecting the dots

After the research insights, important and relevant key points were extracted. Theme of the poem was quite clear by now. Connections were made as to frame a cause and effect pattern. Various literary devices like metaphors and similes were explored to add flavours to the verse.



Framing the verse

Since this is rhythmic verse and not just simply a narration, it has to be pleasing to the ears and at the same time relevant to the theme. The draft was read out loud multiple times and narrated to a few people to get feedback. English translation was done without losing the meaning.



Voice production and other editing

After the lyrics were fixed upon, I recorded the poem to set the ground for further editing. Adobe After Effects CC 2018 was used to give the poem an audio – visual frame. Images supporting the verse were used in background.

हमारी दौड़ आधुनिकता की ओर

आधुनिकता के नाम पर हम कितने ठगे जा रहे हैं,
हालात बड़ से बड़तर हुए जा रहे हैं य

आधुनिक बनना आज की अनिवार्यता है,
पर अपनी जड़ों को छोड़ने में भला कौन सी बुद्धिमता है ?

अपनाया है हमने विदेशी संस्कृति को,
अब वो भी अपना रहे हैं हमारी संस्कृति को

हमने नकल तो उनकी रखी की... अकल लगाई नहीं,
संस्कृति तो अपनाई... पर प्रगतिशील विचार नहीं

आधुनिक नहीं बन जाता कोई नकल करने से,
आधुनिकता तो आती है विचारों को बदलने से

आधुनिक कहलाने की ान में, नाश किया संस्कृति और स्वारथ्य का
आ. से. ने ले ली जगह, मिट्टी की सौंथी महक की
मटके की टंकार गड़, छई स्लानक स्टील की
दखने और पिंडलियाँ बोले गाथा, हाई हील की।

Title: Our Race Towards Modernism

We are fooling ourselves in the name of Modernism,
Things are going from bad to worse

Being modern has become a necessity in today's world,
But what is the wisdom in running away from your roots?

We (Indians) are in the race to adapt ourselves to the western culture,
Whereas, western people are appreciating and accepting our culture.

We mindlessly copy western practices,
We copy their habits, their lifestyle, but never bothered to look into their
progressive mindset.

No one has ever become modern just by replicating habits of others,
If we really want to step towards modernism, we need a shift in thought process.

We are destroying our culture in the process of westernization.

Earthen Pots (matka) has been replaced by R.O. Purifiers.

The soothing sound of clay pots has been replaced by tinkling noise of utensils

भूले पचाव, हलवा और नींबू पानी,
अब तो होता पिज्जा, बर्गर, कोल्ड ड्रिंक का तेज पानी
इनका है बस इतना काम, आँतों को करते हैं जाम

भूरा जगाती न्यारे- न्यारे व्यंजनों की खुशबू,
सिमट गई है देखो चिमनी के आगोछा में

हाथों से अनाज पीसना, दही बिलौना, कपड़े धोना,
छिन गई साड़ी कसरते, सभी जगह है जिम का रोना द

हाथों से सिलबड़े पर चटनी बनाना, ओ हो ... क्या बात थी, क्या स्वाद था,
पर अब वह कहाँ?

ऐसा नहीं है कि वह उपलब्ध नहीं है,
उपलब्ध तो है पर समय कहाँ?

यदि उन वस्तुओं को हम अपनाएँ, तो भला आधुनिक कैसे कहलाएँ?

जब करते थे जमीन पर बैठकर भोजन,

तो तृप्त होता था तन और मन,

भोजन पश्चात बैठना वजासन में, जो सहायक होता है पाचन में

अब आती है रेफ्रिजरेटर फ्रिज की बाड़ी,

माना यह वर्तमान समय की आवश्यकता है,

पर स्वाद्य वस्तुओं का फ्रिज में भंडारण करना भला कहाँ की बुद्धिमता है?

Back pain has become a common problem at a very young age

Gone are the days, when Parathas, Halwa and Nimbu-Pani used to be seen in
breakfast

These have been replaced by pizzas, burgers and cold-drinks,
which just causes harm to our body.

The fragrance of appetizing dishes,
is somehow caught into the kitchen chimney.

The ancient practice of churning of butter, grinding wheat grains manually have
been lost in these times,
People are running towards gym to get themselves fit.

The ancient Indian practice of making sauce in grinding stone used to flavour the
dish in a way that food processors can't.

It's not like, these products are not available in the market. It's just we don't
have any patience left to spend time on them.

And anyways, we are all caught up in the false belief - "what will the society
think? "

The practice of sitting on the floor and having food is not only a satisfying
pleasure but also extremely helpful in digestion.

Fridges and Refrigerators are a necessity in the today's fast paced life,
But storing stale food in them, is not something that can be appreciated.

