

Swacch Indore: A view from the margins

Student Name: Vaishnavi Chandrayan
Student ID: 202114005

Student Name: Muskan Jain
Student ID: 202114016

Faculty Guide: Prof. Madhumita Mazumdar
Faculty Co.Guide: Anirban Duttagupta



Master in Design (Communication Design)
Dhirubhai Ambani Institution of Information and Communication Technology, Gandhinagar, Gujarat

FEEDBACK

Acknowledgements

We would like to express our sincere gratitude to all those who have supported and assisted us in making this visual ethnographic book titled 'Clean City, Divided Spaces: Swachh Indore from the Perspective of Suburban Landscapes.' This book is based on our research on the constraints in bridging the gap between the suburbs and the city in India's cleanest city, Indore.

First of all, we would like to thank our guides **Prof Madhumita Muzumdar** and **Prof Anirban Dutta Gupta** for their support, encouragement and guidance throughout the making of this project.

We would like to extend our heartfelt gratitude to the safai karamcharis and citizens of Indore who generously shared their time, experiences, and insights with us during our fieldwork. In particular, we are grateful to **Golu Bhaiya, Munni, and Meena Aunty** for their valuable contributions.

We would like to thank our family and friends for their unwavering support, encouragement, and understanding throughout the duration of this project. Their love and support kept us motivated and inspired.

Contents

Chapters

1. Introduction

About Indore | History of Indore | Principle point of enquiry | Role of stakeholders

2. Objective of the study

Understanding the issue | Defining objective | Problem statement

3. Visual Documentation

Medium used | Reason for choosing medium | Target audience

4. Real-World Implications

5. Findings and Range

Process

1. Search for the topic
2. Approach/Methodology
Visual ethnography | Observation | Process(day wise)
3. Selection of characters
Safai Mitras: Golu Bhaiya | Munni | Meena Aunty)
4. Data collection and Ethnographic research
5. Storyboarding and Ideation
6. Crafting Narrative
7. Synthesizing and Refining Data
8. Constructing the final product

Conclusion.

Bibliography and References

Abstract

This study provides an in-depth examination of the lives of three Safai Mitras residing in different suburbs of Indore, India, to understand their experiences with the city's waste management system. We are using visual documentation not through photography or film but through visual ethnography where we are using sketches where our Safai Mitras' privacy can be maintained. to understand their experiences with the city's waste management system. Through a combination of interviews and observations, the study examines the constraints and challenges that these individuals face in maintaining cleanliness and sustainability in their neighbourhoods. Despite Indore's reputation as the cleanest city in India, the study reveals significant gaps in the waste management system that require attention. The study highlights the need to address the neglect of marginalized communities and suburbs in waste management initiatives, which can contribute to the unevenness of the system. The Swachh Mitras' experiences provide a unique perspective on the impact of social and political marginalization on waste management practices and highlight the need for targeted interventions to address these issues. Overall, the study underscores the importance of inclusive and equitable waste management practices and the need to prioritize the voices and experiences of marginalized communities in efforts to improve sustainability and livability.

Chapter 1 Introduction

Indore has been bestowed with the title of being the cleanest city in 2016. The subject of this project pulls out the opacity from the coherence of the Swachhata Abhiyan Indore and crops up the specific areas being shrugged off and are still unclean after Indore is rewarded as the cleanest city for the 6th time in a row.

The prominent set of this project is to elucidate the social and political aspects affecting the cleanliness of the unclean areas of Indore.

There are more studies and research done on related topics with different points of view. There are NGOs for rural health which have taken action regarding the cleanliness of rural areas of Indore. The research available is highlighting the suburb being neglected in Swachhata Av rural Abhiyan. This is a salient point and germane to this project, but this project also accentuates specific unclean areas in Indore and not only the peripheries.

In the 2000s with the formation of the Indore Municipal Corporation (IMC) and the appointment of

a new municipal commissioner, Pramod Sharma. Sharma initiated a campaign called "Indore, Mera Shehar, Mera Gaurav" (Indore, My City, My Pride) in 2005, which aimed to improve the city's cleanliness and hygiene standards. Despite the initial success of the campaign, it faced several challenges. One of the main challenges was the lack of sustained public participation, which led to a drop in the cleanliness levels after the campaign's initial phase. Another challenge was the lack of adequate infrastructure and resources to manage the increasing amount of waste generated in the city. In 2010, the IMC launched another cleanliness campaign called "Clean Indore, Green Indore," which aimed to create awareness about waste management among children. The campaign was successful in creating awareness, but again city faced challenges in managing waste. In 2014, the city launched a new cleanliness campaign called "Swachh Indore,.". The campaign focused on waste management, cleanliness, and hygiene, and involved citizen participation in segregation and public-private partnerships. The campaign has been successful, and Indore has consistently ranked among the top cleanest cities in India.

The squalid areas in Indore are right next to affluent areas of the city. People living in unclean areas are aware of swachhata Abhiyan rules and regulations certainly, as many of them work as garbage handlers and cleaners in IMC and are knowledgeable about cleanliness management and new installations facilitated by the government. After being aware of all about Swachhata Indore, why is it that they aren't borrowing the learnings from the neighbours

The everyday problems faced by the populace and the issues affecting cleanliness in their areas are the constraints here and the objective of this project is to decipher the facet.

