



Communication Design Project 3

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## Communication in Civic Sense

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Illustrated storybook for children which attempts to imbibe civic sense in the children in the context of Indian socio-cultural behaviour.

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**By Prem Sonar | 176450007**  
M. Des // Communication Design  
IDC School of Design, IIT Bombay

**Project Guide: Prof Prasad Bokil**  
Faculty of Communication Design  
IDC School of Design, IIT Bombay



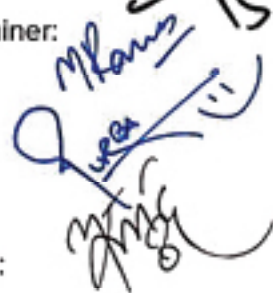
## APPROVAL SHEET

The project titled '**Communication in civic sense- Illustrated storybook for children which attempts to imbibe civic sense in them in the context of Indian Socio-cultural behaviour**' by Prem Sonar of M.Des. Communication Design 2017-19 is approved as a partial fulfilment of requirements for Project 3 in M. Des at IDC School of Design, IIT Bombay.

External Examiner:

  
15/06/2019

Internal Examiner:



Chairperson:

Project Guide:



## DECLARATION

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I understand that any violation of the above will because for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been needed.



Prem Sonar  
176450007

Date: 03/ 06/ 2019

IDC School of Design.  
Indian Institute of Technology, Bombay



## ACKNOWLEDGEMENT

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Prem Sonar



## ABSTRACT

This started as a project about love and patriotism about our country. But in the initial stage of presentation and studies, I understood that love and patriotism are very personal and everyone has their own political preferences.

Children and youngsters have their own definition of love and patriotism for the country based on their surroundings.

The idea was then narrowed down to why is my country not clean, not disciplined, not punctual and why is there a 'Chalta hai' (it's okay) attitude which, I think is the base of many problems we face in our daily routine. How do we introduce these problems to children of developing ages was the challenge I accepted and started working on.

While talking to the children I came to know that they do observe things happening around them but do not understand why people behave like that! After talking to the adults they were unconcerned about this issue saying that in India that's how it will be.

As a witness of these weird behaviours I face every day I decided to study and portray different angles of Indian socio-culture and civic sense in front of children so that they will be grow up to be responsible citizens in the coming years.

At least I hope so!



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## WHY THIS TOPIC?

The project was started with the title '*Why and How should I love India?*' which was an attempt to inculcate a thought of how cultural value systems can be used to make our country better. I chose this topic because I think this is one of the major problems that our country is facing.

The way people behave in our socio-culture is problematic which causes the youth and children to lose respect for our country and see no reason to stay here.

After my initial study and Stage 1 presentation, my guide suggested that the context of 'India' is very vast to explore and has many personal opinions regarding love which will definitely lead to unanswerable arguments as it is a \*wicked problem.

Prof. Prasad Bokil suggested that I narrow it down to local or city level context, which helped clarify some of my confusion and allowed me to study and focus on Civic sense and socio-behaviour in city life.

*\*Wicked Problem: The term "wicked problem" was first coined by Horst Rittel, design theorist and professor of design methodology at the Ulm School of Design, Germany.*

*A wicked problem is a problem that is difficult or impossible to solve because of incomplete, contradictory and changing requirements that are often difficult to recognize.*

## WHAT IS CIVIC SENSE?

Civic sense is nothing but social ethics. It is consideration by the people for the unspoken norms of society. A lot of people assume that civic sense is just about keeping the roads, streets and public property clean. But civic sense is more than that; it has to do with law-abiding, respecting fellow men and maintaining decorum in public places. A lot of foreign countries function in a much smoother manner because of the strong civic sense amongst its people.

With the exception of a couple of lessons in school, not a lot of attention is given to civic behaviour. Schools and homes do not teach their children about the importance of civic sense and how it could make a difference to the country as well as the quality of their lives. Let's see why civic sense is so important.

## WHAT IS SOCIO-BEHAVIOUR?

A socio-behaviour is a set of beliefs, customs, practices and behaviour that exists within a population. These can be categorized as follow:

Education	Law and Regulation
Language	Values and Attitude
Technology	Social Organizations

Social behaviour constantly changes as one continues to grow and develop, reaching different stages of life. The development of behaviour is deeply tied with the biological and cognitive changes one is experiencing at any given time. This creates general patterns of social behaviour development in humans.

Culture (parents and individuals that influence socialization in children) play a large role in the development of a child's social behaviour, as the parents or caregivers are typically those who decide the settings and situations that the child is exposed to.

## WHY IS IT IMPORTANT?

Separatism, vandalism, intolerance, racism, road rage etc. are all examples of lack of civic sense. People are becoming less and less tolerant of each other, of other's cultures, backgrounds, and other similar traits. India has really diverse people and the need of the hour is general civic sense. It is not uncommon to read or hear about communal friction. Even living in the city has become difficult because people have no consideration whatsoever for fellow city-dwellers.

When civic sense is absent in a society, it leads to a lot of problems. Disregard for the law is a primary cause for lacking civic sense. A person who has high civic values does not resort to short-cuts and unethical tactics to get his work done. And being unethical in daily

activities does not benefit anyone, as the behaviour only gets emulated by other members of society. Ultimately, the situation will reach a point where hardly anything can be done to restore it.

Many people think that civic sense is just about keeping our surroundings and roads clean. No, it is much more than that; it consists of abiding by laws, showing respect to and consideration for fellow countrymen and maintaining decorum in public places.

## TARGET AUDIENCE

I decided that my target audience would be children as the project is a collective attempt for behaviour change and I thought it is important to shape the behaviour of children in their developing ages, i.e. 10 - 14 years which is also known as school age group from 5th standard to the 9th standard.

I interviewed eight children in the age group of 10-14. Instead of calling it interviews, they were casual discussions with children. I asked them certain questions, such as:

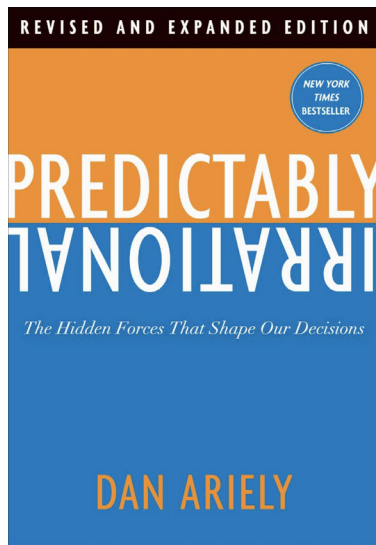
1. What are you proud of about our country?
2. What needs to be improve in our country?
3. What are the civic sense studies in the syllabus?

In return, I got common answers such as unity in diversity, rich heritage, rich culture, classical music, and so on. I read their EVS (environmental studies) books which were full of tasks, project, and morality lessons with not so effective results.

Further discussing with children, adults, teachers, and professors I concluded that children follow those who are around them. If parents are least bother about cleanliness, their child thinks that it is okay to have unhealthy habits. If parents, friends, family members are littering then their children will follow them. Their surrounding matters a lot. There should be a medium through which they would know these differences and might raise questions to their parents, teachers, friends, sometimes neighbours. There should be an example where they start thinking before their behaviour.

Which led me to design a story as a communication medium and illustration book as a channel.

## STUDY | Existing Books / Readings



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**A.**  
**'Predictably Irrational: The Hidden Forces That Shape Our Decisions'** by Dan Ariely.