हमारा देश है कृषि । प्रधान,
फिर हम हैं क्यों इससे अनजान
उनकी मजबूती को हमने अपनी अनिवार्यता बना लिया है,
ताजे फल और सब्जियों को बासी करके खाने में ही मजा आ रहा है

माना आधुनिक बनना आज की अनिवार्यता है,
पर अपनी जड़ों को छोड़ना भला कैसे मूर्खता है?
आधुनिक बनो... दिखावे से नहीं, अपने विचारों से घ

नासी को खूब इज्जत देते हो,
अपने कंधे से कंधा मिलाने का ढिंढोरा भी पीतते हो,
पर क्या कभी घर में, रसोई में, आपने उसके कंधे से कंधा मिलाया है?
सदियों से ही उसे दो पातों के बीच पिस्तवाया है

अंत में...

अब आपकी रसोई ही नहीं विचारों व सोच में भी आधुनिकता लानी होगी घ
अपनी जड़ों से जुड़ कर अपने जीवन की सार्थकता जतानी होगी घ

तभी होगा आपका जीवन और रसोईघर स्मार्ट और आप रहोगे सालों साल स्वस्थ और
खुशहाल

India has an agricultural orientation, we have access to fresh seasonal fruits and vegetables all times,
Still we prefer frozen stuff over fresh ones, just because it's a practice in the west.

Being modern has become a necessity in today's world,
But what is the wisdom in running away from your roots?
If we really want to step towards modernism, we need a shift in thought process.

Men are now claiming to have given equal rights to women,
But did you even care once to help her out in the kitchen?
(Patriarchy being deep rooted in Indian culture)

In the end,

we are westernising ourselves in the name of modernisation.

We need to broaden our thought process first, to really move ahead towards being modern.

The poetry has been narrated by me and supported by reflective images. The Audio-Visual format of the poetry has been attached separately in .mp4 format and has also been put up on [Youtube](#) for the audience. It can be accessed through the link:

<https://youtu.be/eOBA25TvID8>

हमारी दौड़ आधुनिकता की ओर

OUR RACE TOWARDS MODERNISM

Avani Sharma
M.Des in Human Centered Design
2018 - 2020

हाथों से अनाज पीसना, दही बिलौना,
कपड़े धोना,
छिन गई सारी कसरते, सभी जगह है
जिम का रोना।

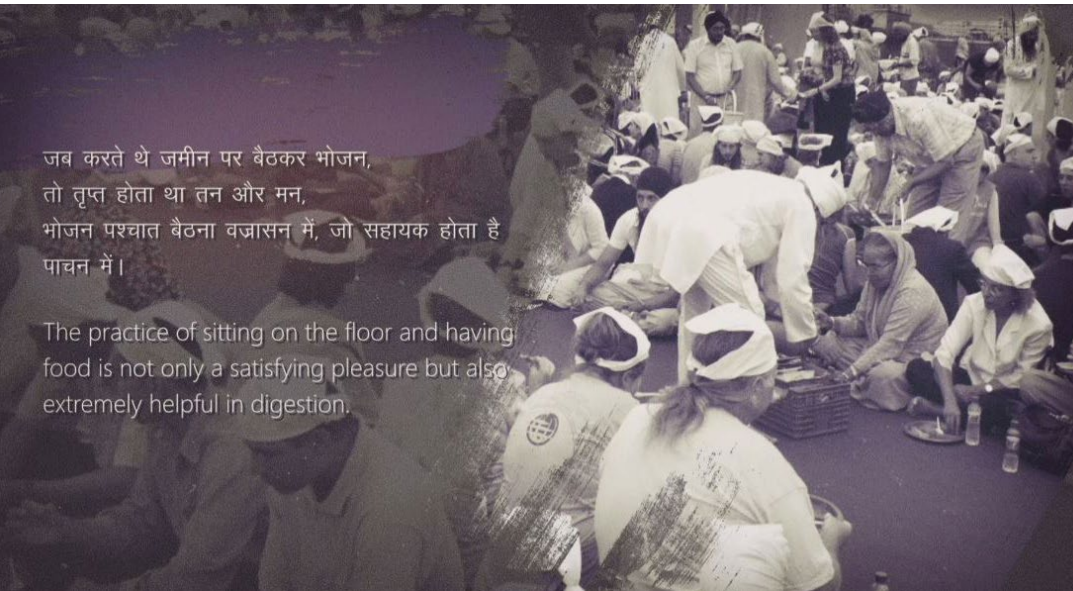
The ancient practice of churning of
butter, grinding wheat grains
manually have been lost in these
times,
People are running towards gym to
get themselves fit.



