

POU

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Year 1 HCD

Migration and Multicultural Dynamics

A Study of Urban Centres in India with a Focus on Bengaluru

Before we delve into the nuances of the impact of migration on multiculturalism and multilingualism, we must define the term “Migration” to its holistic extent.

The *International Organization for Migration* defines **Migration** as movement of people from one place to another with intentions of settling, permanently or temporarily, at a new geographic location.

A **Migrant** is an individual who is moving or has moved across an international border or within a state away from their habitual place of residence.

Migration occurs in a plethora of scales, there is international migration, where countries and continents are crossed, there is **inter and intra-state migration** where individuals leave their home state or districts to move to a more populous region in search of **jobs or better livelihood opportunities**.

	2001(%)	2011(%)
Work/employment	14.70	10.22
Business	1.20	0.96
Education	3.00	1.77
Marriage	43.80	49.35
Moved after birth	6.70	10.57
Moved with household	21.00	15.39
Other reason	9.70	11.74

Primary reasons behind Migration in India

Img source - Census 2011

It is primarily characterized by the uneven development between the rural villages and urban cities which result in employment opportunities being trapped within the Urban landscape. This, in turn, results in a **vicious spiral** of people migrating out of rural areas as they are in a *perpetual state of underdevelopment (Myrdal Gunner, 1968)*.

Internal migration is very common in India, about 60% of migrants change their residence within their districts and about 20% within their own states. Around 28% of migrants travel across state borders to urban cities in search of jobs that offer higher wages.

For the purpose of this paper, I shall focus on migration in India and in the **Bengaluru Urban** and **Bengaluru Rural** districts of Karnataka.

Sl.No	Various Push Factors are as below	Percentage
1	Search of better economic opportunities	58
2	Low agricultural income	57
3	Agricultural unemployment	48
4	Lack of job opportunities	42
5	Low wages	37
6	Poverty	36
7	Drought	35
8	Lack of job opportunities for advancement	33
Various Pull Factors are as below		
1	More jobs	64
2	Prospects of higher wages	50
3	Opportunities for better employment	37
4	Promise for better life	25

Push and Pull factors for migration to Bengaluru.

Img source - Ms Council for Social Development

Bengaluru has always been an important location in the field of trade and commerce. Over the years, it has also developed to be the **Information capital** of India with an estimated population of 1.3 Cr out of which 42% comprise migrants as per the 2011 census.

The figures have only increased in the last 13 years; however, there are no concrete numbers to back this up, as the central government very conveniently postponed the **2021 census to June 2024 (post-elections)**.

Inter-state Migration: Inflow of Labour in Karnataka				
Bangalore	West Bengal	1	3	8
	Bihar	0	1	16
	Jharkhand	0	2	6
	Orissa	0	3	6
	Chhattisgarh	0	3	0

Interstate Migration - Inflow of Labour in Karnataka
Img source - Ms Council for Social Development

"The timely conduct of the census is vital for India due to two main reasons. First, India has a large population growing at a reasonably fast rate. Secondly, people in India keep moving. The census is the only way to track migration trends in the country."

Pronab Sen, Former Chief Statistician of India, to *The Quint*

When we look at the available data, the disparity in pay, the **dreadful treatment** of domestic workers, insecurity of jobs, and the issues that migrant construction workers face on a regular basis feel like a jab to our conscience and slap in the face.

Their reality is shocking and gruesome; **long working hours**, facing **discrimination** on a regular basis, less than **minimum wages**, and frequent evictions are only the *tip of the iceberg*.

Table pertaining to different categories groups that leave their habitual places of residence and their struggle with their sense of identity and belonging.

Belonging and Identity		
	Identity	Belonging
Native	Natural	Values / Culture
Migrant	Conflicted	Fleeting / Temporary
Coloniser/Conquerer	Superior - Impose	To homeland
Business	Transmittable	Economic gain
Nomads	Keeps	Temporary
Tourists	Transient	Temporary/Adaptation
Students	Evolving Identity	Willing to adapt
Visitors	Retain	Retain