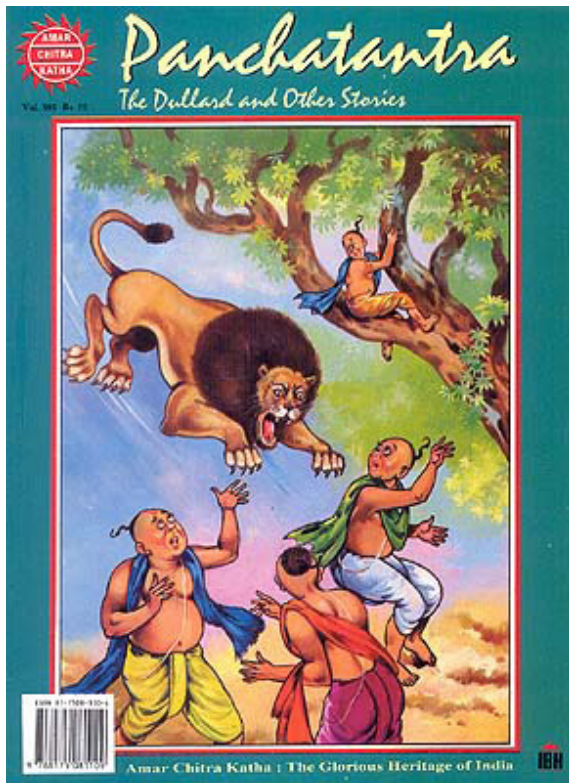
My guide, Prof. Prasad Bokil suggested that I read at least first two-three chapters of the book.

This book talks about behaviour, ethics, psychology of humans.

People don't usually look at things in absolute terms; they look at them relatively. The way we see things is relative to and dependent on the context in which we see them. Give people a context and you can guide their choices.

This book helped me find focus in my project at a very early stage of my topic. Which helped me to find contradictory behaviour of Indian people living in metropolitan city.

This later became the base of my topic while writing story.

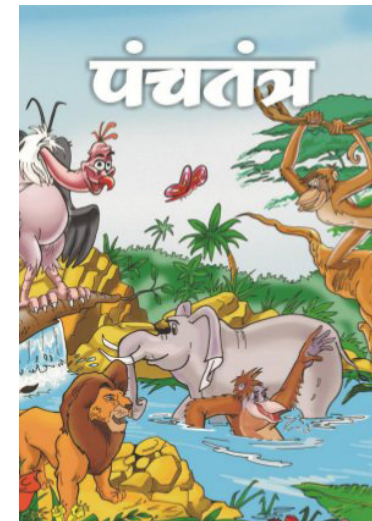


### READING B. 'Panchatantra'

The Panchatantra is a legendary collection of originally Indian animal fables in verse and prose.

The aim was to enrich the reader's mind, specially children, with moral values and governing skills within a certain time span. The stories hold valid credit in showing the mind-kind in general ways to understand people, to choose reliable and trustworthy friends, to meet difficulties and solve problems with tact and wisdom.

It consists of values such as philosophy, psychology, politics, music, astronomy, human relationship etc. discussed together in a very simple manner.



I read it because they are world famous morality stories from India. But, in my opinion children may find difficulties while relating it with practical life. These stories should have been effective in the Indian socio-behaviour. In my interaction with children, they knew about it. But when asked what is the advantage in developing good habits, then they were confused.

**READING C.****EVS Text Book // Class IV and V**

I needed to know if there was any subject in their curriculum that talks about civic sense! But to my dismay there is none.

I went through both versions of the EVS book series. It talks more about nature.

There are hardly any chapters which have tasks or learning about developing good civic sense.

Source:

[www.techoo.com](http://www.techoo.com)

<https://www.techoo.com/ncert-books/#Class1to5>



## STUDY | Film



### Rang De Basanti

Though this film is totally irrelevant to the topic I've chosen, it was a good reference to how youth think about India and it's future and how they are dealing with this kind of thinking.

## STUDY | Japanese Socio-Behaviour

I am not saying that we should verbatim copy their culture. It is an all together different culture but yes we could borrow some of their habits. Tokyo, being one of the most crowded station has managed to control the crowd. The density of traveller is same as in Mumbai i.e. 14.

It could possible because both the parties, public and administrations are well aware about their responsibilities. Forming queue, not messing while boarding train, patience etc. are the qualities of public. Navigation systems, enough space for crowd, guards who helps you to get in the train safely (pushers), automatic doors of the train etc. are the responsibilities of government.

Source: [https://www.youtube.com/watch?v=9XfVI6\\_R7\\_k](https://www.youtube.com/watch?v=9XfVI6_R7_k)

Most Japanese Schools don't have custodians. Instead, the students do the cleaning themselves as a part of showing gratitude to the school and learning how to become more productive members of society.

There are 2,384,600 janitors/ building cleaners employed in the US. Most young kids are expected to do little chores in the classroom but janitors take care of hallways, bathrooms, etc. It's a job that requires no formal education and keeps a lot of people employed.

Source: [www.boredpanda.com](http://www.boredpanda.com)  
[https://www.boredpanda.com/reasons-why-japan-is-awesome-interesting-facts/?utm\\_source=g](https://www.boredpanda.com/reasons-why-japan-is-awesome-interesting-facts/?utm_source=g)  
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Japanese people cleaning football



ground after a match in FIFA 2018.

Source: [www.boredpanda.com](http://www.boredpanda.com)



Japanese people following lane. Even if they know opposite side is faster!  
*Source: [www.boredpanda.com](http://www.boredpanda.com)*



Children cleaning school!  
*Source: [www.boredpanda.com](http://www.boredpanda.com)*



Tokyo, one of the most busy railway stations in the world. Crowd density is as equal to any metropolitan city in India. People forming queue on the station and easing their daily commuting.  
*Source: [www.boredpanda.com](http://www.boredpanda.com)*

## STUDY I Indian Socio-Behaviour

Frankly speaking we've never been a nation that bothered much about civic sense. Often we've seen even the basic rules being flouted blatantly. Be it cleanliness or hygiene or even the manner of communication with others, we are poor in it. We harp about our constitutional rights whenever we face some problem as a citizen but when it comes to playing our part for the benefit of the whole, either we don't pay attention or quietly complete our own work and move on, consoling ourselves with the thought: this isn't our job. Someone else is responsible for it.

But have we ever stopped and wondered whose job is it? Will the mess be sorted out? What if things don't improve? Will I not suffer? What about our children and their future? How would they learn to take responsibility? And most of all

who needs to take the first step against deadlock situations, anti social elements, corruption and inefficiency which is harming our nation gravely?

I've been living and traveling in Mumbai, India for the last 8 years. After my observations and experiences concluded that there is specific 'Chalta Hai' attitude everywhere. Everyone, including administration is very casual about socio-behaviour in the society which contradicts the rules and regulations set by the administration itself. It can be seen in travelling in public transport, walking on the roads, driving vehicles on roads, traffic rules and last but not least discipline.

I think we have messed up our routine life by just not being disciplined enough. Unclean roads, trains, bad

crowd management, no disciplined while walking and driving and list will be increasing. So, I had to target at the base i.e. developing age school children so that our future generation should be responsible enough.



Safety on stake!



Indiscipline crowd while commuting.



Spitting public, very casual for both who spits and other who ignores!



Indisciplined walking on railway stations. No lanes!

## DESIGN PROCESS | Medium

Storytelling is very powerful medium. It helps in sharing emotions and experiences. It is the great way to encourage and channel the curiosity of children into a learning opportunity. For the project I decided to write a fictional narration that evokes a sense of responsibility among children so that they start questioning the value systems as well as behaviour in their surrounding.

As a newbie and having done illustrations for existing or given stories was an area of new learning and skill of story writing. Learning to write a narrative that is age appropriate, contextual and time relevant, morality informational but interesting which provokes to think at the same time was a challenge.