4.3 Stills from the video

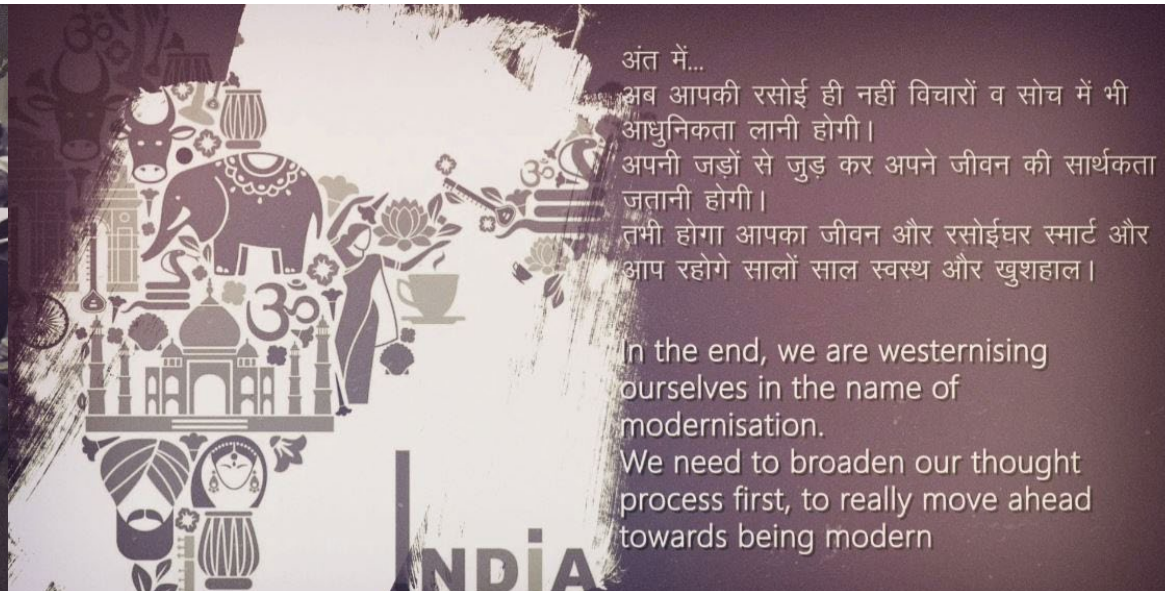
जब करते थे जमीन पर बैठकर भोजन,
तो तृप्त होता था तन और मन,
भोजन पश्चात बैठना वज्रासन में, जो सहायक होता है
पाचन में।

The practice of sitting on the floor and having
food is not only a satisfying pleasure but also
extremely helpful in digestion.



अंत में...
अब आपकी रसोई ही नहीं विचारों व सोच में भी
आधुनिकता लानी होगी।
अपनी जड़ों से जुड़ कर अपने जीवन की सार्थकता
जतानी होगी।
तभी होगा आपका जीवन और रसोईघर स्मार्ट और
आप रहोगे सालों साल स्वस्थ और खुशहाल।

In the end, we are westernising
ourselves in the name of
modernisation.
We need to broaden our thought
process first, to really move ahead
towards being modern



REFLECTION

This exploratory research, started with a few observations around me that made me think about the way we have started living our lives. From the first coffee of the day to the book, we read on kindle. We have become slaves of technology in every sphere of life. In the process of adapting ourselves to the advancements in technology, we have destroyed the roots of our culture.

India has such a rich culture...

that it has been talked about over the globe. Though every country has its own tradition, yet Indian culture is considered the most special to view an array of various cultures and customs that are distinct from other countries. India is a tourism area. It has been a centre of attraction for people all over the globe because of its colourful culture, rich tradition, how people practice their rituals, their eating habits, their dressing style, the music and marriages and everything possible. People from all over the world come to India to experience its royalty. Two recent examples that can be

quoted for the same are: the growing acceptance and appreciation for *Yoga*, and the *Namaste* culture during the coronavirus pandemic time.

It gave me an opportunity...

to appreciate the culture I'm a part of. Through the course of this project, I have seen a lot of changes in my lifestyle. I feel this is the one biggest achievement for me, since I'm able to witness the positive impact of the process. To all the people, who have witnessed the research process and the output form of it, have mentioned explicitly about how they have overlooked the conventional cultural traditions, and see the poetry as a way to open up discussions about it, so that slowly and gradually we can again go back to the days where India used to be the golden bird.

Does the project mean that that we should stop bringing innovations to our kitchen and continue those manual – time-consuming methods?

The project doesn't intend to stop

people from modernising themselves, or adapting to new cultures. It just aims to open up the idea that if you change yourselves, change your lifestyle, understand the reason behind it. Understand how it started, what is its history, how it has been shaped over years. Blindly following a practice, just because someone you consider superior is doing so, doesn't make you like them.

