

# DIGITAL DETOX IN URBAN INDIA





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## INTRODUCTION



## PROBLEM STATEMENT

## OBJECTIVE & SCOPE

## RESEARCH

## DELIVERABLE

In today's hyper-connected world, especially in urban India, technology has become an integral part of daily life. The constant use of digital devices for work, communication, and entertainment has led to an increase in mental health issues such as stress, anxiety, poor mental health, sleep disorder, social isolation and strained interpersonal relationships. Urban professionals and students often find it difficult to disconnect from screens, which can lead to digital burnout. There has been a rise in such problems over time especially in densely populated cities like Mumbai, Delhi and Bangalore. Digital detox is essential to restore balance, encouraging people to disconnect from their screens and reconnect with themselves and their surroundings for a healthier lifestyle.



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OBJECTIVE & SCOPE

In rapidly modernizing urban areas, screen dependency and digital distractions reduce quality time and attentiveness toward family which impacts on mental well-being and family relationships particularly affecting children's emotional development.

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OBJECTIVE



- To raise awareness about the adverse effects of excessive digital use.
- To encourage mental and physical well-being.
- To promote healthy digital habits.
- To encouraging parents to consciously balance screen time with quality moments spent with their children.



SCOPE



The Digital Detox in Urban India project focuses on addressing the impact of digital overuse as well as the growing dependency on digital devices among urban population in metropolitan cities. It aims to promote mindful digital use while keeping in mind mental as well as physical well being and interests of an individual.

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## DELIVERABLE

The reliance on digital screens limits meaningful family interactions, with urban parents often finding it difficult to spend undistracted time with their children. Excessive digital usage correlates with mental health issues such as increased stress, anxiety, and even symptoms of depression. The constant demand for connectivity, worsened by the COVID-19 pandemic, has left many in this demographic struggling with emotional burnout. Periods of intentional disconnection from digital devices improve mental health by reducing stress and enhancing focus and mindfulness. A digital detox can also help re-establish in-person social connections and strengthen family bonds. Children model their screen habits on those of their parents. Excessive parental screen use has been shown to correlate with behavioral and emotional challenges in children, who may feel neglected or less valued in screen-focused environments. Engaging in family-focused activities without screens can create a positive routine and instill healthier habits for children as well.





Arianna Huffington (Author and Founder of Thrive Global)

Advocates for "disconnecting to reconnect" and promotes digital detox as a key to mental well-being.

Recommends a "phone-free bedroom" policy and encourages mindful use of technology in her book "Thrive" and on Thrive Global's platform.

Simon Sinek (Author and Motivational Speaker)

Talks about how excessive screen time affects relationships and the quality of communication. Suggests avoiding phones during meetings and family time to foster real connections.



Rujuta Diwekar (Celebrity Nutritionist)

Promotes holistic well-being by reducing dependency on gadgets and focusing on real-world interactions.

Often highlights the importance of screen-free meals and family bonding in urban Indian households.



### TED Health Podcast

- Focus: Features talks by mental health experts emphasizing the connection between screen time and stress levels.
- Key Episode: “Why We All Need to Disconnect” by Adam Alter highlights how constant connectivity is impacting mental health.

### The Better India Podcast

- Highlights inspiring stories from urban Indians who’ve embraced digital minimalism and detox practices.
- Key Episode: “Tech and the Urban Mind” discusses how reducing screen time has improved urban family relationships.

### The Ranveer Show by Ranveer Allahbadia (BeerBiceps)

- Popular among urban youth and young professionals. Discusses mental well-being, including the impact of constant screen time.
- Key Episode: “How to Disconnect from Social Media” features mindfulness experts sharing insights on tech addiction in cities.





# STATISTICS



## LocalCircles survey, 2023

54% of urban parents in India are concerned about the effect of screen time on their family relationships

## Nielsen India, 2023

Children aged 8-16 in urban India spend 5-7 hours daily on screens

## The Ken, 2023

66% of professionals in urban India admit to being stressed due to “always-on” work culture facilitated by smartphones

## Datareportal

As of 2024, India had over 692 million internet users, with urban areas accounting for 548 million of these, reflecting widespread reliance on digital connectivity in cities.

Platforms like YouTube and Instagram dominate urban digital consumption, reaching 61.5% and 48.3% of India’s internet users, respectively.



# INTERVIEW



## POSITIVE ASPECTS

- Helps to do work remotely even by sitting at home.
- Has a lot of educational tools which helps with studies as well as skills
- Helps in being connected with the world and the people staying far away.
- Health apps helps in keeping track and maintaining a healthy lifestyle.

## NEGATIVE ASPECTS

- Missing out on small moments cause of work or social media.
- Children sticking to digital devices seeing the parents.
- Behavioral changes in the children.
- Less conversations and less quality time spent together.
- Affects the mental health of parents as well as children.

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DELIVERABLE

 CARD GAME 

A card game designed to encourage urban Indian parents (aged 30-40) to recognize and balance their digital habits. The game aims to foster quality family time, reduce digital dependency, and increase awareness of the impact of excessive screen time on family dynamics and mental well-being.





<div>Communication +20</div> 	<div>Exercise +30</div> 	<div>Lack of Communication -40</div> 	<div>Digital Cage -10</div> 	<div>Communication +20</div> 	<div>Exercise +30</div> 	<div>Lack of Communication -40</div> 	<div>Digital Cage -10</div> 	<div>Gaming -50</div> 	<div>Arts and Crafts +10</div> 	<div>Stress -20</div> 	<div>Losing Composure -30</div> 
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<div>Family Time +70</div> 	<div>Escape Phone +50</div> 	<div>Family Time +70</div> 	<div>Escape Phone +50</div> 	<div>Communication +20</div> 	<div>Exercise +30</div> 	<div>Lack of Communication -40</div> 	<div>Digital Cage -10</div> 	<div>Communication +20</div> 	<div>Exercise +30</div> 	<div>Lack of Communication -40</div> 	<div>Digital Cage -10</div> 
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**CHALLENGE**

Act out a  
commercial act

**CHALLENGE**

Dance to a song of  
the groups choice

**CHALLENGE**

If you could be a  
different person for  
one day, who would  
it be?

**CHALLENGE**

Make everyone in  
the room smile.

**CHALLENGE**

Dedicate a song to  
someone in the  
room

**CHALLENGE**

Enact the person  
sitting besides you

**CHALLENGE**

Describe the  
qualities of the  
people in the room

**CHALLENGE**

Enact on the topic  
that is chosen by the  
person besides you



THANK YOU