Identity and Belonging amongst different groups

Img source - Created on Gsheet by Anousha

Multiculturalism and the Urban landscape

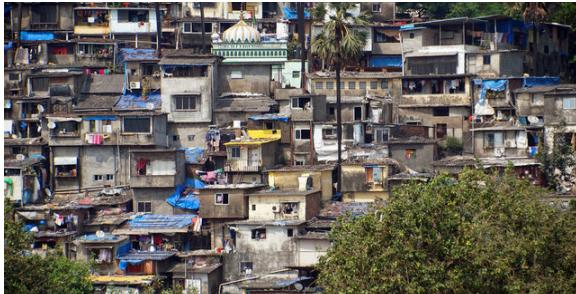
Migration results in **intermixing** of diverse cultures and leads to the **evolution** of a holistic and **composite culture** within communities. In an ideal scenario, it should work in favor of breaking down mental models, stigmas, and barriers in people's minds by **widening their horizons through exposure** to diverse and distinguished cultural practices.

Case Study – Urban Cities

Urban cities are often subject to extreme romanticism.

Mumbai in India, for example, is crowned to be the "**City of Dreams**" and the "**City that never sleeps**". There is a huge annual influx of migrants who hope to fulfill their dreams and desires; unfortunately, more often than not, they're **exploited** by middlemen who take advantage of their innocence.

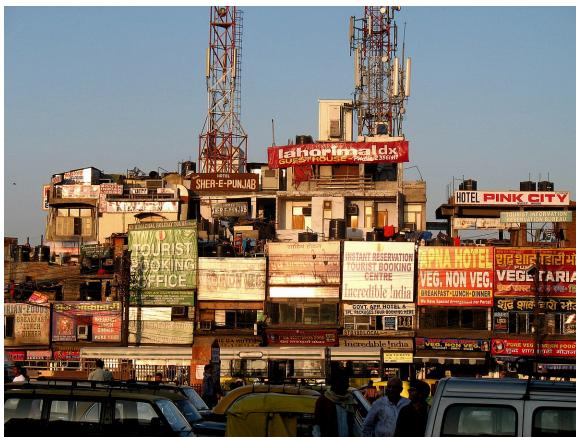
Over 60% of Mumbai's population lives in slums or chawls, **Dharavi** in Mumbai is the *largest slum in Asia* with a migrant population of over 40%.



Dharavi, Mumbai

Img Source - Adobe Stock

Delhi is the capital of the Indian Subcontinent, its “Heart”. In Delhi’s migrant worker settlements (areas like **Paharganj** and **Sarai Rohilla**), the poor remain poor; they take loans from their landlords, workplaces (factories/co-workers), and are **debt-ridden** for long durations because most of them earn for subsistence.



Pahar Ganj, Delhi

Img Source - Wikipedia

Bengaluru is referred to as the “**Silicon Valley of India**” or the “**IT capital of India**”; even before the last two decades, it was an Urban hub which became a home to generations of migrants over the years.



KR Market, Chickpete, Bengaluru

Image Source - Wordpress

Table 3: District-wise migration by volume and percent in Karnataka (2011)

District	Population	In-migration	Out-migration	Net-migration	In-migration (%)	Out-migration (%)	Net Migration
Hassan	1776221	173495	375764	-202269	9.8	21.2	-11.4
Mandyā	1808680	184306	379242	-194936	10.2	21.0	-10.8
Kolar	1540231	78709	239780	-161071	5.1	15.6	-10.5
Tumkur	2681449	237039	505555	-268516	8.8	18.9	-10.0
Ramanagara	1082739	121789	219685	-97896	11.2	20.3	-9.0
Chitradurga	1660378	135733	256376	-120643	8.2	15.4	-7.3
Udupi	1177908	105631	189800	-84169	9.0	16.1	-7.1
Chamarajanagar	1020962	61432	129007	-67575	6.0	12.6	-6.6
Gadag	1065235	215156	282395	-67239	20.2	26.5	-6.3
Bijapur	2175102	150158	274035	-123877	6.9	12.6	-5.7
Chikmagalur	1137753	163593	225603	-62010	14.4	19.8	-5.5
Haveri	1598506	193811	27922	-79111	12.1	17.1	-4.9
Kodagu	554762	71972	94335	-22363	13.0	17.0	-4.0
Davanagere	1946905	239456	301176	-61720	12.3	15.5	-3.2
Gulbarga	2564892	124849	205438	-80589	4.9	8.0	-3.1
Shimoga	1755512	274654	324778	-50124	15.6	18.5	-2.9
Raichur	1924773	106440	155852	-49412	5.5	8.1	-2.6
Chikkaballapura	1254377	108800	135023	-26223	8.7	10.8	-2.1
Bidar	1700018	32060	65590	-33530	1.9	3.9	-2.0
Bagalkot	1890826	284515	319738	-35223	15.0	16.9	-1.9
Mysore	2994744	313333	345967	-32634	10.5	11.6	-1.1
Bellary	2532383	172432	195686	-23254	6.8	7.7	-0.9
Belgaum	4778439	303512	294705	8807	6.4	6.2	0.2
Kopalg	1391292	167992	164160	3832	12.1	11.8	0.3
Dakshina Kannada	2083625	147966	142083	5883	7.1	6.8	0.3
Yadgir	1172985	93139	77350	15789	7.9	6.6	1.3
Uttara Kannada	1436847	143368	106667	36701	10.0	7.4	2.6
Dharwad	1846993	367146	316407	50739	19.9	17.1	2.7
Bangalore Rural	987257	205336	139910	65426	20.8	14.2	6.6
Bangalore	9588910	2067332	310125	1757207	21.6	3.2	18.3