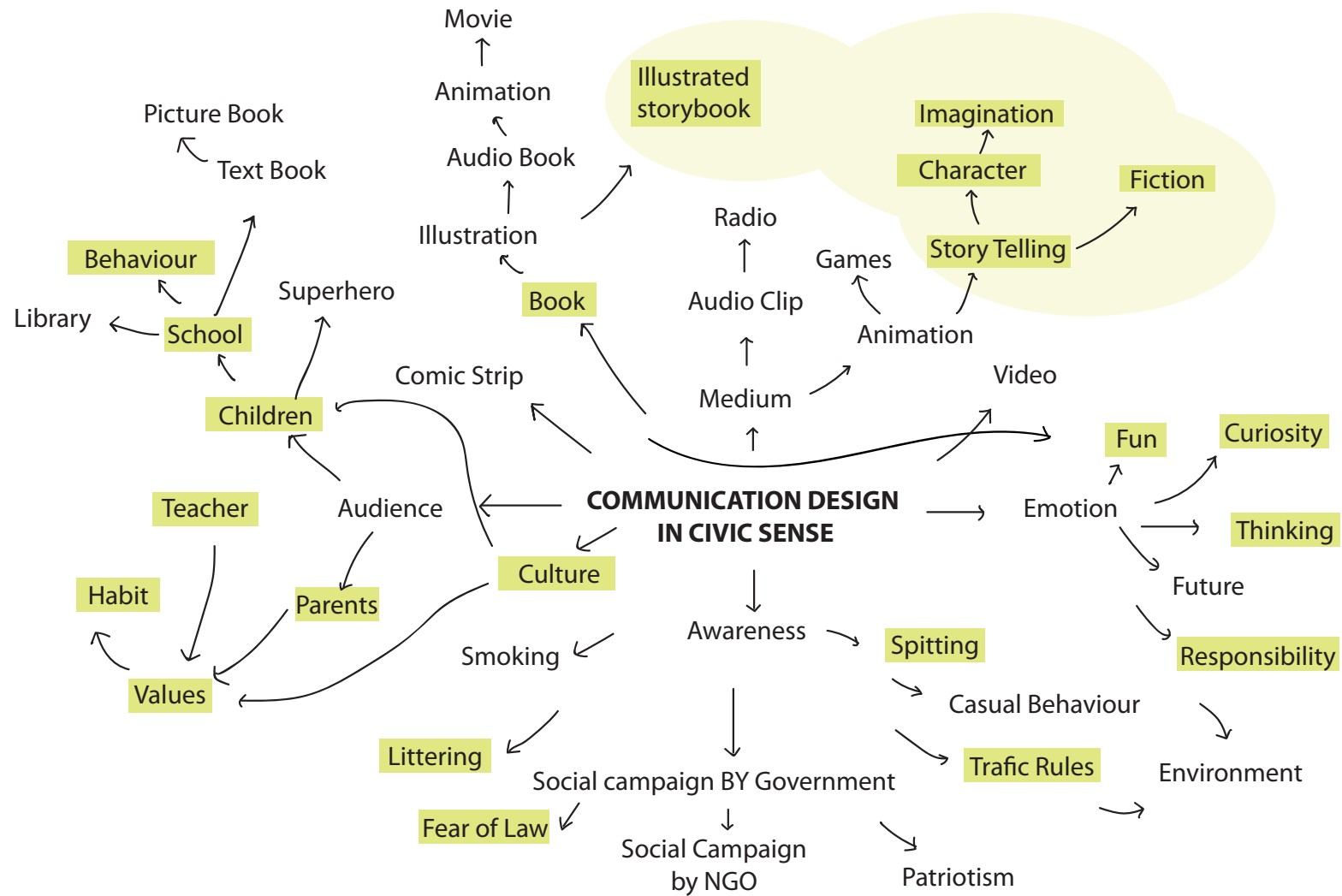
I decided on an illustrated story book as it can be developed into to an audio-book and further developed to an animation. I also thought that this book should be in must read section of school library or in extracurricular activities of syllabus which may inspire children to generate questions towards elders.

## The Project

All these led me to observe more and create content for the story.

A story which will be relevant to current Indian socio-behaviour context. A story which may impulse a thought in the children that we should think before behaving, a story which relevant to their daily routine life, things which have been familiar to them.

# Mind Map



## Concept 1

To create a narration that involves an interaction and differences between the lives of two friends. One friend is living in India and other one lives in United Kingdom and have been traveling across countries. In one summer, they meet and story starts. They share their experiences, one living in India, asks about life in other countries while other one asks many questions about behaviour of Indian people. The aim was to show the difference between civic senses of people in different countries.

### **Limitations:**

Both of them will not be mature enough to talk in a holistic review.

There is no elder person with whom they can discuss their views and questions.

## Concept 2

A narration consists of conversation and arguments between a father and son. Son being curious asks questions on his father's behaviour in different situations. Sometimes he answers, but if he is contradicting then he is scolding, avoiding to answer.

### **Limitation:**

After a period of time story gets very predictable as you can see a pattern. Very usual storyline leading lack of excitement. It became morality centric rather than learning through fun, excitement. While asking question son seems to be very mature enough, which feels unrealistic to the audience.

## Concept 3 | Final

To create a narration which portrays contradictory behaviour of Indian Socio-behaviour. This adds an advantage for children to observe, thinking, generate curiosity and provokes to ask questions to elders, preferably their parents.

In this concept, I have introduced a fictional character of a shoe that can only communicate with this child. This shoe is exposed to his own world and has heard of human world. Being from a fictional world, it has different thinking and can raise questions on human behaviour which the boy can't raise as he is a 7th grade child and used to this behaviour.

A storyline mainly consist of 3 characters, **Boy, his new shoes from abroad and father**. It is a continuous discussion between boy, shoe and then with father as the shoe prompts boy to ask questions to his dad to sensitise audience about civic sense through funny illustrations and scenarios. The boy and his father are living in metropolitan city in India.

At the end, shoe makes the boy realise the difference between socio-behaviour in different countries. It also helps child to understand some reason and Indian context which lead to behave like that.

## Progress of the story

### Draft 1

At the very first stage I had decide what I want to communicate through my story. So, instead of thinking much about my story I worked on plots and civic senses which can be shown through the story, i.e. list of civic senses that need to be focused through my story.

#### Chapter 1

##### **Why queue? Why not queue?**

Talks about people not following a queue system everywhere. While getting into train or buses they risks their life rather than following a queue system.

#### Chapter 2

##### **Not all corners are red!**

People do not spit in private places but they do at public places. So the corners of their homes are clean but those who are in public places are dirty.

#### Chapter 3

##### **Punctuality matters, but in context!**

Each person has their own way of respecting time. It changes according to context such as personal meeting vs. VISA approval meeting.

#### Chapter 4

##### **Sometimes safety is important.**

How a person behaves when he is using 2 wheeler and how the same person contradicts his behaviour while buying a car.

#### Chapter 5

##### **Smoking in public is good, smoking at home is bad.**

People are okay smoking at public places where other children can see them. But some people do not want their child to see them while smoking.

#### Chapter 6

##### **Lanes are for cars, not for humans.**

Why don't people make and follow lanes when they are walking the same way they are following while driving the car. How come they do not realise that it would be easier in crowded places.

#### Chapter 7

##### **Cleaning won't give you respect.**

Every stream of work is respectable. But some people don't consider a city cleaner as a respectable person. Some people respect their relatives doing the same work but in their houses.

#### Chapter 8

##### **Mall vs. street vendors**

People look for opportunity to show their power. They do not bargain at all while shopping in the mall but they do bargain with vegetable vendors.

#### Chapter 9

##### **Different country same human!**

Very common argument but true. Some people with bad socio culture suddenly change and behave differently while they go abroad. Basically everybody wants the change but nobody wants to change.

## Comments by Profs

After professor's comments in stage presentation and discussion I had to remove chapter 7 and 8.

Chapter 7 comes under socio-behaviour, but again I decided to remove it as it's a personal opinion and is more about morality than civic sense.

Chapter 8 depends on person to person and will be considered under economics rather than Civic sense.

I merged chapter 9 in the story as conclusion and takeaway.

If story is consist of puns and comedy, it will create more interest in children.

## Progress of the story

### Final Draft

Communication in Civic Sense

#### The Soulful Shoe

Illustrated storybook for children which attempts to imbibe civic sense in them with the context of Indian socio-cultural behaviour.

#### Chapter 1 // Why queue? Why not queue?

“It’s very dark in here! I can’t see anything!!”

“Huh...I can’t even breathe!”

“Paa, where are you? Paa, hold me tight.  
Don’t leave me.”

“Banku, please wait! Just for some time.”

Aaaa, my leg, my leg... No, no, no, no! Paa, I can’t move anywhere. There is a lot of weight on both my legs. How do I move?”

“Banku, please, I am sorry, but hold on for some time.”

“Why are you sorry! And where are you? I can’t even see you.”

I was squeezed in between many legs and bums.

“Banku, move fast, move fast!”

“Paa, my leg. It’s hurting. My shoe! My shoe!!  
No, no, no, no!”

Paa and I got down on the platform.

“Banku, are you okay? I thought trains would be less crowded on Sunday.”