Over the two year of my academic study as a Human Centered Designer, I had taken up projects that involved some sort of problem areas. This time, I took a slightly different approach – *exploration*. This opened up new chapters of Ethnographic research and taught me how to move ahead in a project by uncovering and unfolding different layers.

I consider the coronavirus pandemic as an opportunity that made me learn a new technique of Field research – Digital Ethnography. It taught me how to use the virtual space to make participants comfortable even during time of crisis.

CONCLUSION

The project has tried to understand the various Indian cultural practices that were a part of Indian kitchens in ancient time. With intensive research, both primary and secondary, I was able to uncover the importance of these practices and the scientific reason behind them.

The user research gave me insights on what current practices are being followed, and what aspirations do kitchen masters have, which are buried, due to unwanted beliefs of the society.

By uncovering habits of past and understanding the practices of present, the project aims to a future where we stay rooted to our culture, removing weeds of patriarchy and at the same time, enjoy the benefits of technology.

The project puts forward a poetry to the world throwing light on how these practices have been overpowered by western practices despite being helpful.

India is a developing county and I believe we Indians have the power to rise above the great. ***We all need to not just inculcate modern practices but also progressive thoughts in our lifestyle.***

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APPENDIX

USER RESEARCH INTERVIEW TRANSCRIPT

The appendix contains the raw interview transcripts of the user research conducted as a part of Digital Ethnography in Phase 2 of the project. 6 participants were interviewed, who, by profession were a combination of homemakers, work from home employees and full-time employees. The interviews were aimed to understand the Indian domestic kitchen practices. The participants are referred to as **'kitchen masters'** over the course of this project. The telephonic interviews were recorded in mobile phone with due permission of the participants. The interviews were originally in Hindi language. These have been translated into English in order to preserve the uniformity of the documentation process, with utmost attempts to not lose the original meaning of the conversation.

PARTICIPANT 1 DATA

Name: Santosh Joshi

Age: 60+ years

Gender: Male

Profession: Retired AIR Announcer, Contract – based programs

Family Demographics: Nuclear Family (Daughter and Father [himself], Wife passed away 20 years back)

[12th June 2020; 10:33 AM]

Avani: Who is the major decision maker/ master in your kitchen space?

Santoshji: Cook usually takes care of the kitchen. During lockdown my daughter get a lot of free time, so she has become the master of our kitchen.

Avani: Do you have an interest in cooking?

Santoshji: Initially, as I mentioned, I had no time nor interest to look into what is going on in the kitchen. But I believe this lockdown as an achievement to learn new skills, and now these days (lockdown period), I have started to cook, I keep on experimenting different dishes in the kitchen and help my daughter as well. Lockdown has given me confidence that I can handle a house on my own. Before lockdown, I used to think my life solely depends on the cook and domestic help. Without them, I won't be able to survive. Even if they didn't show up for a single day, I used to get mad about them.

Also, since I realized that I can take care of my house, dependency on the maids has been eliminated to a large extent. I have started to do my dishes and they shine more these days, like never before. Domestic help do their work in hurry but when you do the dishes, you concentrate completely on each and every crockery.

I also feel I have become a pro in kneading the dough. (feels proud and happy about it)

Avani: After realizing that you can take care of your home better than the domestic help, when the lockdown gets lifted, would you prefer to continue working on your own or would call out for maids?

Santoshji: Actually, I would prefer domestic help, because taking care of the kitchen is too time-consuming and tiring process. At this age, I feel I would need their help. Although I have bought the spin bucket mop for cleaning these days, but for taking care of the kitchen, I would prefer a dependency on the domestic help.

Avani: How do you get your groceries? Do you buy them monthly or stock up annually?

Santoshji: No, I never did stock up annually. Even when wife was there, we both were working, so it didn't seem feasible to stock up. We prefer buying on a monthly basis.

Avani: From where do you buy them – Online, local retailer or supermarket?

Santoshji: I prefer buying from my local retailer, who is fixed from past many years. For wheat flour, I go to local aata chakki (flourmill) to get it done in a customised way – so that I can keep a control on the particle granularity.

Avani: How do you reheat cooked food?

Santoshji: I do it in Kadhai (pan) itself. I don't have a microwave. I have a OTG, my daughter uses it to bake items. For reheating chapatti, I use tawa (Flat pan used to make chapattis).

Avani: How do you buy your masalas used in food preparation?

Santoshji: In previous days, there lived a Maharashtrian family near my house who used to sell homemade masalas. I was their regular customer and I really liked the freshness and taste of those. Now, since past 3-4 months they have moved to a different city. Therefore, I have to buy it from a store. Although I prefer to buy it of a good brand like – Everest or Pushp.

Avani: In the current pre-monsoon period, Indian families usually prepare mango pickle at home. Do you prepare them too or buy readymade?