Source: Calculated by Author using Census data

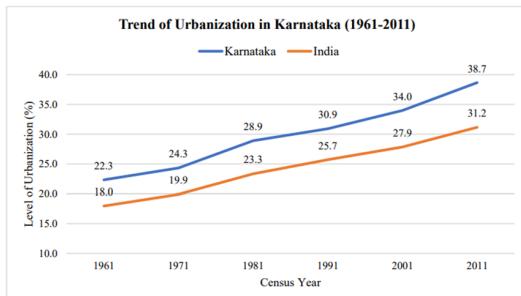
District wise Migration Karnataka

Img source - Centre for Study of Regional Development JNU, Delhi

Bengaluru has seen **migration in three major waves**; the first was when Kempegowda and Tipu Sultan established the city and a substantial *Tamil population* relocated.

The second wave was seen Post-Independence when companies such as **Bharat Electronics** and **Hindustan Times** laid the brick for their preliminary factories; during these times, migrants’ influx was observed from *Andhra Pradesh, Kerala, and Odisha*.

The third and ongoing wave in the last two decades has seen *North Indians* migrating to Bengaluru in search of employment in the **IT sector**.



Trends of Urbanisation in Karnataka 1961 - 2011

Img source - Ms Council for Social Development

The Signboard Controversy

The Bengaluru signboard controversy captured national attention and media coverage. To understand the **polarization mounting majoritarianism** and the public sentiments, it is essential to explore the political influence of central administration over the state of [Karnataka](#).

Karnataka Assembly Elections - Historical data													
Year	BJP Votes%	BJP Seats	INC Votes%	INC Seats	3rd Party Elected	JD/3rd Votes%	JD/3rd Seats	Oth Votes%	Oth Seats	Remarks			
1951	2%	0	46%	150	KMPP	1%	8	37%	17	IND-11; 25.79%			
1957	1%	0	34%	150	PSP	1.6%	18	33%	0	IND-35; 28.74%; TOT-208 seats			
1962	2%	0	50%	138	PSP	1.4%	20	33%	50	IND-27; 17.31%; SWA-9; 7.15%			
1967	3%	4	49%	126	PSP	9%	20	40%	66	IND-41; 28.36%; SWA-16; 6.62%			
1972	4%	0	52%	165	NCO	2.6%	24	17%	27	IND-20; 12.87%; TOT-216 seats			
1978	BJP w/Janata	44%	149	Janata	38%	59	18%	16	16	IND-10; 7.51%; TOT-224			
1983	8%	18	40%	82	Janata	33%	95	19%	29	IND-22; 15.47%			
1985	4%	2	41%	65	Janata	44%	139	12%	18	IND-13; 9.47%			
1989	4%	4	44%	178	JD	2.7%	24	25%	18	IND-12; 8.12%; INPIP-2; 11.34%			
1994	17%	40	27%	34	JD	3.4%	115	23%	35	IND-18; 9.66%; KCP-10; 7.31%			
1999	21%	44	41%	132	JD(S)	10%	10	28%	38	IND-19; 12%; JDU-18; 13.53%			
2004	28%	79	35%	65	JD(S)	2.1%	58	16%	22	IND-13; 6.88%; JDU-5; 2.06%			
2008	34%	110	35%	80	JD(S)	1.9%	28	12%	6	IND-6; 6.92%			
2013	20%	40	37%	122	JD(S)	2.0%	40	23%	22	IND-9; 7.38%; KJP-6; 9.79%			
2018	36%	104	38%	78	JD(S)	1.9%	38	7%	4	IND-1; 3.93%			