“No, Paa, I am not! I have lost my shoe while getting down. How crazy it is. Now, I want new shoes.”

“Yes, Chachu is coming from the USA! I will ask him to get you new Jordan shoes, happy?”

“Wow! It was a lucky ride for me then! But, Paa, why people behave differently here? We form queues everywhere in malls, auto stands, taxi stands, toll plazas! Even you bought a ticket for us standing in a queue before our deadly train ride! Then suddenly what happened? Why don’t we follow the same rules while boarding the train?”

“Look at the huge crowd! Do you think these people will wait in a queue and leave 3-4 trains? Everybody is in a hurry here!”

“But Paa, that day I saw on TV, Japanese face the same problem and their trains are also crowded. But there those people form a queue and are always organized. They don’t jump like a mice in cheese hunt.”

“Banku, that’s abroad. This is India.”

“So?”

“Banku, shut up, It seems a simple solution to you, but it’s not. You are too young to get into this problem dear. You will understand this when you will start commuting.”

I thought he has answers for all of my questions. I don’t understand when the space inside is same how it is different?

Finally, my uncle has arrived here with my shoes. I am so excited to try those!!!

“Woaahhh, chachu! Thank you so much! New Jordan addition! Red n’ Green!! My friends are going to envy me.”

After dinner, I opened the door of my bedroom.

“Wooahhh, these shoes can light up! But where is the button?”

“Yes, but only I can light myself, not you.”

“What!!!” “You... you... you... can talk? I meant you could talk? How?”

“Yes, Banku, I can talk. But only you can hear me.”

“That’s interesting. I’ve never come across anyone like you.”

“But I’m a bit afraid Banku. I hope I don’t get lost in those crowded local trains. I have heard it’s one of the most crowded cities in the world.”

“Who told you?”

“We also have our world. We do communicate with each other.”

“OK! But don’t worry. I won’t be traveling in those stupid local trains anymore.”

“Why?”

“People behave completely different there. They will form a queue everywhere. But, suddenly it all changes while boarding the train, they go crazy.”

“Why do they go crazy? How many people were there?”

“Hundreds, thousands of them.. One can’t even count.”

“Omg! So many of them at once! How do you people manage then?”

“You’ll see from tomorrow.”

## **Chapter 2 // Not all corners are red!**

Next day, the moment I left my house, the shoe became very heavy. They were not allowing me to go ahead. They were hesitating to step forward.

“What happened? Why have you become so heavy, suddenly! Come on; let’s go!”

“I don’t want to go there. What’s there on that corner? Never seen this before!”

“That must be Sharma uncle. He eats Paan and then spits in the corner. Buddy you will have to ignore it. Let’s go.’

“Banku, Ewww! I thought it’s in our building only. But it is everywhere! Am I supposed to ignore all? I am feeling sick. Please, let’s go back home.”

Suddenly those white shoes became dimmed grey. It lost its brightness. It did not have the charm and

magical appearance when I first unwrapped it from the box. We returned to home.

“Are you okay now?”

“I am getting better. But what’s wrong with you people? You seem to be okay living with all dirt! Mr. Sharma’s house must be full of red corners!”

“No! Why would he spits in his own house I’ve seen his house and its very clean.”

“Means? This society, city or country is not your house? Shouldn’t it be clean? All my colleagues were telling me the truth about this country. I felt sick because of the unhealthy environment here!”

“Yes, I know it’s filthy. But what am I supposed to do? I am just a 6th grade schoolboy. People will not even look at me if i try to convince them. They will easily ignore me and move on. It’s totally worthless”

## **Chapter 3 // Safety is essential, but sometimes!**

“Paa, where are we going? In this sunny afternoon?”

“Banku, we are planning to buy a new car, now my son won’t be travelling on a bike, no more crowd in the

trains. Happy?”

“Yayyy, Banku but how are we going to reach the showroom?”

Banku asks the same to his father.

“Banku, the showroom is just 3km away. We will go on our bike.”

“What?? Are you serious Banku? Your father is taking all of us on his bike? Where are the helmets?”

“Paa where is my helmet?”

“ Why do you need a helmet for? I have one for myself. That’s enough. We will reach within 15 Min don’t worry!!”

Shoe was shocked, but it has no other choice but to accompany us.. While travelling, Paa took us all without helmet as usual, broke the traffic signal, dodged the policeman when he tried to stop us and thus breaks all the traffic rules.

In the Showroom, Paa chooses a car with all the top features with all the safety aspects covered. Seeing this I started asking a lot of questions in front of the salesman only as my friend was talking right.

“Why are you seeing the safety features now. Where were all these thoughts when you were travelling on a bike with no helmets on, when you broke the traffic signal when it was red and went passed the policeman when he tried to stop you for breaking all the rules?”

“Banku, Keep quiet, behave yourself”

“Banku, Though your father has bought a new car for your safety but seeing his driving skills and attitude, the people’s lives are at stake!!”

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#### **Chapter 4 // Are lanes only for cars??**

“Wow..... faster Paa...!  
We can make it. Only 20 minutes remaining.”

“Don’t worry uncle; you won’t miss your train. Common Paa. We can make it. Let’s go to that fast lane.”

Finally... I will be getting rid of him in some time.

After reaching the Railway station, people were moving in a random direction.

We started walking but actually, we couldn’t. Everyone was banging someone.

“Excuse me, please.”

“Watch it! It’s my leg.”

“Excuse me. Can you give me some space to walk?”

“Everybody is a hurry here. Stop pushing me.”

Random directed crowd lead uncle misses his train.  
We had to return.

At night.

“Why don’t people follow lanes while walking just like vehicles do?”, Shoes.

“Yeah, I agree, we wouldn’t have missed that train if people followed the same rules while driving on the lanes and while walking too. Now next two days this uncle will ask me to sing. I don’t want to do anything.”

**Chapter 5 //Smoking in a public is good!  
But at home its bad!**

“Wohhh, I want to do that!”

“Uncle ek cigarette do.” I went to Paan shop and asked.

“Abey, Umar dekh apni. Bhag idar se.” He got angry on me. What is about age?

“Paa, I went to the Paan shop to get a cigarette, but he didn’t give me one. I want to blow smoke rings! Its looks so cool!”

“Banku! No way! You’re not getting a cigarette! Where the hell did you see all this?”

“While returning, I saw Sharma uncle was doing that.”

“Banku, I have had enough of you and your tantrums!! Do not even think about this again. Stop following that useless Sharma. You want to be like him?”

I entered in my bedroom. My buddy was ready there to ask me a question and give a shock.

“Banku, why is a Paa so mad at you? He, himself smokes every night in the balcony after you sleep. He says to Mom that he did not want you to see him smoking. But now I am helpless.”

“So what’s the difference between Sharma uncle and my Paa. Some other kid will look at my Paa and get badly influenced. And if it is so bad why does he smoke. In fact why is it produced?”

“You got your questions? Ask your Paa!”

“Paa... if paan, Gutkha, and cigarette are bad for us, then why aren’t they simply banned?”

“Then what will generate such huge revenues that come from these businesses. If the government bans it, huge revenue sources will be cut off, and it doesn’t want that”

“What about the environment then?  
People spits. Smokes. It goes into the environment.  
The city looks dirty.”

“Banku, what do you want me to do? Go and ask people if they can stop smoking and spitting?  
Don’t irritate me.”

### **Chapter 6 // Punctuality is contextual.**

“Excited, I woke up early that day, at 7 am itself. Result day! Result day always excites me. I go to school to collect my report card with my parents, and then we go for lunch, followed by an outing in the park.”

“Yeah, but at what time Banku?” Shoe asked.

“Teacher has appointed me the 9:30 slot. I was very excited as I had studied very hard and I am sure that I will score well and will get a lot of appreciation from my teacher.”

I went to the kitchen, expecting Mom and Paa to be ready, sitting at the breakfast table. But to my dismay, Paa was still asleep on sofa. It was already 9!”

I literally jumped on his tummy and started shouting. “Paaaaa, aaaaarrghhh, Come on! Wake up! Its 8:30! Teacher will be angry on me.”