Santoshji: No, No, No! It's a very long process, involves many steps. I thus, prefer to buy ready-made pickles, sauce, jam etc. I feel, 'ladies' need to be free at home to do all this stuff.

Avani: What is your practice for preparing daily tadka?

Santoshji: Instantly, I prefer to prepare a fresh one. Sauté onions, green chills and ginger-garlic at the time of vegetable preparation.

Avani: Do you consume juices/ soups on a regular basis?

Santoshji: No, I am not habitual to juices. I believe in consuming the fruits directly. I've been into Naturopathy and Yoga since a long time and I follow their practice of eating fruits directly rather than juices.

Avani: How do you prepare tea or coffee daily?

Santoshji: I make it on gas in the traditional way. Actually, the taste of tea made in tea makers or via tea bags feels very stale and doesn't have that richness.

Avani: Since, you are into Naturopathy and Yoga, you seem a bit inclined towards being health conscious, and since our Indian food is all masala and oil based. How do you ensure health in cooking?

Santoshji: I've not changed any practices in cooking. Rather, I like spicy foods. But I ensure that my breakfast compulsorily has fruits in it and consume salad before lunch and dinner. Since, I'm an announcer, I gargle with salt and warm water at frequent time to maintain my tone.

Avani: What are your provisions for dry snacks and wet snacks?

Santoshji: I buy readymade snacks only.

Avani: What is your food schedule?

Santoshji: Since a long time, lunch and dinner are prepared together in my house. Cook comes in the morning and makes meal for the day. This is because at times, you might not be at home due to some recording session or some program, so becomes very difficult to manage the schedule of cook. I prepare my breakfast in the morning.

Avani: That's all from my side! Thank you so much for your time sir. It was great talking to you. The session was very informative.

Santoshji: Anytime.

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PARTICIPANT 2 DATA

Name: Anamika Dave

Age: 26 years

Gender: Female

Profession: Homemaker and Manages an online beauty store

Family Demographics: Nuclear Family (Husband, 2 children, In-laws)

[13th June 2020; 4:19 PM]

Avani: How much do you spend on your online beauty store?

Anamika: Roughly in a day, 2-3 hours

Avani: Who is the major decision maker/ master in your kitchen space?

Anamika: I cook all the time and decide what to make. It's just sometimes mother-in law instructs in case if guests are going to visit or if there is some festival or special occasion.

Avani: Roughly, how much time do you spend in your kitchen?

Anamika: See, in the morning, it takes me around 2-2.5 hours for lunch preparation. Then, in the afternoon, my husband and father in-law comes back home for lunch, so I spend around half an hour for re-heating and serving them. At night, we usually consume light dinner like – daal – chawal or khichdi, so around 3-45 minutes there.

Avani: How do you get your groceries? Do you buy them monthly or stock up annually?

Anamika: Initially we used to buy whole-wheat grains, but since we have renovated out home, stocking them up for the whole year has been a problem. They moisten up and end up spoilt. So, in recent year, we have been buying flour from the local aata chakki (flourmill) on a monthly basis.

Avani: How do you re-heat your food? Since you have a microwave, do you use it to do so?

Anamika: For most of the time, I use gas stove only, and avoid using microwave. For microwave, we need to use many plastic utensils. I use it only for plain recipes like cake and cookies. Actually, we brought it and no one came for demonstration of the product, so I'm unaware of most of its functions. Neither did I also bother to learn them.

Avani: Do you prepare pickles/ jams at home?

Anamika: Yes, few days back I had prepared mango pickle for the whole year. No one in my family likes readymade achhar.

Avani: What is your practice for preparing daily tadka?

Anamika: Every curry requires a different type of gravy and tadka, so I prefer to prepare fresh every time I cook.

Avani: Do you consume juices/ soups on a regular basis?

Anamika: As such no one prefers to consume juice. We all usually take up fresh fruits. Like, this is mango season, so every night after dinner we have mangoes. Even children like mangoes a lot. So they eat it at any time of day.

Avani: How frequently do you use frozen foods? (Peas, Corn, Pulp)

Anamika: Yes yes, I boil the peas, refrigerate and store them. Last week, father in-law bought more frozen peas since our stock got over.

Avani: How frequently do you deep fry stuff?

Anamika: Quite frequently. It's raining these days so, once a fortnight, I make pakoras, everyone enjoys them with tea.

Avani: How do you prepare tea or coffee daily?

Anamika: I prepare tea on gas stove. But sometimes when we get late in consuming, we reheat it in the electric kettle. But we never prepared tea in it. Mostly 3 times a day, tea is prepared in our house.

Avani: Are you a health conscious person?