Indore has become a model for waste management and cleanliness due to the participatory action of citizens, workers, and the government. The city has implemented a waste segregation system where households and commercial establishments are required to segregate their waste into dry and wet waste.

The wet waste is sent to composting units while the dry waste is further segregated and sent to recycling units, resulting in a significant reduction in waste sent to landfills.



In addition to waste management, Indore has also focused on behavioral change through various campaigns and initiatives that educate citizens about the importance of cleanliness and waste management. The citizens have been encouraged to take responsibility for keeping their surroundings clean and to participate in cleanliness drives.

When we think that it is a participatory process of making the city clean, we focus on the areas which are the major parts of Indore, especially food places, public places, markets, or the areas which are between them and we often ignore the outer areas i.e suburbs and due to low job rates, education and health conditions, many people from the outer areas come to the centre for earning a good income and to run their livelihood. Most of the workers working in Indore are from the suburbs to get a government job as a priority and sufficient income to run their livelihood. With the development of Indore and after the cleanliness project started most of the people also shifted to the outer parts due to unaffordability in the center or other social reasons. Here are the gaps and constraints involved in making the suburbs part of this development project.

It's important to note that while the central areas of Indore may receive more attention when it comes to development initiatives, ensuring that the suburbs are not left behind is crucial. Many people from the suburbs depend on the city center for their livelihoods, and it's important to address their needs and concerns as well, making the suburbs part of the development project in Indore requires a multifaceted approach that addresses the challenges faced by these areas, and involves the communities in the planning and implementation of initiatives. It's important to note that the neglect of the suburbs in the development initiatives can lead to a wide range of negative consequences, such as an increase in unemployment rates, poverty, and health issues. The lack of basic infrastructure such as proper sanitation facilities, waste management systems, and access to clean water can lead to the spread of diseases and health hazards.

Furthermore, the migration of people from the center to the suburbs has also led to the creation of informal settlements and slums in the suburbs, which are often characterized by poor living conditions and lack of basic amenities.

These settlements often lack proper waste disposal systems, and the garbage is often dumped in open spaces, creating a breeding ground for disease-causing pathogens.

To address these issues and make the suburbs part of the development project in Indore, a holistic approach is needed that involves the participation of the local communities, government officials, and other stakeholders. This approach should prioritize the development of basic infrastructure such as sanitation facilities, waste management systems, and access to clean water, as well as the provision of education and healthcare facilities. There are several social and political factors that contribute to the issue of suburbs being left out of the cleanliness development in Indore. One of the main factors is the uneven distribution of resources and attention from the local government. The city centre receives more attention and resources due to its economic and political significance, leaving the suburbs with fewer resources and support. This also leads to the suburbs being less politically influential, resulting in less representation in decision-making. Additionally, social factors such as poverty, lack of education, and lack of access to basic services like

Healthcare and sanitation contribute to the challenges faced by the suburbs. Many residents of the suburbs work low-paying jobs and struggle to make ends meet, which makes it difficult for them to invest in basic amenities like clean water and sanitation facilities.

Furthermore, there are also cultural factors at play, such as the perception of cleanliness and hygiene. Some communities may have different cultural values and practices that do not align with the dominant narrative of cleanliness, which may affect their willingness to participate in cleanliness initiatives.

Overall, the social and political factors involved in the study of Indore's cleanliness development highlight the need for a more inclusive and equitable approach that addresses the needs and concerns of all residents, regardless of their location or socio-economic status.

Chapter 2 Objective of the study

The objective of the study is to focus on the suburbs of Indore and examine why these areas are not included in the city's cleanliness programme. The study aims to identify the factors and constraints that create a gap between the centre and periphery and explore the ways in which the local governments can overcome these challenges and promote more inclusive and equitable development across the suburbs. The study seeks to address the issue of suburbs which are not able to become a part of the cleanliness development plan of Indore because of various social, political, and economic constraints and to propose solutions that can help overcome these challenges. Through this study, we aim to provide a better understanding of the unique challenges faced by the suburbs of Indore in terms of access to basic amenities like clean water, sanitation, and waste management, and to explore the underlying reasons for these challenges. By identifying the specific factors and constraints that prevent these areas from being included in the city's cleanliness programme, we hope to inform policy and decision-making processes that can help promote more inclusive and equitable development across the suburbs.



Red: Boundaries of city (periphery)

Ultimately, our goal is to contribute to the creation of more sustainable and just suburbs, where all residents have access to the resources and services they need to thrive.

We attempt to do so by following the lives of three Sanitation workers Golu bhaiya, Munni and Meena Aunty, who lives in the periphery. Golu Bhaiya who collects garbage in Indore but lives in the Moklai, faces several social problems related to cleanliness. Despite his job, he struggles to maintain proper sanitation in his own neighbourhood due to a lack of resources and support from the local government.

Similarly, Munni, who works in Rau, faces pressure from the local government to prioritize cleaning and waste disposal in more affluent areas over her own neighbourhood. This creates a cycle of neglect and perpetuates the marginalization of suburbs in the city's cleanliness program.

Furthermore, Meena, a housemaid in the city centre who lives in Anurag Nagar faces various social, political, and economic constraints. Due to her low-income status and lack of political power, she struggles to access basic sanitation services and often must rely on unhygienic and unsafe facilities.

