

POVERTY

SOCIAL MOBILITY





Three cheers for
Capitalism!!



Inequality with
No Social Mobility

CASTE SYSTEM

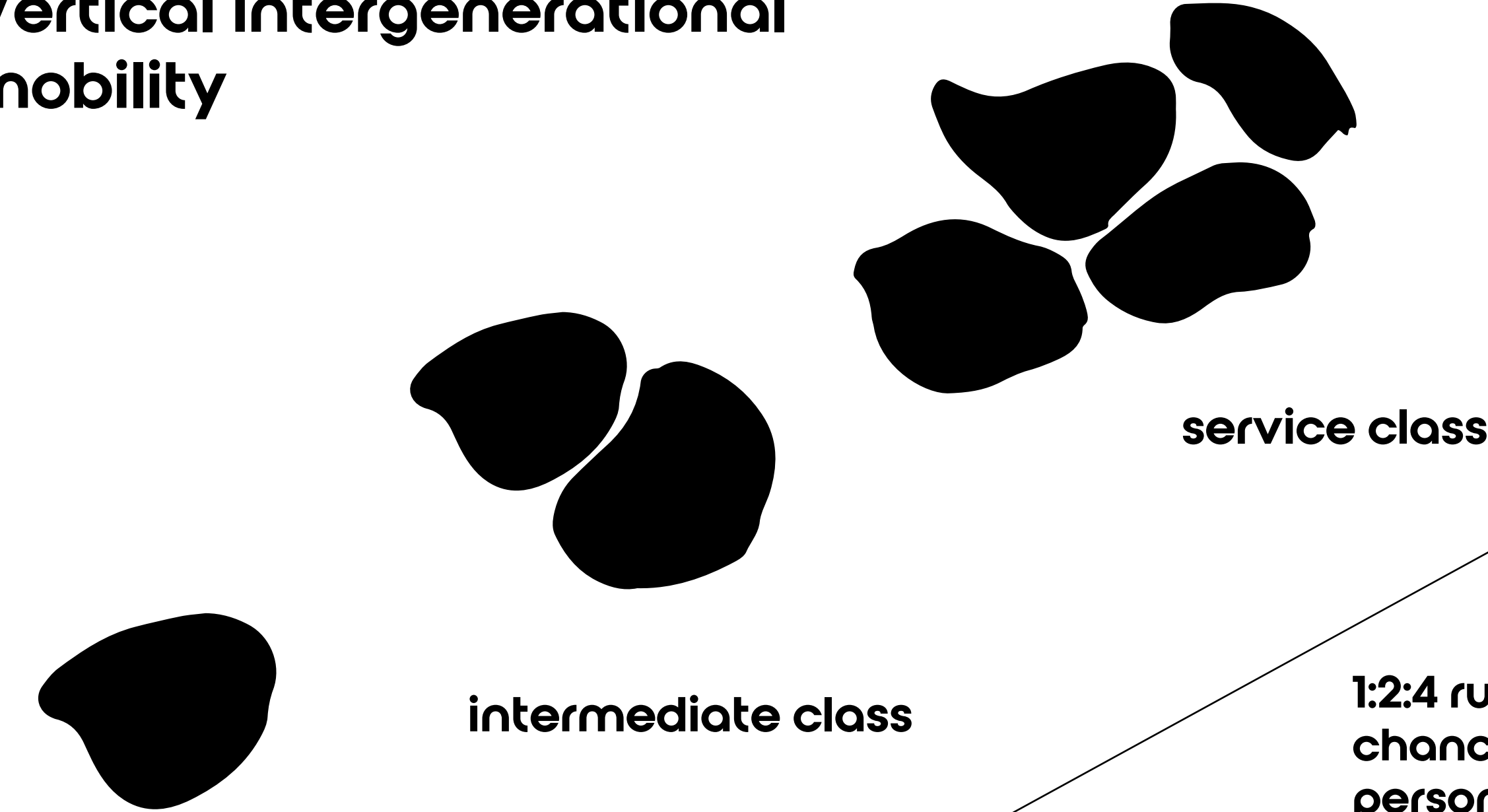


Inequality with
Social Mobility

CLASS SYSTEM



Vertical intergenerational mobility



working class

intermediate class

service class

1:2:4 rule
In 1970s, whatever chances of a working class person has of reaching service class, a person from the intermediate class had twice the chance. A person from the intermediate class has 4 times the chance.

What is social mobility for me?