Anamika: (starts laughing) No one health conscious as such. Like we know that we aren't consuming oily food on a daily basis, so it automatically gets controlled.

Avani: What are your provisions for dry snacks and wet snacks?

Anamika: Dry snacks like Bhel puri and all, I prepare instantly at home. My children need snacks all the time, so I ensure that they don't consume random fast foods, but try to give them chapatti – rice – veggies.

Avani: What is the role of house – help in your kitchen space? What all tasks does she perform? What happens in his/her absence?

Anamika: We have domestic help only for cleaning, washing clothes and for dishes. We don't involve her in the kitchen chores.

Avani: How frequently do you use electric appliances in your kitchen?

Anamika: I use grinder on a daily basis to prepare the gravy for curry. Father recently bought hand – mixer, so I use it for course grinding.

Avani: That's all from my side. Thank you so much for your time. It was great talking to you. The session was very informative.

Anamika: No problem, you can reach out to me if you need any more help.

PARTICIPANT 3 DATA

Name: Varindar Khanuja

Age: 38 years

Gender: Female

Profession: Homemaker

Family Demographics: Nuclear Family (Husband, 2 children, In-laws)

[14th June 2020; 9:57 PM]

Avani: Who is the major decision maker/ master in your kitchen space?

Varindar: Actually, it's tough to say, because as such mumma is the master and now-a-days even I'm trying. She helps me out in the traditional practices of kitchen and I handle all the technical stuff regarding new appliances.

Avani: Roughly, how much time do you spend in your kitchen?

Varindar: Whenever I go in kitchen, it takes me around 1-1.5 hours for preparing breakfast and lunch.

Avani: How do you get your groceries? Do you buy them monthly or stock up annually?

Varindar: We buy on a monthly basis. We have storage problem, and moisture exists, so stocking up is problematic.

I prefer going to D-mart or Metro for buying groceries. I don't like packaged food, so for the wheat flour, I buy it from local aata chakki (flourmill)

Avani: How do you re-heat your food? Since you have a microwave, do you use it to do so?

Varindar: I do it on the gas. I don't like to use microwave. I know it has multiple side effects. It's rays are so harmful for us. I was not even in favour of purchasing it. But since everyone in the house wanted to, so we bought it. And slowly and gradually, as and when everyone started realizing its harmful effects, we all have minimized its use.

Avani: Then how do you bake cake and cookies?

Varindar: I have OTG; I use it to bake stuff.

Avani: Do you prepare pickles/ jams at home?

Varindar: Yes, we prepare pickle at home for the whole year.

Avani: What is your practice for preparing daily tadka?

Varindar: I prefer making it making. I don't like preserved food.

Avani: Do you consume juices/ soups on a regular basis?

Varindar: Not on a daily basis, but yeah sometimes. But I would prefer eating and serving fresh fruits instead of juice. This is because in juice all the fibrous substance are lost. And if anyone wants juice, I'll happily prepare fresh for them every time, instead of preparing and storing for long.

Avani: How frequently do you use frozen foods? (Peas, Corn, Pulp)

Varindar: Yes, I do. I don't prepare them at home; but purchase it. Although I avoid using frozen foods, but sometimes for pav bhaji or corn chaat, I use frozen peas and corn.

Avani: How do you prepare tea or coffee daily?

Varindar: Most of the time, it is prepared on gas. For black tea, dad consumes it, so it's prepared in the electric kettle.

Avani: Since you are a person who prefers who prefers fresh without any compromise, so what other steps do you take to ensure health consciousness in food?

Varindar: See, I'm not that type of health conscious. I definitely prefer fresh foods, because it has the maximum taste. But I make all kinds of food – spicy, oily. I consume it and never discourage anyone to do have it. In fact, I enjoy street food much more than 5-star hotel food.

Avani: What are your provisions for dry snacks and wet snacks?

Varindar: Yes, we try to have homemade snacks. My aunt prepares them home on a wholesale basis, so we usually purchase laddos, namkeen, etc from them.

Avani: What is the role of house – help in your kitchen space? What all tasks does she perform? What happens in his/her absence?

Varindar: No, we don't involve her in kitchen chores. She does other cleaning work. But yes when we are expecting a lot of guest, then she might help in some stuff.

Avani: How frequently do you use electric appliances in your kitchen?

Varindar: As such all the work done by equipment can be done manually, but yes, for me, mixer/ grinder is really important on a daily basis.

Avani: That's all from my side. Thank you so much for your time. It was great talking to you. The session was very informative.

Varindar: Thank you!

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PARTICIPANT 4 DATA

Name: Swati Pagare

Age: 51 years

Gender: Female

Profession: Homemaker and Freelance Translator (works from home)

Family Demographics: Joint Family (10 members)

[15th June 2020; 5:35 PM]

Avani: Who is the major decision maker/ master in your kitchen space?