The study seeks to understand these issues and how they contribute to the neglect of suburbs in Indore's

cleanliness program. By identifying the specific challenges faced by residents and sanitation workers in these areas, the study hopes to provide insights into how the Indore Municipal Corporation can promote more inclusive and equitable development across the city, ensuring that all residents have access to basic sanitation and hygiene facilities, regardless of their location or social status marginalized communities living in the suburbs of Indore.



Chapter 3 Visual Documentation

The approach to research and learning has evolved over time, and today's world demands a more engaging and accessible approach. Visual ethnography provides a unique lens to capture and communicate the complexities of society and culture, and in our project on the neglect of suburbs in Indore, it played a crucial role in bringing attention to the issue and engaging with the community. Through the use of visual media such as photographs, videos, and sketches, we were able to document and understand the different factors contributing to the neglect of the suburbs and present our findings in a more compelling and relatable way. By utilizing a visual ethnographic approach, we were able to bridge the gap between research and the audience and shed light on the challenges faced by marginalised communities in the city. In the project, sketches were used to illustrate the struggles of characters such as Guddi, Munni, and Meena, who represent the

These sketches helped to create a visual narrative that enabled viewers to understand the challenges faced by these communities in a more immersive way. By depicting the struggles of the characters in a very relatable and empathetic manner, the sketches were able to create an emotional connection with the viewers and help them to engage with the issue on a deeper level. Additionally, the use of sketches allowed us to portray sensitive and complex issues in a respectful and culturally appropriate way, while also avoiding the pitfalls of stereotypes and caricatures. Overall, the use of sketches in visual ethnography proved to be a powerful tool for communicating complex social issues and engaging with audiences in a meaningful way. The sketches used in this project were a particularly powerful aspect of visual ethnography, as they allowed for a more intimate and emotional connection with the struggles of the characters depicted.

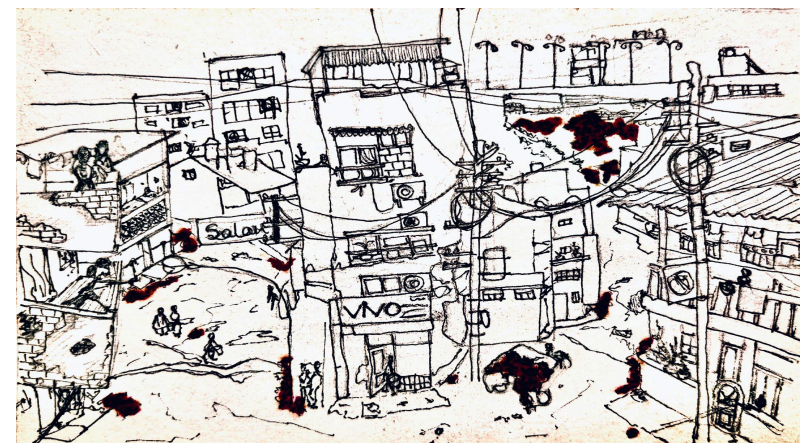
The sketches provided a visual representation of the challenges faced by individuals in the neglected suburbs of Indore, such as Golu Bhaiya, Munni, and Meena, and served to humanise the research findings. By depicting the struggles of these characters in a visual medium, the research was able to connect with viewers on a deeper level and encourage empathy and understanding of the challenges faced by these communities. In this way, visual ethnographic sketches served as a vital tool in bringing attention to the issue and fostering community engagement with the research findings.

Furthermore, sketches allowed for a more artistic and creative approach to presenting the struggles of the characters



adding a level of emotion and nuance that may have been difficult to convey through other forms of media.

The use of colour, texture, and composition in the sketches helped to create a more immersive experience for viewers and allowed them to feel more connected to the research and the communities it aimed to represent. Additionally, sketches provided a way to capture moments and details that may have been missed through other forms of documentation, adding depth and complexity to the research findings. Overall, the use of visual ethnographic sketches played a crucial role in the success of the project by engaging viewers, highlighting important issues, and fostering community involvement.



Chapter 4 Real-World Implications

The real-world implications of the visual ethnographic book are significant. By using visual media to document and present the research findings, the book can serve as a powerful tool for raising awareness and advocating for change. The sketches and other visual media used in the book can help to make the research more accessible and engaging to a broader audience, thereby increasing the impact of the findings. The book can also inspire further research and action on the neglected suburbs of Indore. It can encourage policymakers and stakeholders to consider the social and political factors that contribute to the neglect of these communities and to develop strategies for addressing the challenges they face.

In this way, the visual ethnographic book can contribute to the broader efforts to promote inclusive development and social justice in Indore and beyond. The utility of the project lies in its ability to raise awareness about the neglected suburbs of Indore and the social and political factors that contribute to their neglect in cleanliness management. By using visual ethnography to document and present the research findings, the project can serve as a

powerful tool for promoting social justice and inclusive development in Indore and beyond. Through the use of visual media such as photographs and sketches, the project is able to engage viewers on a deeper level and foster empathy and understanding of the challenges faced by these communities.

The sketches, in particular, offer a unique perspective and help to make the research more accessible and engaging to a broader audience.