“He is very casual about being late on my result day. I returned to my room. I was getting frustrated by the minute as Paa was acting very casual towards my result day. Was he not excited about it, I wondered.

Finally after a lot of convincing, Mom and Paa wrapped up their morning routine and we set off for school. But alas! We left late and a swarm of traffic greeted us on the way. We reached late!

My teacher scolded me for being late, but then congratulated me for scoring really well. She told me not to be unpunctual again. If only she would understand what had happened today morning.

I was dejected with what had happened that day, but I brightened up, when Paa surprised us by telling us about a family vacation he had planned for a Europe trip. There was a lot to be done! Planning, hotel bookings, and importantly, visa appointments!

On the day of the Visa appointment, Paa was very keen on reaching on time. He woke all of us up early, made sure we had our breakfast on time. He even checked for traffic on Google Maps!

“Now it’s your turn. Be casual. Like the way your dad was!”, Shoe told me when I was about to wake up.

I mused, and pretended to be asleep again. He again came and screamed like hell!

“Banku! You want to stay in India I guess. WAKE UP!”

“I will ask him while getting ready!” of course I wanted to go to Europe.

We were brushing and looking at the mirror.

“Paa, you could have been punctual on my result day too. Neither did you feel any remorse for being late and now suddenly you are punctual!”

“Banku, there is a lot of difference between your result day and Visa appointment. We might lose our slot and get our trip cancelled. It’s important we reach on time today.”

“But Paa, it was important for me to reach on time that day. I made a bad impression on my teacher. You wasted her time also. We might have spoiled her VISA appointment!”

Paa looked a little taken aback, but in a flash of a moment he snapped, “Banku, please stop arguing and hurry up now. We have to leave, or stay here in India!”

“You humans behave so different in different conditions!”, Shoe told me while getting ready.

“Dude, don’t ask! I am too confused. Let’s go!”

Summary Talk!

Reaching home after our holiday trip was quite depressing!

“Why the hell you are sad?” shoe asked me.

“Why cannot we live in Europe forever? What an amazing place! Clean everywhere, people are in good civic sense, no spitting, no dusting! Less crowded, lovely weather! Why our country be like European countries?”

“Well, there are many reasons Banku. Such as you people independence very late. We were out of money. Then our population is a lot if you compare!”

“Yes! We could board train or metros very easily!”

“Exactly Banku, it is very easy to handle 5 person per meter square but to manage 14 it becomes almost impossible.”

“What! 14!!!!”

“Yes, Banku, that’s the ratio of population density. My shoe uncle once told me that. And it has negative and positive effects. To manage traffic, laws and regulations, residence, employment for this tremendous amount of people becomes hard task. Though hats off to your country that it is progressing positively since independence.”

“What are the positive impacts?”

“Your country has population which can be used for betterment of India. If the population becomes disciplined and responsible it will affect in a positive manner. Your day to day life will improve. Like the way Japan had developed as you can say it is the country with utmost civic sense.”

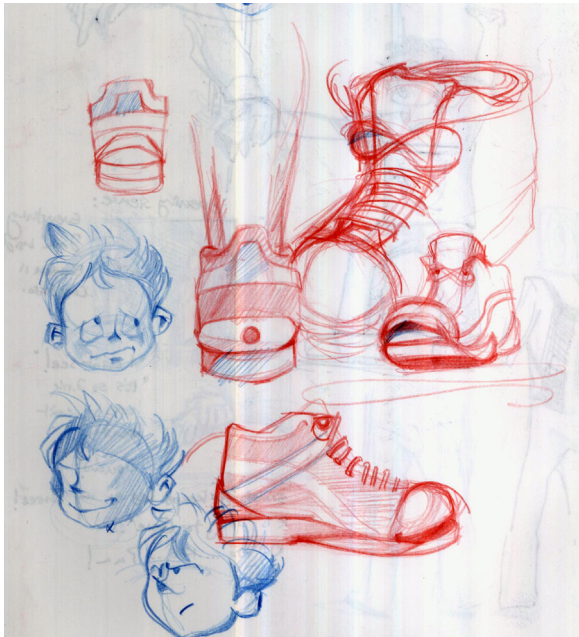
“But what Am I supposed to do! As a individual?  
If I follow all the civic sense individually how much it is effective?”

“Ummm... That’s the most difficult question!  
To be or not to be in that part.”

## Concept Sketches

### Glimpse of Illustration sketches

27



Rough sketch of shoe as character.



Banku character exploration.



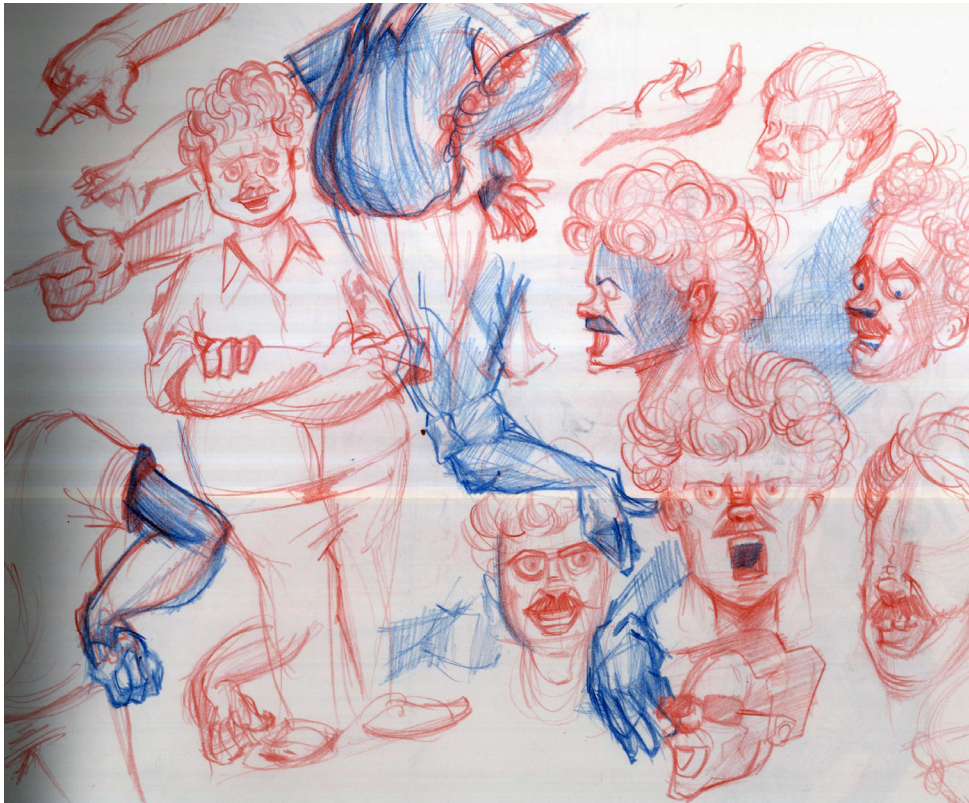
## Final Rough Character of Banku



Stylization explorations



Character exploration of Paa.