Swati: Myself

Avani: How do you get your groceries? Do you buy them monthly or stock up annually?

Swati: We buy the stock of pulses and wheat for a year. And then as when required, we get the whole wheat grain grinded in local aata chakki (flourmill)

Avani: From where do you buy them and how do you ensure the preservation of these items for such a long period?

Swati: We buy from the city's main grain market. For preservation, we add boric powder in pulses and rice and grain injections in wheat.

Avani: How do you re-heat your food?

Swati: On gas.

Avani: Do you prepare pickles/ jams at home?

Swati: We prepare at home; my sister in-law does that part.

Avani: What is your practice for preparing daily tadka?

Swati: I make instantly as and when required. My husband doesn't believe in preserved foods. He tells to make it fresh and instant.

Avani: Do you consume juices/ soups on a regular basis?

Swati: My father in-law enjoys doing this part! Seasonally we prepare fresh fruit juices. Like tomato soups in winter or watermelon and mango juice in summers. Otherwise, kids prefer rasna, so they prepare it. We also prepare milkshakes, that also mostly of fresh fruits.

Avani: How frequently do you use frozen foods? (Peas, Corn, Pulp)

Swati: No no, We don't use them. Very rarely if needed, we buy it from store.

Avani: How frequently do you deep fry stuff?

Swati: Approximately, 2 times a month.

Avani: How do you prepare tea or coffee daily?

Swati: On gas.

Avani: Are you a health conscious person?

Swati: Yes Yes! I believe we have to be cautious about our health. In last 2 months, I'm quite tensed for the 2 kgs that I've put on. So, I've started 1-hour morning walk, and try to cover 2 kms approximately. I'll also avoid the 20 minutes afternoon nap. From food perspective, less oil and ghee and more of salads and sprouts.

Avani: Since, you have planned a strict diet for losing the extra 2 kgs so how will you ensure the nutritional needs and taste requirements of other family member?

Swati: Some of us don't like onions and garlic in their food while others like. So we need to prepare different tadkas for it. For balanced diet, I try to maximise the use of sprouts and seasonal fruits and vegetables while minimizing oily fried foods.

Avani: What is the role of house – help in your kitchen space? What all tasks does she perform? What happens in his/her absence?

Swati: Yes, I have a cook but only wali chapatti preparation. Cleaning domestic help just walks through the kitchen to go to the wash area for doing the dishes. We keep separate domestic helpers for cleaning and cooking.

Since I'm a freelancer, who works from home, it's actually difficult for me manage both kitchen and work. Thus, in absence of maid, it actually becomes quite hectic to walk to and fro the kitchen and workspace.

Avani: Have you ever brought any appliance without prior knowledge and ended up not using it?

Swati: Yes, I had a bought a costly multi steam cooker 7-8 years back. I didn't quite very understand the plug part of it; and its very time consuming. There is a timer in it and works according to it. You need to keep on checking in between if the food has cooked or not. I feel cooker does a better work.

Avani: That's all from my side. Thank you so much for your time. It was great talking to you. The session was very informative.

Swati: Hope it helped! Thanks.

PARTICIPANT 5 DATA

Name: Vijay Puntambekar

Age: 46 years

Gender: Male

Profession: Homemaker and Stock Analyser

Family Demographics: Nuclear Family (He, Wife, 1 kid and father)

[15th June 2020; 9:05 PM]

Avani: Who is the major decision maker/ master in your kitchen space?

Vijay: 5 years back, it was my wife. But today, I'm the master of my kitchen (very proudly)

Avani: Roughly, how much time do you spend in your kitchen?

Vijay: I can't calculate as such, because something keeps coming up, so it's like a continuous to and fro process.

Avani: How do you get your groceries? Do you buy them monthly or stock up annually?

Vijay: We buy on a monthly basis from supermarkets.

Yes, before marriage when we used to live in village, we used to grocery on yearly basis.

Avani: How do you re-heat your food? Since you have a microwave, do you use it to do so?

Vijay: No actually not to reheat the food, but I use microwave for other purposes. Because, I prefer to use steel utensils for storing cooked food; and since steel can't be used in microwave, it a whole lot of efforts to transfer from one bowl to another; so I do it on gas.

Avani: Do you prepare pickles/ jams at home?

Vijay: Yes, my wife does that.

Avani: What is your practice for preparing daily tadka?

Vijay: On a regular basis I cut fresh veggies and masalas each day, but sometimes I store ginger-garlic paste or tomato puree in refrigerator as well; but very rarely.

Avani: Do you consume juices/ soups on a regular basis?

Vijay: At home, no. At home, I cut fresh fruits and serve it my kids, father and to my wife for snacks at office. But sometimes, we like to have it when we go out in some restaurants or in parties.