Moreover, the project can inspire further research and action on the subject. It can encourage policymakers and stakeholders to consider the social and political factors that contribute to the neglect of these communities and to develop strategies for addressing the challenges they face. This way, the project can contribute to the broader efforts to promote inclusive development and social justice in Indore and beyond.

Chapter 5 Findings and Range

The use of visual ethnography in this study has the potential to create a lasting impact on Gen Z and Millennials, as well as other NGOs and communities involved in social and political advocacy. The visual media used in the book can help to capture the attention of these groups and foster empathy and understanding of the challenges faced by the neglected suburbs in Indore.

The book can also be a powerful tool for community engagement and activism. By providing a visual representation of the struggles faced by the neglected suburbs, the book can inspire individuals and groups to take action and advocate for change. This can include community-led initiatives and policy advocacy at the local and national levels.

Furthermore, the study can serve as a model for future research and advocacy efforts in other neglected communities around the world.

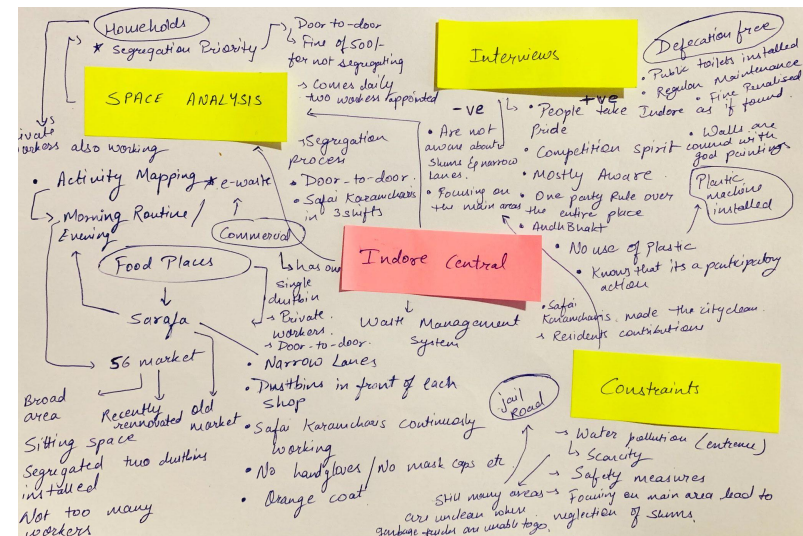
The use of visual ethnography can help to create a more accessible and engaging approach to research and advocacy, which can lead to more effective outcomes and lasting change. By presenting the findings in an accessible and engaging way, the book can inspire community members and stakeholders to take action towards more inclusive and just development in Indore. In this way, the visual ethnographic book can contribute to a more equitable and sustainable future for the city and its residents.

Overall, the possible outcomes and variations of this study are numerous, including increased awareness and understanding of neglected communities, greater community engagement and activism, and the potential for policy change at the local and national levels.

Chapter 6 Search for the topic

We started our research by brainstorming the idea and identifying the root cause of the problem. Our visit to Indore allowed us to explore major places such as food places, markets, and commercial areas. We were particularly interested in understanding what makes Indore clean and how it became a participatory action. We then conducted further research to understand the justification for the title "Is Indore really clean?"

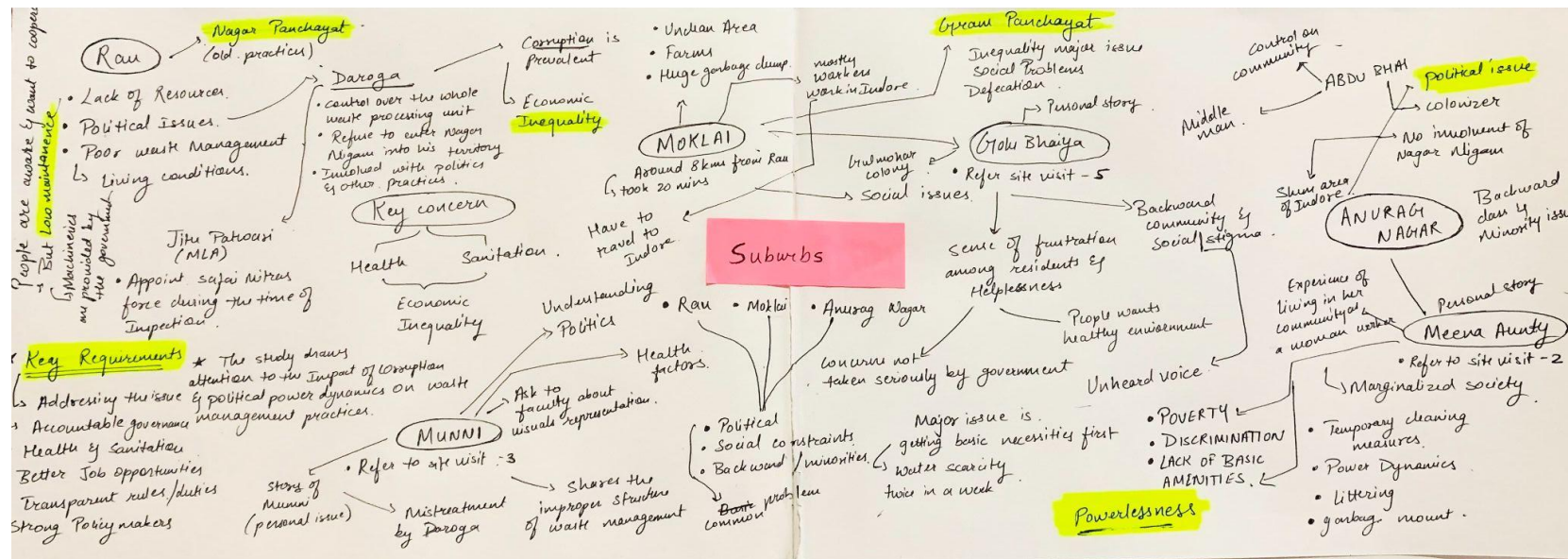
Through this research, we were able to gather valuable insights and information about the cleanliness initiatives in Indore. We interviewed local residents, government officials, and NGOs to understand their perspectives on the city's cleanliness. We also collected data on the city's waste management practices, sanitation infrastructure, and community participation in keeping the city clean. Our findings revealed that Indore's cleanliness initiatives were a result of a combination of factors, including government policies, public participation, and innovative waste management practices.