Character: Sharma Uncle

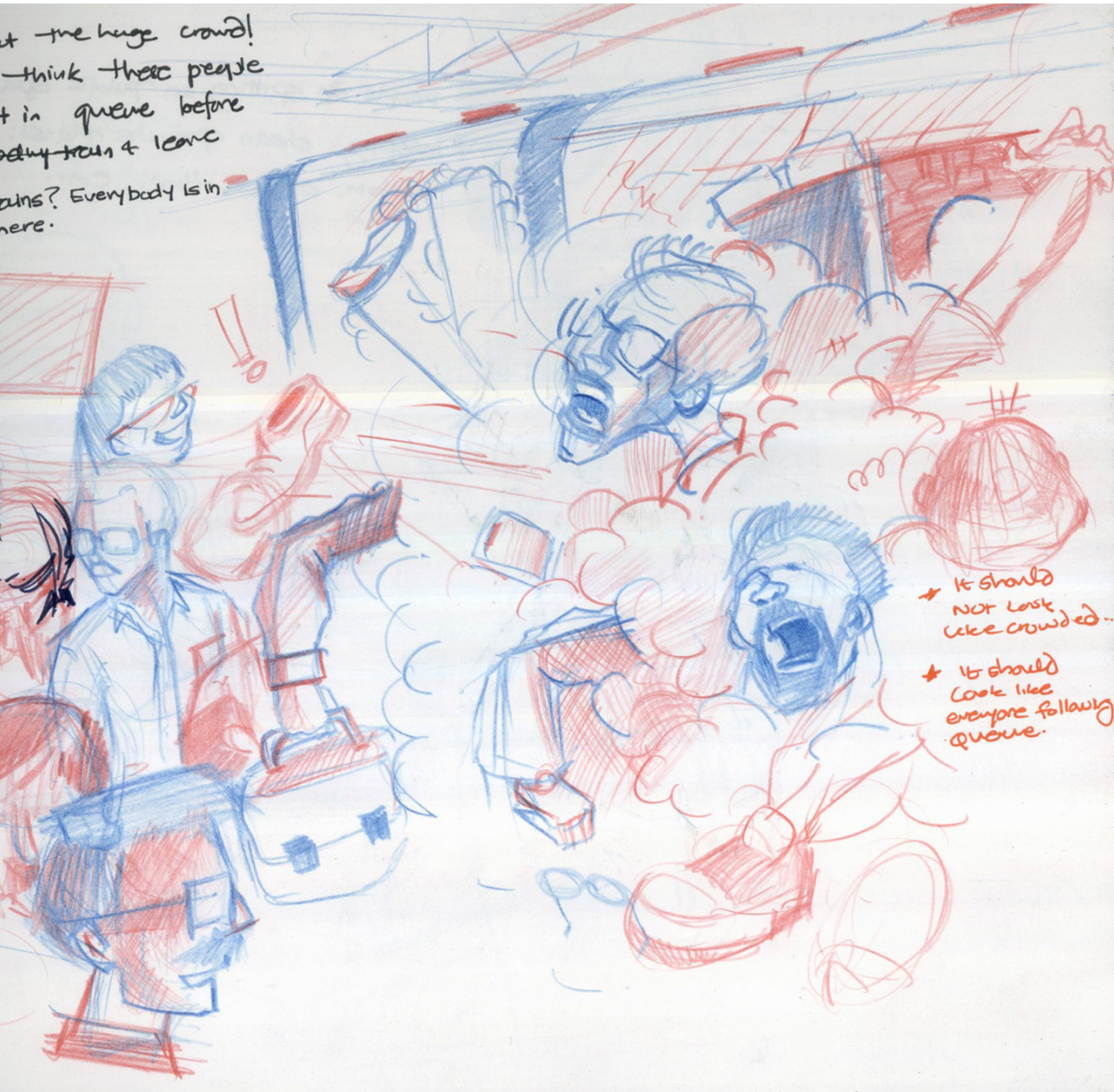


Wow. That was lucky ride for me  
-then! But Paa, why people differently  
here? We form queues everywhere  
in Malls, Auto stands, taxi stand, toll  
places! Even you bought a ticket  
for us standing in a queue before  
our deadly train ride -then  
suddenly what happened! why don't  
we follow the same rules while  
boarding the train?"



Look a  
Do you  
will wait  
our des  
3-4 to  
hurry

at the huge crowd!  
think these people  
in queue before  
they train & leave  
ains? Everybody is in  
here.



Rough sketch of  
Chapter one scene.

I decided to continue these double  
spread illustration. Where there will be  
place for text as well.

All these sketches will be semantic  
representation of chapter's title.

Other rough sketches.