Election analysis 1951 to 2018

Img source - Swaraj India

It is convenient to label the protesting groups as **aggressors** and **linguistically chauvinist**; however, their sentiments regarding loss of opportunities due to exponentially high inward migration cannot be denied. That being said, the nature of their protests backfires on them and paints them in a **negative** fashion.

Opinion Piece

Signboards having **regional scripts** are **inclusive** as they take the **natives, locals**, and those who are **monolingual** into consideration.

However, that does not mean that English should be eradicated or eliminated from the signboards; it is **essential** that **both scripts** are given **equal importance**.

The government too, engaged in vote bank politics and took advantage of the situation by enforcing the **law stating 60%** of the board must be in Kannada.

Table 1: Vote Bank Benefits Reported by Respondent's Monthly Household Income

	Below Rs 1,000	Rs 1,001- 5,000	Rs 5,001- 10,000	Rs 10,001- 15,000	Rs 15,001- 20,000	Above Rs 20,000	Total
Reported	165	335	156	31	21	11	719
%	(22.95)	(46.59)	(21.70)	(4.30)	(2.92)	(1.53)	(100)
Not Reported	20	299	236	104	47	41	747
%	(2.68)	(40.03)	(31.59)	(13.92)	(6.29)	(5.49)	(100)
Total	185	634	392	135	68	52	1446
	(12.62)	(43.25)	(26.74)	(9.21)	(4.64)	(3.55)	(100)

Pearson chi2 = 198.2798, Pr = 0.000.

Vote Bank Politics Karnataka

Img Source - JSTOR

The fact that they chose the numeric of 60% itself is **symbolic in nature**; it is to appeal to **radical groups** that hold **significant influence** on the **grassroots levels** and send a message to the central administration. By doing so they play a political move which turns out in their favor; despite migrants making up almost 50% of the population, they do not make up 50% of their **vote bank**.

Most of the migrants are **registered voters** of their **home states**, therefore it does not matter whether they are comfortable with such state enforced laws.

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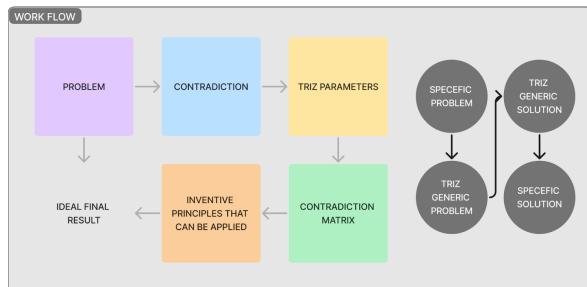
Iterations

Explorations using The theory of Inventive Problem Solving

TRIZ - The theory of Inventive Problem Solving was developed by **Genrich S Altshuller** from 1946 - 85 in the USSR.

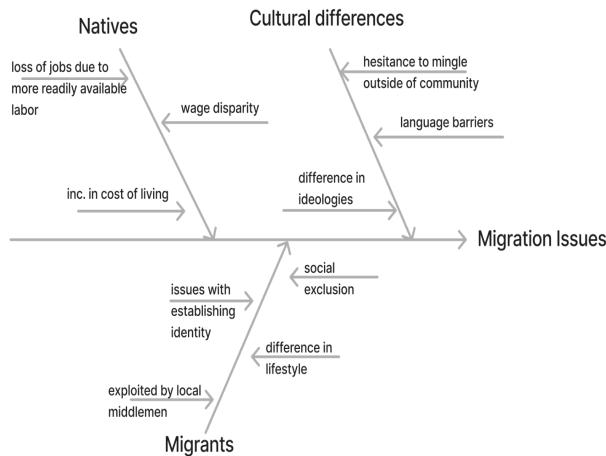
It provides abstract / TRIZ specific **metaphorical solutions** to problems based on forecasting techniques derived from the study of recurring patterns in International Invention Patents.