We also found that there were still challenges to be addressed, including the need for better waste segregation practices and the involvement of more marginalized communities in the cleanliness initiatives. The primary research helped us to understand the broader context of cleanliness initiatives in India and globally, as well as the challenges and opportunities associated with sustainable development.

To ensure the credibility and reliability of our research, we followed a rigorous methodology and used a combination of quantitative and qualitative data analysis techniques.. Through our research, we gained a deeper understanding of the complexities and nuances of promoting cleanliness and sustainable development in a city like Indore and an understanding of the gap analysis between the areas which are not part of the Swacch Bharat mission because of several constraints and does not justify the title of cleanest city. We hope that our findings can contribute to the broader efforts to create cleaner, greener, and more sustainable communities,

both in the suburbs and the centre. Our visits to the suburbs, coupled with interviews with three safai mitras who work in Indore and lives in the suburb highlighted the important aspects and struggles faced by these workers. This helped us to narrow down our topic from a focus on Indore as a whole to the gap between the center and periphery in terms of cleanliness. We found that the suburbs were often neglected in the city's cleanliness initiatives and that this was due to several social and political constraints.



Chapter 7 Approach and Methodology

As students, our approach and methodology towards researching the topic of the cleanliness drive in Indore and the gap between the center and periphery involved a ground-level and descriptive approach. This approach allowed us to understand the issue more deeply by collecting data and information through direct observation and firsthand experience.

We started by visiting different areas in Indore, including the suburbs, to gain an understanding of the cleanliness initiatives in the city and the challenges faced by different communities. During our visits, we conducted interviews with local residents, government officials, NGOs, and safai mitras (cleanliness workers) to gather their perspectives and insights. Our methodology included collecting both quantitative and qualitative data, such as waste management statistics and community participation rates, as well as anecdotal evidence and personal stories. We used this data to identify patterns and trends in the cleanliness initiatives in Indore and to understand the factors contributing to the gap between the center and periphery.

To analyse and interpret the data, we used various techniques such as thematic analysis and content analysis. We also used visual aids such as maps, charts, and graphs to present our findings and make them more accessible to a wider audience. During our site visits to the suburbs, we took extensive field notes and live sketches as part of our ethnographic research approach. We focused on the areas where our three main characters resided, and we observed and documented their surrounding environment, routines, and habits. We paid close attention to the architecture of the houses, the layout of the colonies, and the types of shops and services available in the area.

Our field notes included detailed descriptions of the physical environment, such as the condition of the roads and buildings, the presence of waste and litter, and the overall cleanliness of the area. We also documented the social and cultural aspects of the suburbs, such as the residents' daily routines, their interactions with each other, and their attitudes towards cleanliness.

In addition to our field notes, we also created live sketches of the surroundings, including the buildings, streets, and landmarks. These sketches helped us to capture the unique characteristics of each suburb and provided a visual record of our observations.

Overall, our use of field notes and live sketches during our site visits in the suburbs allowed us to gain a deeper understanding of the cleanliness challenges faced by these communities.

It also helped us to develop a more comprehensive and nuanced analysis of the gap between the center and periphery with regard to cleanliness in Indore. Furthermore, the use of live sketches and field notes not only allowed us to document the physical aspects of the suburbs but also helped us to capture the social and cultural context in which cleanliness challenges were embedded. For example, through our sketches and notes, we were able to document the practices and attitudes towards cleanliness among the local residents, as well as the impact of government policies and interventions on the cleanliness levels in different suburbs.

This comprehensive approach helped us to identify not only the immediate causes of cleanliness challenges but also the underlying social, economic, and political factors that contributed to these challenges. By examining the suburbs' physical, social, and cultural contexts, we were able to develop a more holistic understanding of the cleanliness issues faced by these communities and address the issue that could be used for awareness for the target audience.