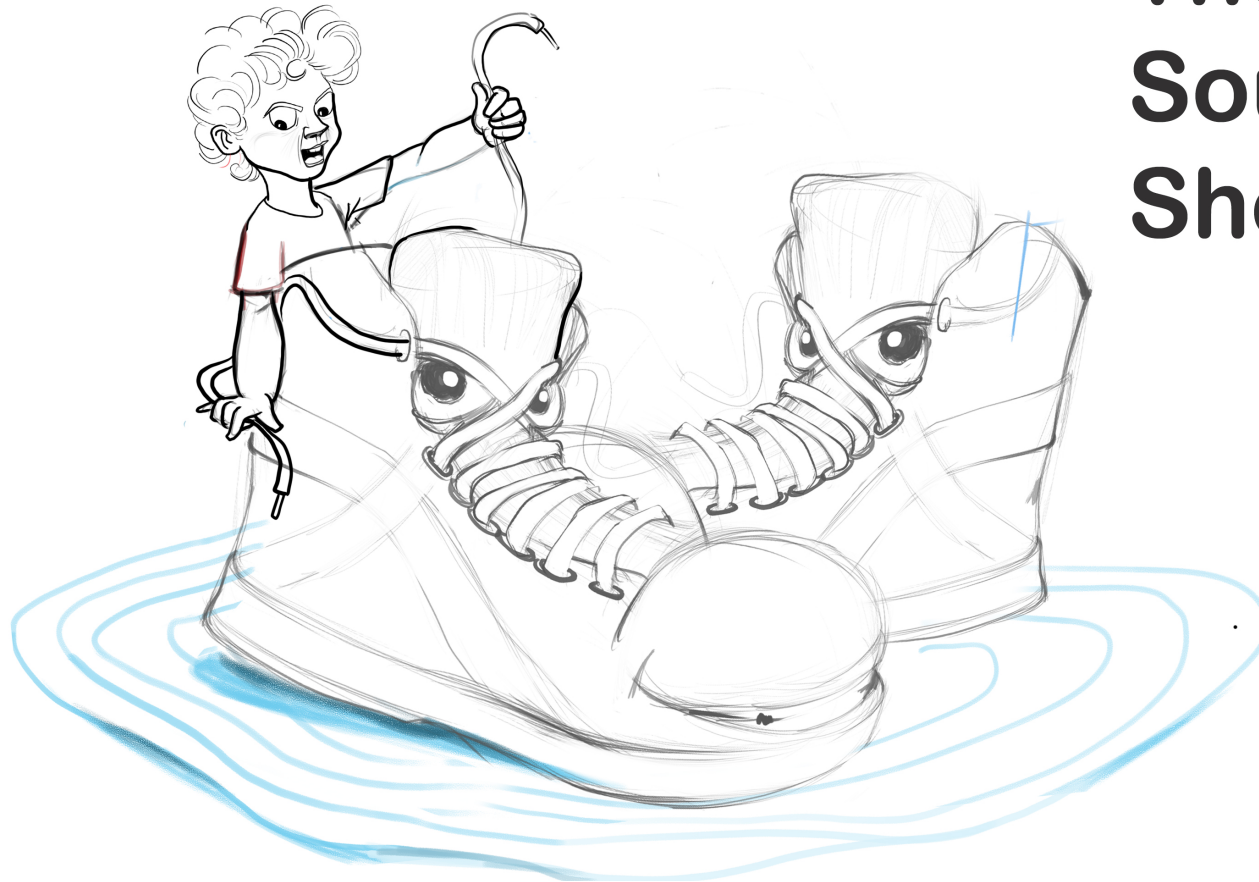
Banku asking for cigarette



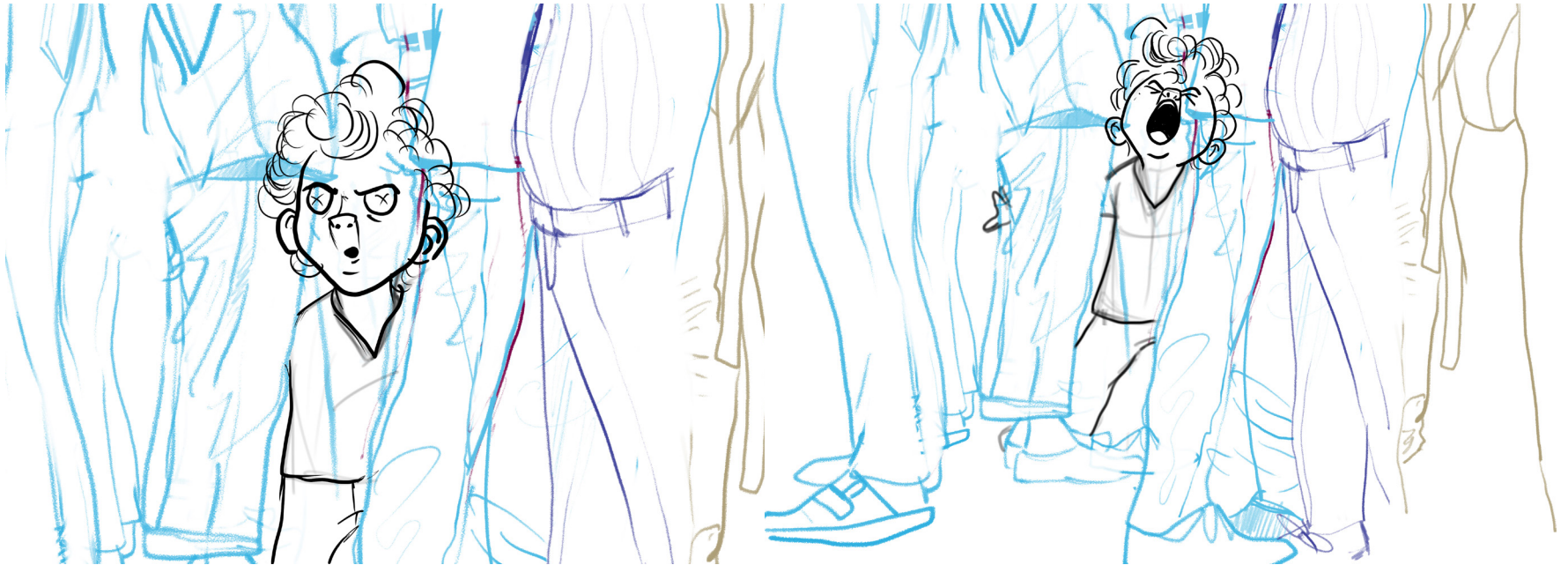
Traffic scene exploration

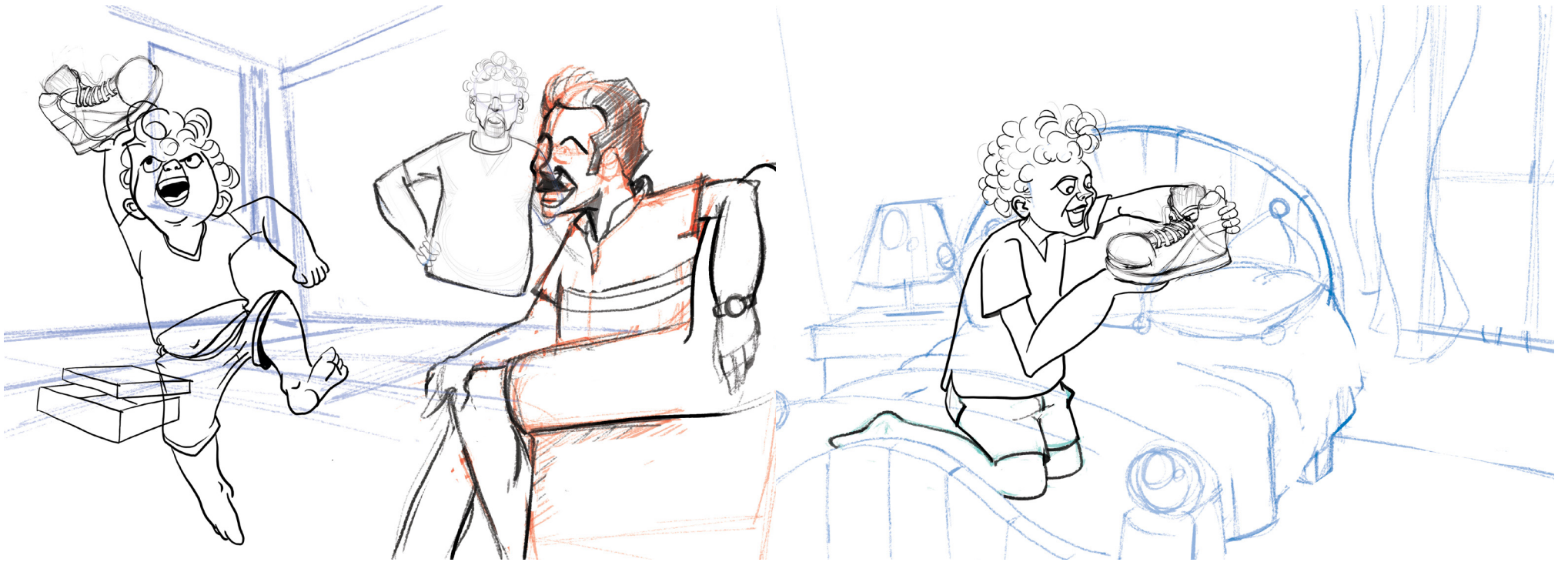
**Final Sketches**  
Glimpse of Illustration