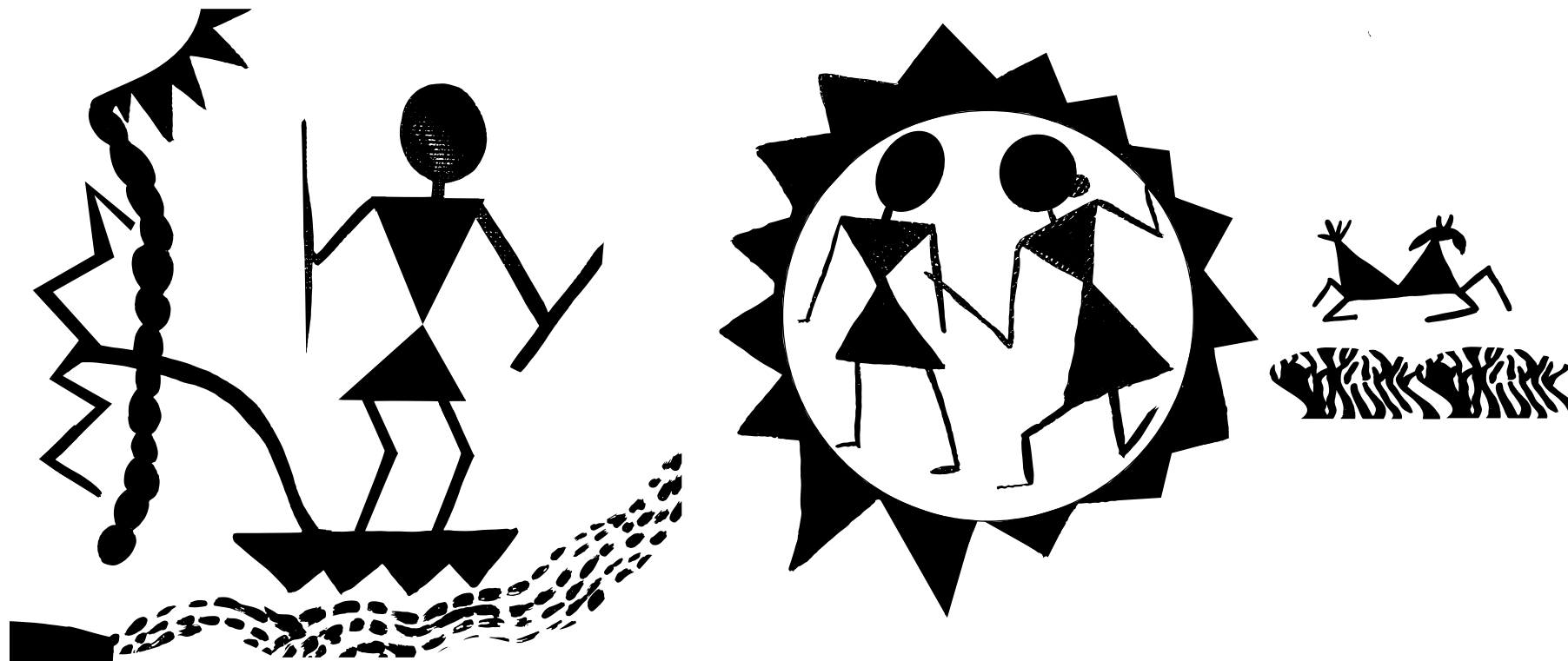
↳ maslows hierachy of needs

1. FINANCIAL MOBILITY



Starting the journey towards a better economic status to fulfill physiological and safety needs