Site visit : 3 (Rau)

Initial space - (visit)

- Infrastructure:
 - ① Narrow lanes.
 - ② Unconstructed road when entering to Rau
 - ③ Near Shiv temple at entrance garbage piled up at corner
 - ④ Cattle eating from garbage.
 - ⑤ Backward class people
 - ↳ working people [so many industrial area] but less opportunity of jobs for localites
 - ↳ Middle class & non middle class colonies

Natural surrounding

- ↳ areas near silicon city are covered with trees.
- ↳ It has red leaf trees which looks beautiful
- ↳ But as we go towards Rau. there are on the left side, shops of non-veg with bad smell & right side residents.
- ↳ The main highway road is broad but entering into Rau the first thing we saw was Kau police station which mostly remains close.

Rau railway station with garbage piled up at corners and public toilet nearby which is in Bad condition

Silicon city constructed near highway which goes through Rau & cuts through another highway

Cattle eating in the middle of road

Electronic market, Bomb shops, Diwali always open, Factories, Industrial waste, Ayurvedic Hospital nearby, Bad condition, Medical waste

Every type of waste gets mixed

Lead to water on roads

→ Cattle eats from the waste

→ Waste in unsegregated and piled up on road

→ Scarcity of water lead to que big queue of roads early morning

farmers, water queue, Morning Routine, milkman, water

day time: 11:45 am

- Narrow streets
- all types of shops
- Offering garbage on almost every corner
- people throwing water on road which mix with garbage.
- garbage collection truck cannot go inside this
- No sweepers / safai Karancharis.

Relationship between people

- ↳ Middle class people
- ↳ Backward people
- ↳ Friendly behaviour
- ↳ cooperation
- ↳ Greet.

various social factors

- People use very less vehicles
- Mostly cycles can be seen on roads
- Doodhwalas, household men are probable fruit sellers also use cycles.

On left side of the main road garbage processing unit of Rau

- ↳ Munni - privately works under Daroga
- ↳ don't give money
- ↳ Ishwar Bhaiya, 2 son, no husband, daroga (head of unit)
- ↳ full time workers → daroga acts, salary of Munni
- ↳ Some Bhaiya want → People cooperate in segregating
- ↳ Takes money from people

Corruption

- ↳ Fear
- ↳ No job in Indore
- ↳ Less salaries - workers to lose jobs
- ↳ Munni wears han scarf on head.
- ↳ Women wear saree

very type of waste comes to Rau waste processing unit

- ↳ 5 trucks (wast collector)
- ↳ 20 workers.
- ↳ no gloves/safety

houses near dumping ground. Bad smell for residents affected.

Chapter 8 Selection of Characters

The selection of characters was an important step in our research process. We wanted to focus on individuals who were directly involved in the cleanliness initiatives in Indore and its suburbs, and who were also affected by various social, economic, and political factors in their own localities which are not part of the swacchata mission. We selected three characters for our study: Golu Bhaiya, Munni, and Meena Aunty.



Golu Bhaiya is a garbage collector who lives in Moklai, a suburb of Indore. He works in Indore and goes door-to-door to collect garbage from residential areas. Golu Bhaiya's work is important to maintain the cleanliness of the city, but he is also affected by the condition of the residence where he lives. As he lives in a suburb, which is not part of the cleanliness drive, he faces many challenges in his work, such as the lack of proper waste disposal facilities, unsegregated waste, and non-cooperative residents.



Munni works at the garbage processing unit in Rau, a small town near Indore. She is involved in the process of segregating and processing waste, which is a crucial step in the cleanliness drive. However, she is affected by the politics of the local daroga (police inspector), who is alleged to have links with the waste mafia. This makes her job more difficult as she has to deal with the corrupt system and often faces harassment from the local authorities.



Meena Aunty works as a maid in Indore and goes house-to-house for cleaning. Her work is crucial to maintain the cleanliness of the city, but she is affected by social and political issues related to Abdu Bhai, who listens only to his community. This often leads to a lack of cooperation from residents who belong to Abdu bhai's community, making Meena Aunty's job more difficult.

Chapter 9 Data Collection and Research

Our research began with a comprehensive literature review, focusing on the concept of center and periphery in the context of urban development and cleanliness initiatives. We consulted the works of various social scientists, including Milbrath, Lane, and Galtung, to gain a better understanding of the concept and its applications in different contexts. After selecting the characters, we began collecting data using an ethnographic approach. This involved spending time with each character and immersing ourselves in their daily routines, activities, and interactions. We took detailed field notes, recorded audio and video, and conducted formal and informal interviews.

For Golu Bhaiya, we accompanied him on his garbage collection rounds in Indore and observed how he interacted with the residents and dealt with the challenges of his job. We also spent time with him in his home in Moklai, where we observed his living conditions and the impact of the cleanliness drive on his community. Through our conversations with him, we learned about his personal experiences and

opinions on the cleanliness drive and its impact on his work and life. Similarly, for Munni, we visited the garbage processing unit in Rau where she worked and observed her job responsibilities and interactions with her colleagues. We also spent time with her in her home and community and learned about the challenges she faced as a woman working in a male-dominated industry. Through our conversations with her, we gained insights into the politics of the garbage processing unit and its impact on the workers.

For Meena Aunty, we accompanied her on her house cleaning rounds in Indore and observed how she interacted with the residents and dealt with the challenges of her job. We also spent time with her in her home and learned about the social and political issues she faced as a member of a marginalized community. Through our conversations with her, we gained insights into the struggles of her community and their relationship with the cleanliness drive. Our data collection involved a combination of participant observation, formal and informal interviews, and document analysis.