It helped me come up with systematic, plausible solutions for the issue. Given below is the workflow that helped me arrive at the final outputs for the problem



See submission 2 for expanded image.

After coming up with an administrative / technical contradiction,



I used an Ishikawa/fishbone diagram to write down all tangible parameters that could be manipulated to come up with solutions.

I finally used the Matrix to arrive at the Inventive principles that could be applied to improve the scenarios.

As a result, the following principles could be used -

Principle 2 - Separation

Principle 6 - Universality

Principle 24 - Intermediary

Principle 7 - Nested doll

Principle 10 - Preliminary Action

Intermediary - Creating public cultural exchange complexes in Bengaluru can facilitate communication and interaction between migrants and natives.

These spaces would host language exchange programs, cultural festivals, and workshops, fostering understanding and integration. By bridging cultural gaps, they promote unity and celebrate diversity in the community.

Nested Doll - Applying the Nested Doll principle to a walking trail with wall murals and AR creates a multi-layered experience. The trail guides participants through the city's streets, while murals depict historical events. AR adds depth by overlaying digital content, enhancing the narrative.

These elements create an immersive experience, with each layer revealing new insights into the city's cultural heritage.

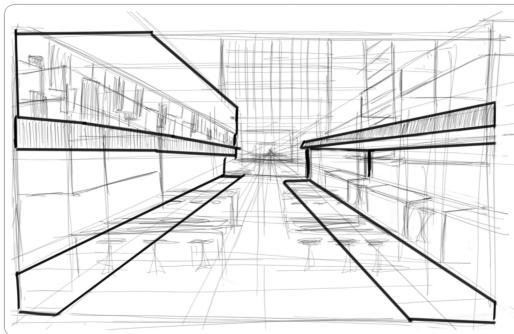
Preliminary Action - It involves taking steps that prepare for a future change. In this context, an *ad campaign* serves as a preliminary action to introduce and promote public cultural exchange complexes, setting the stage for improved communication and integration among migrants and natives in Bengaluru.

Metadata and Explorations

Based on the principles, I went deeper into two design spheres. Please find the elaborated documentation on metadata ([here](#)) or in submission #2.

CONCEPT 1 - Public Space Design

- Exploration 1 - A public cultural exchange complex inspired by Singapore's Blue Zone concept to foster social interactions between migrants and natives in Bengaluru.



- Exploration 2- A walking trail that showcases the art and culture of Bengaluru's migrant communities through wall murals and art installations, with AR technology.



CONCEPT 2 - Communication Design

- Exploration 1- A comprehensive advertising campaign across multiple mediums (print, OOH, social media) to raise awareness and educate the public about migration issues



MyGro

Interact, Connect and Learn

Join some crafty sessions on the weekend and unlock a brand-new talent

What to Expect

- Scenic City Tour
- Interactive Wall murals
- Art Installations
- Delicious Street Food
- Connecting with Artisans
- Learning a new Skill

CONTACT

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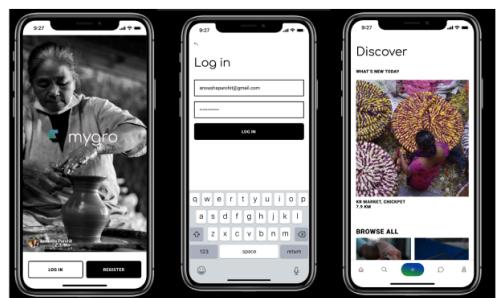
EMAIL ADDRESS: [MYGRO@UN.COM](#)

WEBSITE: [MYGRO.COM](#)

Meta: [@mygro](#)



Exploration 2- A mobile application that utilizes familiar swipe gestures to engage users with the art and crafts of migrant communities, offering a platform for cultural exchange and economic support.