2. SOCIAL MOBILITY



**Developing your social
currency to fulfill love
/belonging needs**

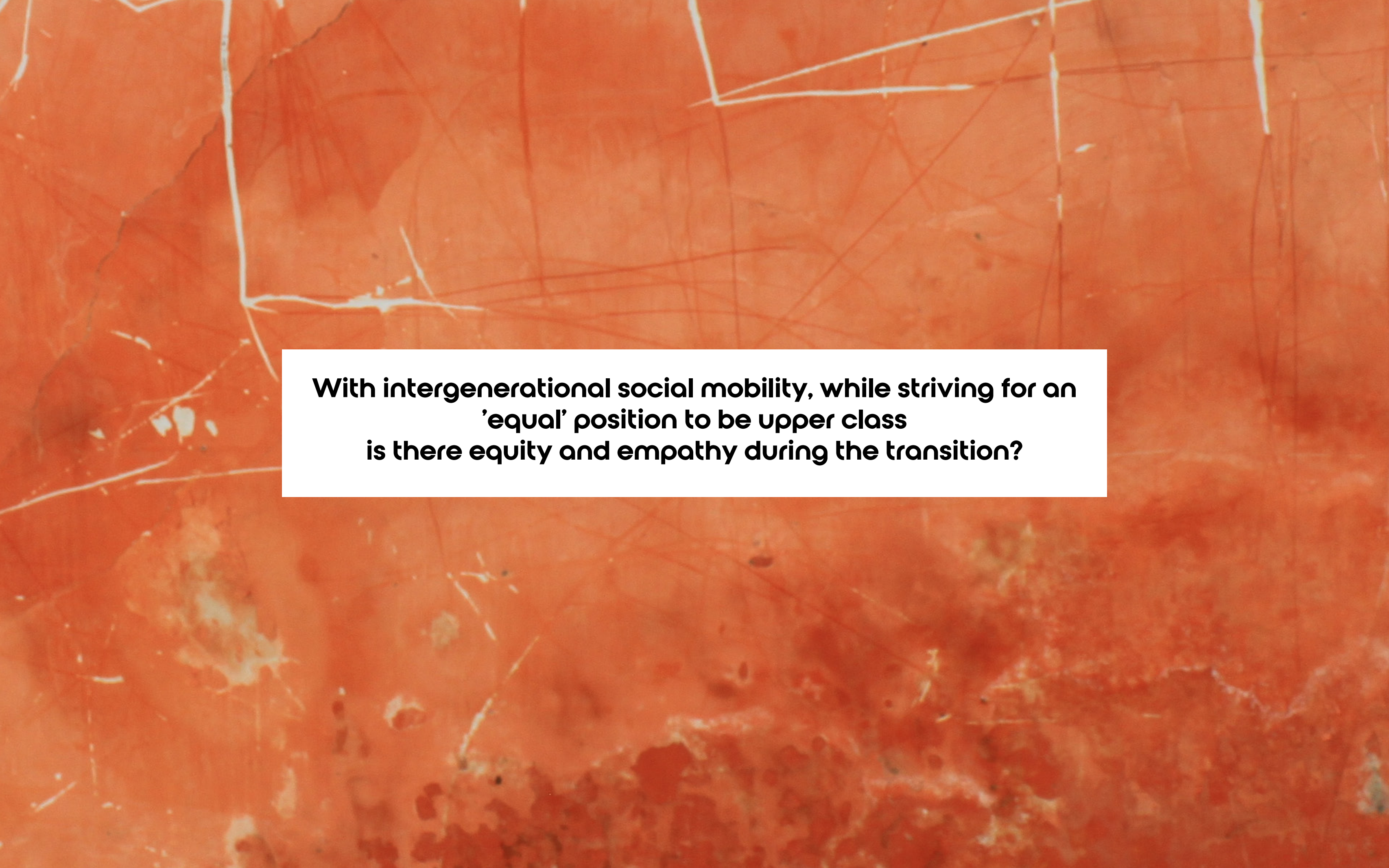


**What is after moving
ahead economically?**

3. FREEDOM AND LEISURE



Focusing on yourself
(esteem/ actualisation)

The background is a vibrant orange color with a marbled texture, featuring various shades of orange and red. A white rectangular box is centered horizontally and contains the following text:

**With intergenerational social mobility, while striving for an
'equal' position to be upper class
is there equity and empathy during the transition?**



Middle; upper class

SIMILARITIES

- 1<Can speak the same language**
- 2<Dress in the same clothes**
- 3<Same physiological, safety, love belonging needs**

DIFFERENCES

- 1<Different understanding and references, life experiences, exposure, expectations**
- 2<Possibility for stigma i.e poor illiterate Indian girl stereotypes**
- 3<Representation and reputation over individual. Is it Tisha or is it the one who left the poverty cycle?**
- 4<Different value for money and opportunities**
- 5<Nepotism over meritocracy. Example, same qualifications but losing the job to the boss's friends daughter**



Community members of
Aarey or Mumbai central
slum

SIMILARITIES

- 1<Can speak the same language
- 2<Dress in the same clothes
- 3<Same physiological, safety, love belonging needs

DIFFERENCES

- 1<Different understanding and references, life experiences, exposure, expectations
- 2<Different appearance i.e lighter skin tone
- 3<Possibility for being put on a superior pedestal <the white foreigner from a rich country
- 4<Different standards for safety, healthcare, quality of life etc



«European students of
Design Academy Eindhoven

Similarities

- 1<Can speak the same language: English
- 2<Dress in the same clothes
- 3<Same physiological, safety, love belonging needs

Differences<

- 1<Different understanding and references, life experiences, exposure, expectations
- 2<Different appearance i.e darker skin tone
- 3<Possibility for stigma of a third world country i.e poor and illiterate who is a child bride snake charmer elephant rider curry eating stereotype
- 4<Representation and reputation over individual. Is it Anussha or Indian girl?