Avani: How frequently do you use frozen foods? (Peas, Corn, Pulp)

Vijay: Not very frequently. But we have frozen peas at home.

Avani: How frequently do you deep fry stuff?

Vijay: Father has high cholesterol problem, and my wife is super health conscious. Sometimes, I prepare for my kid and myself (winks) but yeah, not very frequently.

Avani: How do you prepare tea or coffee daily?

Vijay: Only my father consumes tea, so he likes to prepare on his own. Wife and I are coffee lovers. I prepare a quantity that would run for a week of 'dalgona coffee' and store in refrigerator.

Avani: Are you a health conscious person?

Vijay: As I said, I'm not a health conscious person, but I have to become because of my family.

Avani: What are your provisions for dry snacks and wet snacks?

Vijay: I love to prepare namkeen at home. Our whole family usually sits together in the evening to have tea and coffee, so we have namkeen along with it.

Avani: What is the role of house – help in your kitchen space? What all tasks does she perform? What happens in his/her absence?

Vijay: We don't involve house help in kitchen chores. She only does the cleaning stuff.

Avani: Do you prepare fresh food each time for lunch and dinner or preserve the one – time prepared food? How?

Vijay: Yes yes, obviously. I prepare lunch before 9:30 am, like before my wife leaves for office. And then I prepare dinner by around 8:30-9 pm at night.

Avani: That's all from my side. Thank you so much for your time. It was great talking to you. The session was very informative.

Vijay: Thank you! All the best.

PARTICIPANT 6 DATA

Name: Nikita Dongre

Age: 50 years

Gender: Female

Profession: Homemaker and Yoga Instructor

Family Demographics: Nuclear Family (She, husband and 2 kids)

[16th June 2020; 2:47 PM]

Avani: Who is the major decision maker/ master in your kitchen space?

Nikita: Myself

Avani: Roughly, how much time do you spend in your kitchen?

Nikita: Haha, almost the whole day.

Avani: How do you get your groceries? Do you buy them monthly or stock up annually?

Nikita: We buy the stock of pulses and wheat for a year. And then as when required, we get the whole wheat grain grinded in local aata chakki (flourmill).

Avani: How do you re-heat your food? Since you have a microwave, do you use it to do so?

Nikita: No, I do it on gas.

Avani: Do you prepare pickles/ jams at home?

Nikita: Yes, I prepare mango pickle during the pre-monsoon period when raw mangoes are available as seasonal fruit.

Avani: What is your practice for preparing daily tadka?

Nikita: I prepare the fresh tadka, every time I cook.

Avani: Do you consume juices/ soups on a regular basis?

Nikita: Not juices, but I prepare tomato and bottle guard juice daily for everyone. It's immunity booster and good for blood levels as well.

Avani: How frequently do you use frozen foods? (Peas, Corn, Pulp)

Nikita: No, I don't prefer using preserved foods.

Avani: How frequently do you deep fry stuff?

Nikita: It actually, depends on the occasion. Whenever guests are invited or it's someone's birthday, I cook their favourite dish, but I don't eat it.

Avani: How do you prepare tea or coffee daily?

Nikita: Only my husband consumes tea and he prepares his own with all masalas and herbs. My kids have milk and I drink lemon juice early in morning.

Avani: Are you a health conscious person?

Nikita: Yes, absolutely. I'm a Yoga instructor and I've realized the impact of food practices on our body. On a personal level, I don't like fried foods, and avoid heavy dinner. But, I can't burden other family members with my practices. Although, I try my best to provide them with all the nutrients their body needs, but also treat them

with their favourite dishes from time to time.

Avani: What are your provisions for dry snacks and wet snacks?

Nikita: I prepare namkeen at home. I do it to ensure that my kids don't consume the packaged chips and readymade oily fast foods. I prepare it with very little oil and masalas.

Avani: What is the role of house – help in your kitchen space? What all tasks does she perform? What happens in his/her absence?

Nikita: We don't involve house help in kitchen chores. She only does the cleaning work and dishes.

Avani: How frequently do you use electric appliances in your kitchen?

Nikita: Mixer, grinder and food processor are used frequently as and when required. Microwave is used to make certain dishes that are too time consuming and laborious on stove.

Avani: Do you prepare fresh food each time for lunch and dinner or preserve the one – time prepared food? How?

Nikita: Yes, lunch and dinner are cooked separately. I try to make dinner as light as possible.

Avani: That's all from my side. Thank you so much for your time.

Nikita: Hope it adds value to your project. Thanks.

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STUDENT

Avani Sharma

PROJECT

Impact of Westernization on Indian Domestic Kitchen

PROGRAM

Postgraduate Professional Program

AWARD

Master of Design in Human Centered Design



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