Final Outputs

Building systematic solutions

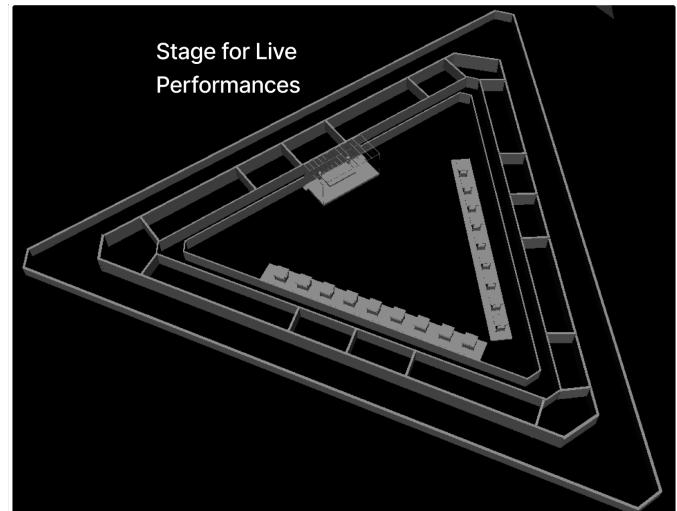
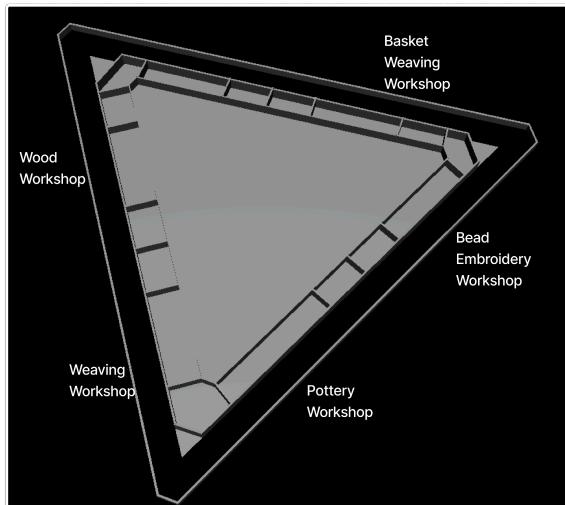
PUBLIC SPACE DESIGN

NAMMA SANGAM COMPLEX

The complex serves both the migrant and the native communities. It provides a platform for employment to the natives by giving them an opportunity to share their culture and skills with interested individuals.

The natives or the urban population in return have an opportunity to explore different cultures from different parts of the country in one place.

It is an open to all interactive medium through which the two groups can understand, sympathize and empathize with each other.



3D MODELING

The models are made and rendered in a 3d software called MAYA. Textures are taken from FREEPIK.

The namma sangam complex will provide employment opportunities to the following migrant communities in Bengaluru.

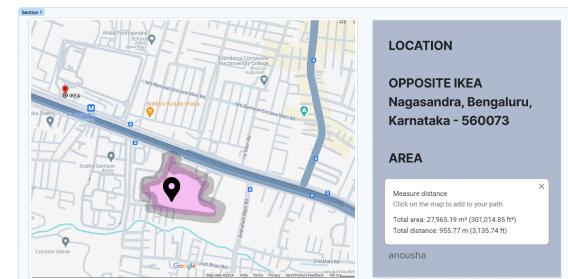
Zardozi work - Hyderabad & Lucknow - Commercial street

Pottery - Pottery town (Tamil migrants)

Weavers colony - New town Yelahanka

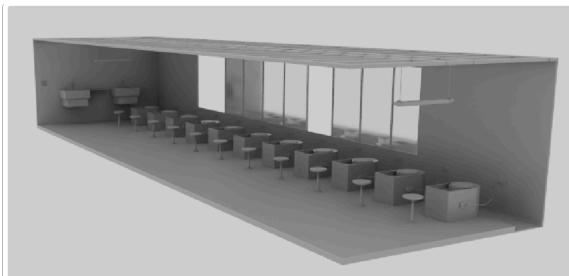
Basket weaving - KR market (migrants from Karnataka)

Wood workshop - Bamboo bazar



The workshops will run through the week with special 2 day masterclasses on the weekends. Here are 3D models of the workshops.

Clay workshop



Weaving Workshop



Logo for namma sangam

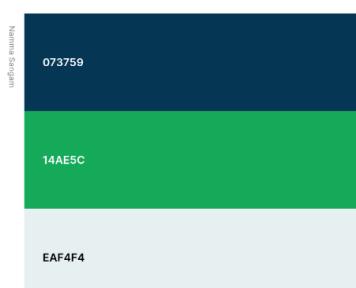
hamma sangam
our confluence

ನಮ್ಮ ಸಂಗಮ

ADVERTISEMENT CAMPAIGN

The Adv. Campaign is inspired by the minimalistic marketing that Zomato executes.