Chapter 10 Storyboarding and Ideation

We began storyboarding the ideas from the perspective of the three workers. We first created a series of sketches or visual representations of the main events, experiences, and challenges faced by each worker, including their daily routines, interactions with colleagues and customers, and any obstacles or successes they encountered in their work.

Next, we identified the key themes and insights that emerged from the research and data collection, such as the impact of management decisions on workers' job satisfaction, the importance of teamwork and communication, and the challenges of balancing work and personal life.

We also analyzed the data to determine the social and political factors that influenced the workers' experiences, such as the economic conditions of their community, the political climate, and any cultural or societal expectations that affected their work. Using these themes and insights as a guide, we then started to develop a storyline that accurately reflected

the experiences and perspectives of the workers. This involved creating a series of scenes or sequences that highlighted the main events and challenges faced by each worker, as well as their reactions and emotions.

Throughout the process, we made sure that the narrative was grounded in the research and data collected and accurately represented the experiences and perspectives of the workers. We also consulted with the workers themselves to get feedback and input on the storyline and made sure that the final narrative was respectful and sensitive to their experiences.

Story Boarding



Location: Rau
Person working in IMC, going out



Walking to bus stand, garbage



-Waiting to catch bus for Indore



-Bus-stand view



View from bus-window of dust area.



Bus moving to Indore.



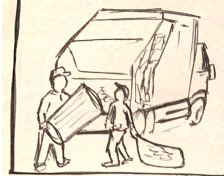
Indore Bus stand.



view of Indore street.



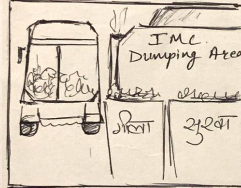
Reached to IMC department of



collecting garbage (segregated) door to door.



People (Households) giving segregated waste.



Location: Garbage Dumping Unit
After collecting waste from their respective area, dumping segregated waste into the waste dumping unit.



Location: Local Tea shop
Meeting to men workers over cup of tea, discussing problems (constraints) related to cleanliness in their respective areas.



Returning back to their place.

Chapter 10 Crafting Narrative

After storyboarding, we prepared the narrative for our story by structuring it in a way that effectively communicated the experiences of our main characters and the social and political factors that influenced them. We started by reviewing our storyboard and identifying the key themes and messages that emerged from the experiences of our characters.

Using these themes and messages as a guide, we chose a narrative structure that would best convey our story. We decided to use a chronological structure that followed the characters through their daily routines, while also highlighting important social and political events that affected their lives.

With this structure in mind, we created an outline that included the major events and turning points in our characters' stories, as well as the themes and messages we wanted to convey. We then used this outline to write a first draft of our ethnographic book, focusing on creating a compelling and engaging story that effectively conveyed the experiences of our characters.

Once we had a first draft, we revised and refined our book to ensure that it effectively communicated our themes and messages. This involved reordering events, clarifying language, and adding more detail to certain sections.

Finally, we sought feedback from the guide. This feedback helped us further refine our narrative and ensure that it effectively conveyed the experiences of our characters and the social and political factors that influenced them.

Chapter 11 Synthesizing and Refining Data

Using the fixed storyline as a guide, we compiled and organized the data we had collected during our ethnographic research. This involved analyzing the data and selecting the most relevant and compelling information to include in the book. We reviewed our field notes, and other materials, looking for specific details and anecdotes that would help bring our characters and their experiences to life. We also searched for relevant quotes and statistics to support our narrative and reinforce our main themes and messages.

As we compiled the data, we continually referred back to our fixed storyline to ensure that we were staying on track and effectively communicating our key messages. We also made adjustments to the storyline as needed based on the new insights and information we gained from the data.

Once we had compiled and organized the data, we used it to further refine and revise our narrative. We worked to seamlessly integrate the data into the story,

using it to illustrate key points and provide additional context and detail. We also paid close attention to the overall flow and structure of the book, making sure that each chapter and section contributed to the larger narrative and themes.

Throughout the process of creating the final document, we solicited feedback from our guide and from trusted colleagues to ensure that our work was meeting the highest standards of quality and accuracy. We made revisions and adjustments as needed, incorporating new insights and ideas that emerged as we worked.

Chapter 12 Constructing the final product

After preparing the final document, we began the process of creating the final product - a visual ethnographic book.

Sketching: We started by sketching out the illustrations for the book, using a combination of digital and traditional methods. For the digital sketches, we utilized Procreate to create detailed illustrations with a variety of brushes and colours. For the traditional sketches, we used black ink on paper and even utilized brown paper to create texture and structure in certain illustrations.

The sketches were an important part of bringing the book to life, as they helped to visually represent the characters and settings in our story. We paid careful attention to details such as clothing, facial expressions, and the environment in which our characters existed. Once the sketches were complete, we moved on to the process of digitizing and finalizing the illustrations for the book. Our aim was to create a visually immersive experience for the reader,

allowing them to better understand and connect with the stories and themes presented in the book. Through our visual representations, we aimed to create an emotional connection between the readers and our characters by depicting their struggles and challenges in a relatable way. We wanted to go beyond mere documentation of their experiences and provide a nuanced understanding of the social and political factors that contribute to their situation.