Who is my audience?

People in some sort of transition

High school students leaving for college

University students who are graduating

People shifting jobs

People shifting cities < countries

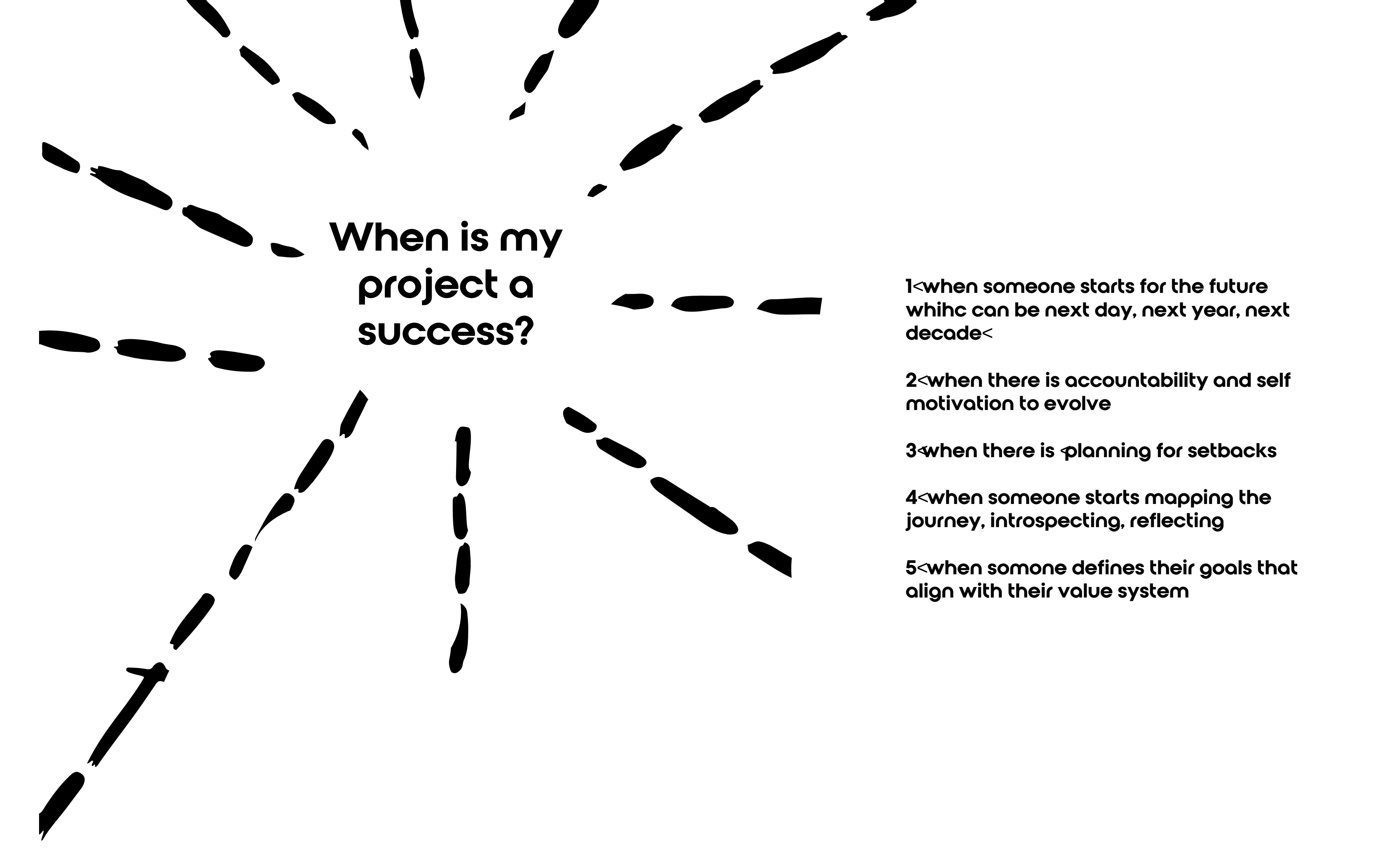
Somebody who is growing old and misses their youth?