Color Palette for namma sangam



COLOR THEORY

Blue Green & White represent Trust and Life, they symbolize hope, peace and strength.

CONTENT

Billboard & Poster Content ->

Namma Sangam - Connecting Cultures One Curry at a Time!

Namma Sangam - Weaving Cultures, Spinning Stories!

Embracing Differences, Weaving Unity!

Migration's Mosaic: Our Shared Story!

Want to add some color to your weekend? Immerse yourself in art, craft, and culture at Namma Sangam!

Don't know what to gift your wife for your 15th anniversary?! Visit Namma Sangam

Broke your mom's fine China again ? Don't worry we've got you covered at Namma Sangam (;

Curious about diverse cultures and their stories? Explore Namma Sangam!

Bored this weekend? Explore a world of cultural wonders at Namma Sangam!

Akka isn't making dinner tonight? Spice up your evening at Namma Sangam!

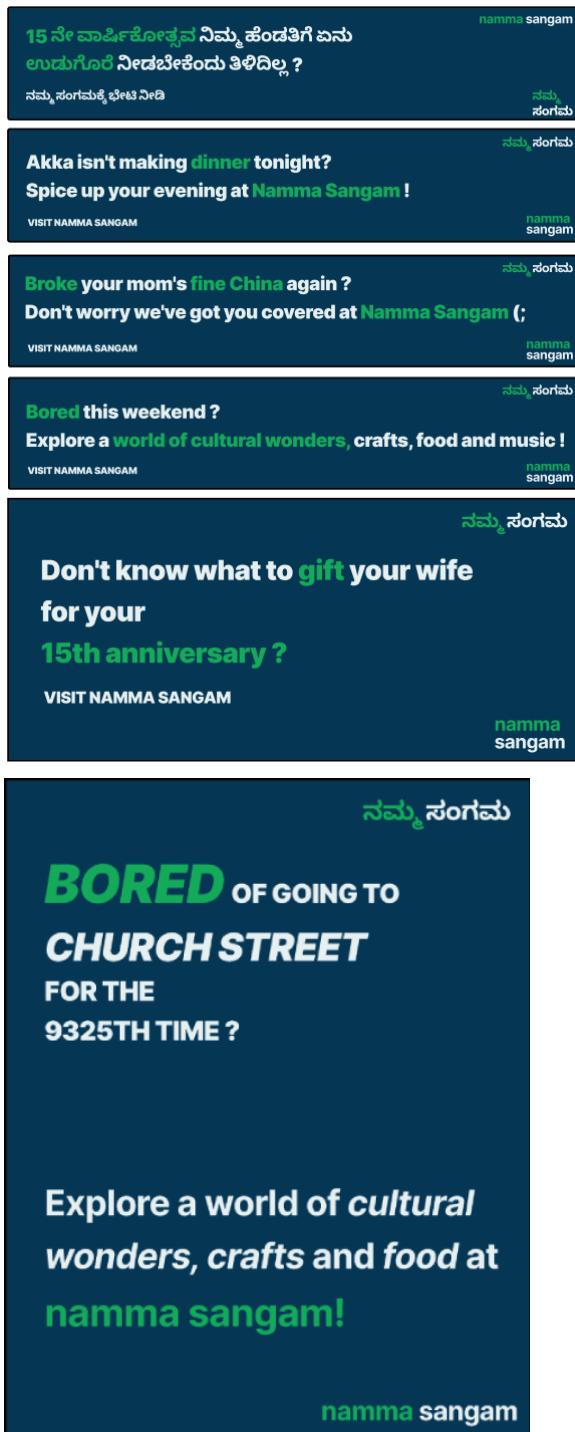
MEDIUM

Bus Stand Marketing

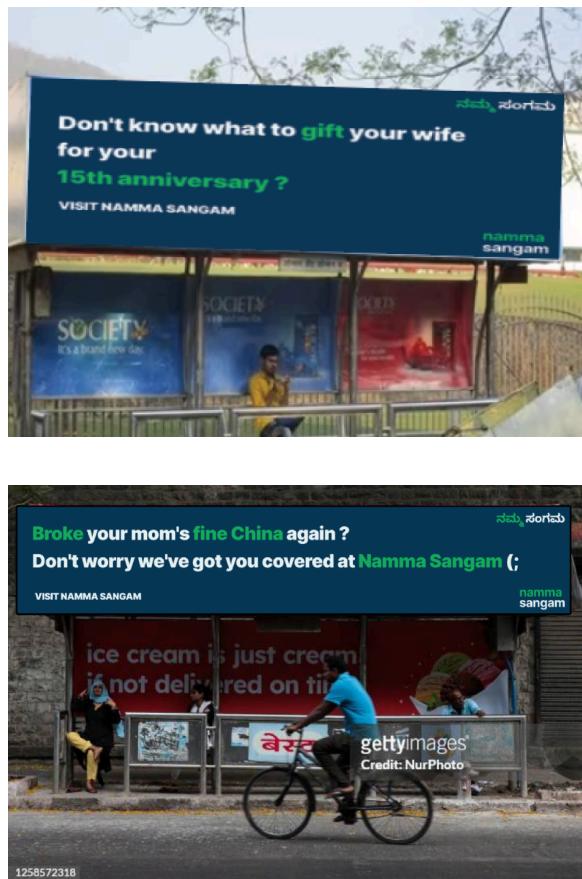
In a city like Bengaluru, where the urban population spends almost 2 hours a day on the roads due to high density of traffic, advertising on bus stands would be an impactful approach.

Bus stand advertisements are cheaper than Billboard Adv. and are more prominently visible to the target audience for a longer duration of time.

DESIGNS



MOCKUPS



Final Reflection

Key Learnings and Takeaways

It is important that we build solutions that bring joy, excitement, pleasure, fun, and beauty to people's lives. While conducting research for this project, I came across different perspectives on the issue of migration. The perspective of a construction worker who works nine hours a day in harsh conditions, only to be denied minimum wages for their efforts. From the perspective of a 12-year-old boy whose parents can't afford to send him to school because their lives are subsistent, living paycheck to paycheck. Also, from the perspective of natives who, in this economy, are unable to find jobs to sustain their households. These experiences made me think about how the issue could be solved in a sustainable fashion, considering the multiple entities and factors involved. By using TRIZ, I could narrow down the factors and parameters that, when addressed, would yield a net positive effect on all those involved.