Ultimately, our goal was to create a compelling and accessible final product that would capture the attention of readers and provide insight into the complex social issues we were exploring. We believe that our visual ethnographic book not only accomplishes this goal but also highlights the power of visual storytelling in conveying complex ideas and experiences.



Black Ink and pencil on Paper



Black Ink and pencil on brown paper



Sketch on Procreate

Content: We reviewed and refined the content to ensure that it effectively conveyed the message and meaning behind each visual representation. We worked to strike a balance between the visual and written elements, carefully choosing our words and descriptions to complement and enhance the sketches.

Book Size: After completing the sketches and finalizing the content, we moved on to deciding the book size. We wanted a size that would be easy to handle and read so we have selected size of 7.5*10 inches book, which also allows enough space to showcase our visual representations.

Font Selection: Selecting an appropriate font is an important step in the book design process. After finalizing the book size, we considered various fonts that would be both aesthetically pleasing and easy to read. We experimented with different typefaces and sizes, taking into account the overall tone and style of the book.

We also considered the readability of the font, so serif body and sans serif heading we have used, ensuring that it would be easy on the eyes and not cause strain during prolonged reading. Additionally, we chose a font that would be appropriate for the subject matter and help convey the intended tone and message of the book.

Once we had selected the font, we made sure to use it consistently throughout the book, maintaining a cohesive design and ensuring a seamless reading experience for the audience.

Book Layout: We explored different layout options that would complement the visual and textual elements of our book. We considered factors such as readability, visual balance, and overall aesthetic appeal. We tested different layouts with our sketches and text, making adjustments as needed to ensure that the layout effectively conveyed our message and enhanced the reader's experience. We also consulted with our design team and other experts to ensure that our layout choices were consistent with industry standards and best practices.

Challenges faced during research

There are a few challenges faced by us during research in the suburbs, some of which include:

Lack of trust: Residents did not trust us who are not from their community. This made us difficult to establish rapport and gain their participation in the study.

Safety concerns: Safety concern was a major challenge in certain areas of the suburbs, especially at night, especially in Rau.

Language and communication barriers: Communication was a bit of a challenge. This made it difficult to conduct interviews or collect accurate data.

Social stigma: Some individuals or communities were hesitant to discuss topics related to cleanliness or waste management due to social stigma or cultural taboos. This also limits the amount of information we are able to gather on these topics.

Political barriers: Political interference with officials and intermediaries especially safai karamcharis prevent access to certain areas or individuals.

Fear of speaking out: Residents were hesitant to speak out due to fear of retaliation or repercussions, especially those who were from marginalized communities.

Bias and preconceptions: There were preconceived notions or biases that affected our approach and interpretation of the data, leading to inaccurate or incomplete findings.

Conclusion

In conclusion, our visual ethnographic book showcases the struggles of three workers in the suburbs of Indore, who face numerous social, political, and economic challenges in their daily lives. Despite the swachhata mission in Indore, these workers still face difficulties in maintaining cleanliness in their neighbourhoods. Through the perspectives of Golu bhaiya, Munni, and Meena Aunty, we gain insight into the nuanced issues that exist within Indore's cleanliness campaign. We see that the suburbs are often left out of the conversation regarding the city's cleanliness. Golu bhaiya's struggles in Moklai shed light on the issues faced by those in the small village areas surrounding Indore. Munni's experience in Rau highlights the political interference that can affect the work of swachhata workers, and how fear and intimidation can stifle progress. Meanwhile, Meena Aunty's story reveals how community politics can affect access to basic resources like water and sanitation.

Our book also raises important questions about the true effectiveness of the swachhata mission. While Indore has been declared the cleanest city in India, we see that this title is not reflective of the entire

city. There are still areas where cleanliness is a struggle, and where the swachhata mission has not yet made a significant impact.

Despite the challenges and struggles faced by the characters in our visual ethnographic book, it is important to note that many citizens of Indore still perceive their city as the cleanest in the country. However, our research raises important questions about the reality of this perception and the limitations of the Swachh Bharat Mission in truly achieving cleanliness in all parts of the city.

Through our visual representations of these three workers' experiences, we aim better to understand the complexities of Indore's cleanliness campaign. We hope that our book can encourage readers to think critically about the social and political factors at play in maintaining cleanliness and to consider the perspectives of those who are often overlooked in these conversations. Ultimately, we believe that the voices of Golu bhaiya, Munni, and Meena Aunty are important contributions to the ongoing dialogue about cleanliness and social justice in India.

Bibliography and References

1. Swacch Bharat Abhiyan- Mahesh Sharma
2. Swacch Indore- P Narahari
3. Centre & Periphery concept- Milbrath, Lane, Galtung
4. Visual ethnography (chawls in Mumbai)-
Monika Nanaware

Websites:

<https://www.firstpost.com/explainers/a-clean-sweep-how-indore-has-retained-its-cleanest-city-tag-for-six-years-in-a-row-11378651.html>

<https://www.behance.net/>

https://en.wikipedia.org/wiki/Category:Suburbs_of_Indore

<https://www.dsource.in/course/visual-ethnography-designers/using-visual-methods>