A person who has been single for very long and is just starting a relationship OR a person who has just left a serious relationship and is single after a long time

A person who prefers their extra curricular over their day job < stable income

A liberal urban thinker in an orthodox environment or vice a versa



A hand-drawn diagram with a central question and five radiating lines. The central text is "When is my project a success?". Five lines radiate from the center to the right, each ending in a numbered condition for success. The lines are drawn with thick, black, hand-drawn strokes.

When is my project a success?

**1<when someone starts for the future
whihc can be next day, next year, next
decade<**

**2<when there is accountability and self
motivation to evolve**

3<when there is planning for setbacks

**4<when someone starts mapping the
journey, introspecting, reflecting**

**5<when somone defines their goals that
align with their value system**



Design Proposal

CONVERSATION CARD GAME



ANCHORED

The external circumstances of your character are getting the better of them. They're struggling to move forward in the game because the system and players are often not working in your favour.

COLLABORATOR

Your character knows the importance of durable engagements, using the community as a resource to move ahead. They often exhibit leadership skills and have the ability to bring people together.

DREAMER

Your character is ambitious and has concrete plans for the future. They try to manage and control whatever is possible. They systematically and strategically move forward in the game.

ISOLATED

Your character is not open to share their experiences or ask for assistance. They work very hard but their self imposed limitations keeps them from moving ahead.

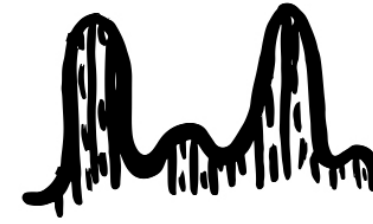
PROBLEM SOLVER

Your character is street smart and a fast thinker. They prefer to not be dependent on assistance but know when it is beneficial to agree. Whether it's through formal or informal ways, they can figure out a way to move ahead either way.

TRAVELLER

Your character is on the cusp of change. Learning from the journey, and upskilling themselves. They are able to steadily move ahead in the game.

Characters in the game



WHAT IS THE
DIFFERENCE
BETWEEN PURPOSE
AND AMBITION
FOR YOU?

WHAT DOES YOUR
IDEAL DAY LOOK
LIKE?

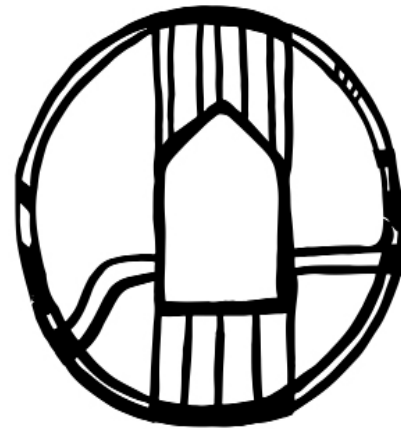
WHAT DOES
SUCCESS MEAN
FOR YOU?

WHO IS ONE
PERSON
(DEAD/ALIVE)
WHO YOU COULD
HAVE DINNER
WITH? WHAT
WOULD YOU ASK
THEM?

WHAT ARE YOUR
THREE MOST
IMPORTANT
VALUES?

ONE SENTENCE
YOU WOULD TELL
YOUR YOUNGER
SELF.

Conversation cards



YOU GET
PROMOTED TO
CEO OF A HUGE
COMPANY. HOW
DOES IT AFFECT
YOUR LIFE?

YOU LEAVE YOUR
DAY JOB TO
FOLLOW YOUR
PASSION, WHICH
REDUCES YOUR
INCOME FOR
NOW. WHAT DO
YOU DO?

YOUR HEALTH
INSURANCE
WON'T COVER
YOUR TREATMENT
WHICH DRAINS
YOUR SAVINGS.
WHAT DO YOU
DO?

YOUR CREDIT
SCORE IS WEAK
AND THE BANK
DENIES YOU A
LOAN. WHAT DO
YOU DO?

YOU GET CAUGHT
BREAKING THE
LAW FOR A
SERIOUS CRIME.
HOW DOES IT
AFFECT YOUR
LIFE?

YOUR JOB IS
PROMOTING YOU
TO WORK
ABROAD. WHAT
DOES THAT MEAN
FOR YOU?

Upward or downward social mobility cards