35

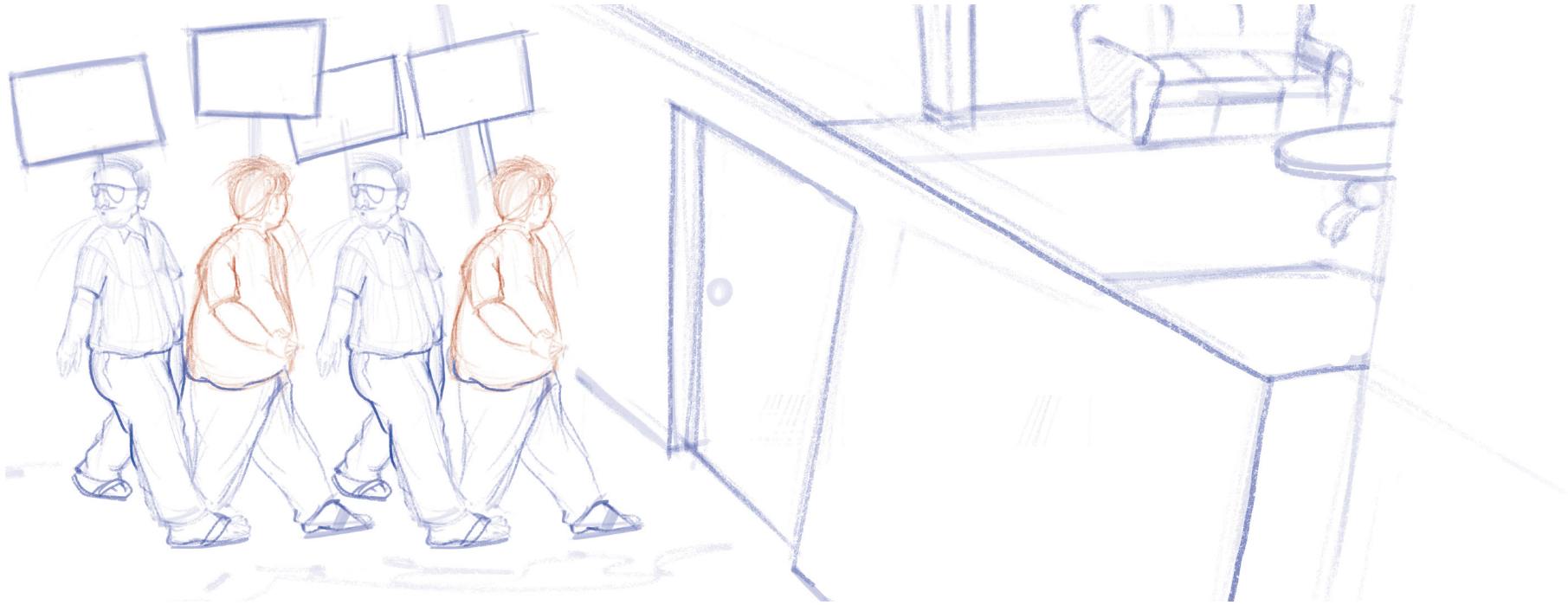


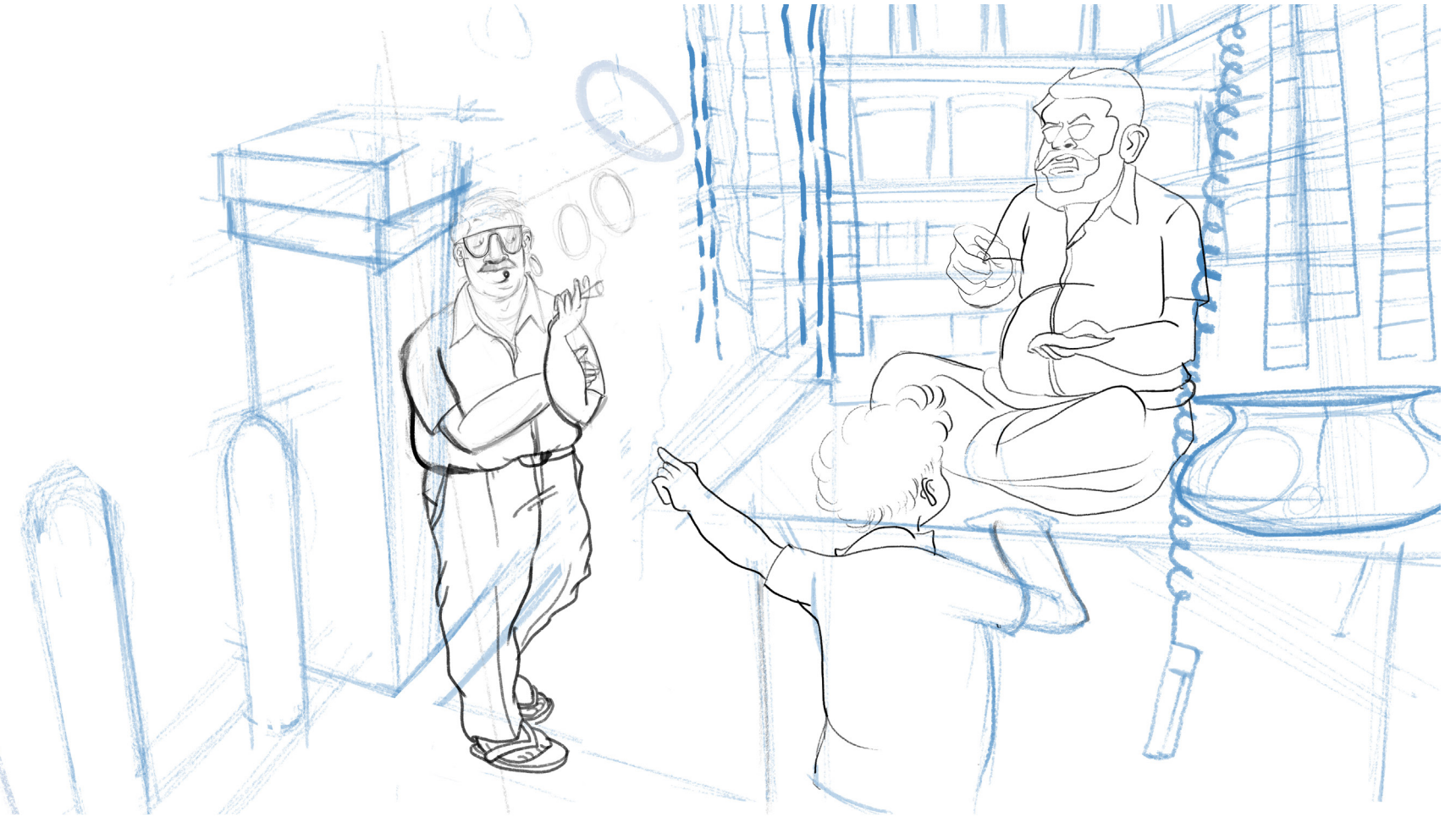
**The  
Soulful  
Shoe!**

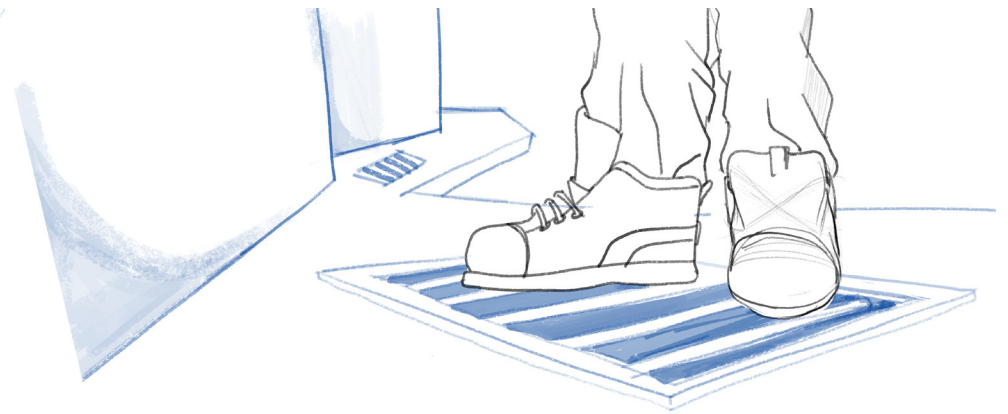
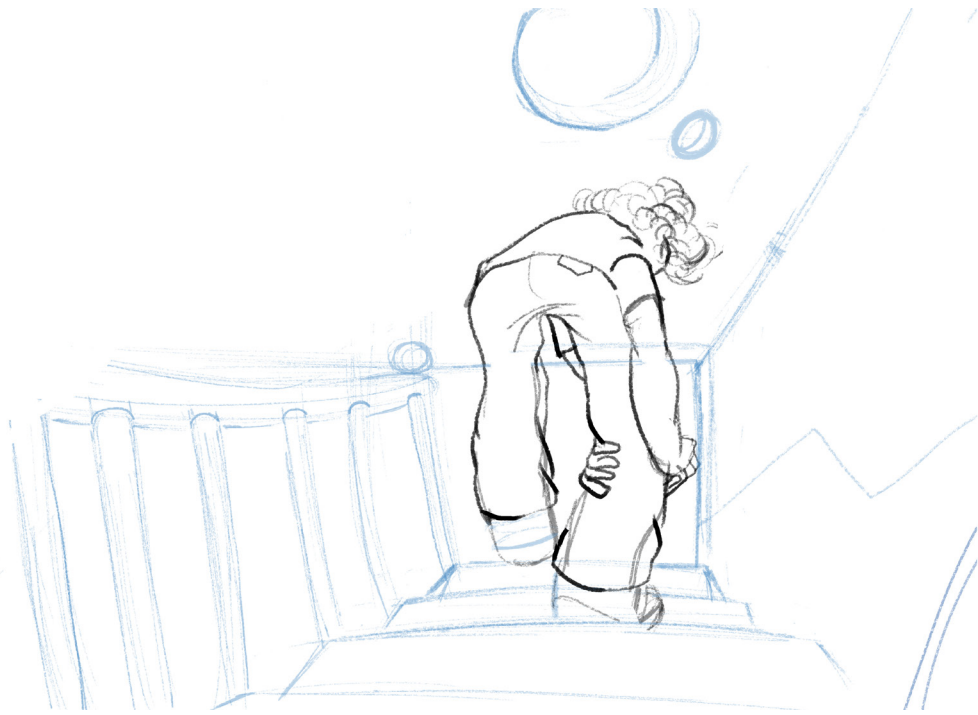




Shoe introduction







## Final Visuals

### Glimpse of Final Illustrations

41



Cover





When Banku lost his one shoe

## CONCLUSION

We as individuals make up a community, a society, a nation. We are the building blocks of the system. As we progress, it is important to become sensitive about our environment and fellow beings too.

We tend to talk a lot about foreign countries, cleanliness over there, their development, their ethics, their discipline but at the same time it is sad, that we ignore the individual measures that can be taken. We forget that a little and simple effort goes a long way. We forget that good things start from ourselves. And if we take it as huge responsibility then it would reflect in our culture. We should start imbibing this civic sense from early ages.

The project has been a very interesting journey where I got to learn a lot of new things. I attempted to write a story, with a specific context of human behaviour, specifically in India. Being an illustrator, I have always worked on ready-made stories. This was the first time that I wrote a story and applied concepts of communication theory and semantics while doing it. This will help in the future as a communication designer.

It is a small attempt, but someone, somewhere has to start!



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