I believe that the solutions I developed over the last week take a holistic view into consideration. The Public Complex acts as an intermediary between migrant and native communities by providing migrants with employment opportunities based on their skills and cultural capital. It also offers a platform for natives and the urban population to upskill and educate themselves.

My General Studies class this semester with Loreto taught me how to tell stories. We also created an advertisement for a story in the class. While working on it, I realized the importance of marketing and advertising your product. Your product or service may be top tier, but unless you advertise it, there is a high chance that you don't cover all your bases, and a good chunk of your target audience is unaware of the existence of your products or services. The campaign for Namma Sangam maintains a minimalistic approach, taking inspiration from Zomato's impactful messaging and minimal visuals.

The topic of migration deeply resonated with me due to my own conflict regarding my identity and sense of belonging. Growing up in different states and celebrating diverse cultures, while also honoring festivals that originated from my family's native place, made me acutely aware of people's sentiments about their language, land, and home. This project has provided me with an opportunity to explore these themes further, drawing on my past experiences and learnings. I am grateful for the insights gained and the chance to contribute to a meaningful cause.

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Bazaar of the woods

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Behind the Scenes: Crafting Bengaluru's

<https://techoaj.medium.com/behind-the-scenes-crafting-bengalurus-namma-metro-logo-and-its-deep-cultural-roots-37705de2ac59>

Img

https://media.istockphoto.com/id/1465343359/vector/continuous-teamwork-and-human-solidarity-idea-logo.jpg?s=612x612&w=0&k=20&c=9mnZx8_cmHCu-FZiYc9AoFJ3oInPScMKGMPAg9nu19A=

Img

<https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9Gcs7n3qdiiOXfrX7VJrVR2mj0lZF60EBb0bSTWDj1pn7g&s>

How to launch a Viral Marketing Campaign

<https://socialorange.in/zomato-controversial-viral-marketing/>

Coloros.co

View and edit this palette on Coloros.co or create your own

<https://coloros.co/073759-14ae5c-eaf4f4-f9c80e-e03616>

Most of Zomato's ads are largely inspired

<https://www.scrollscroll.com/best-zomato-ads/>

How many letters are there in Kannada?

<https://www.quora.com/How-many-letters-are-there-in-Kannada>