

CREATIVE ENGINEERING DESIGN : STAKEHOLDER ANALYSIS

TEAM CHAIRNOBYL

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L I S T O F

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WHAT DO THE PEOPLE DO ?

ROLES OBSERVED

OWNERS : OFTEN FIRST GENERATION EMPLOYERS

EMPLOYEES : MIGRANTS, WORKING FOR ALMOST 8 YEARS

SUPPLIERS : USUALLY BIG FACTORIES, NO FIRST PERSON CONTACT



OF VARIED LITERACY

AWAY FROM FAMILY

NO JOB SECURITY

RECOMMENDED TO THE JOB

THE EMPLOYEES



BROAD SCOPE BUSINESS

HEAVILY DEPENDENT ON SUPPLIERS

HAVE FORMED AN ECOSYSTEM

THE OWNERS



WORKERS ARE HIRED HANDS

WORKERS USUALLY STAYING FOR MONEY

WHOLESALERS

THE SUPPLIERS

THE ECOSYSTEM

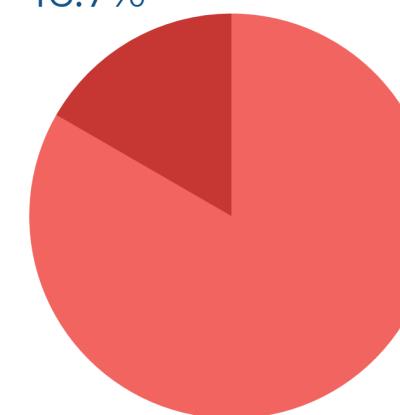
WHO

DEMOGRAPHIC ANALYSIS

PROPREITOR

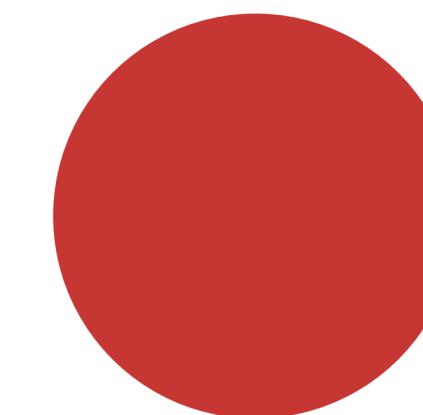
AGE

< 35
16.7%



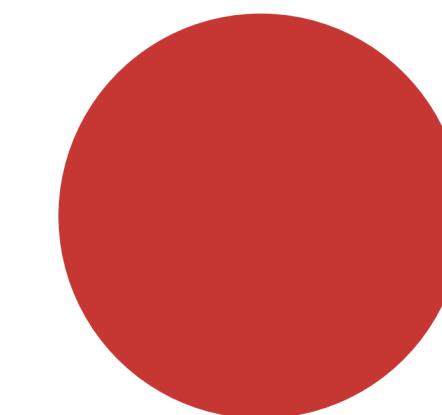
SEX

Male
100%



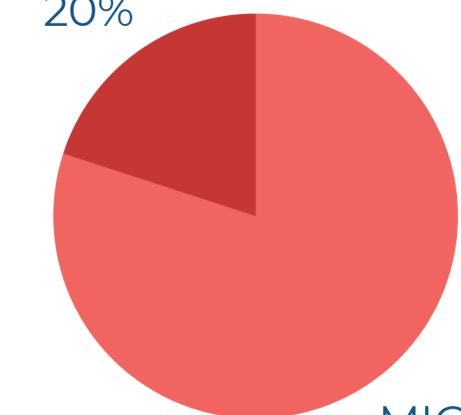
MIGRATION STAT

Local/Naturalised
100%



CLASS

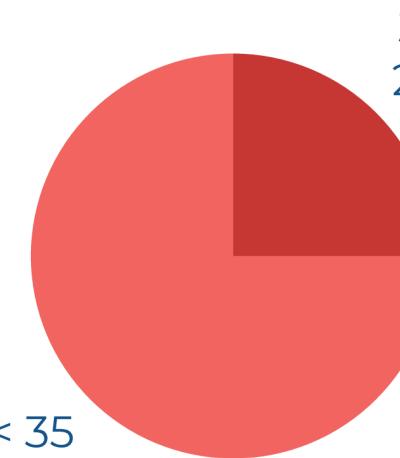
HIG
20%



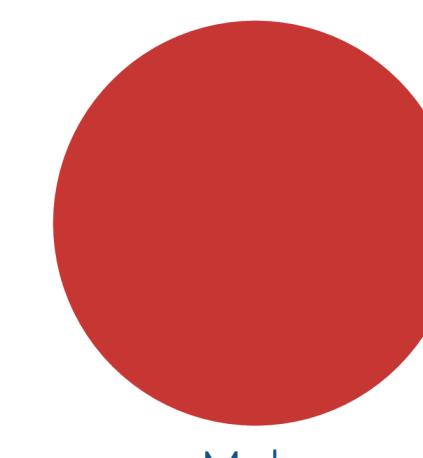
LABOURER

35+
25%

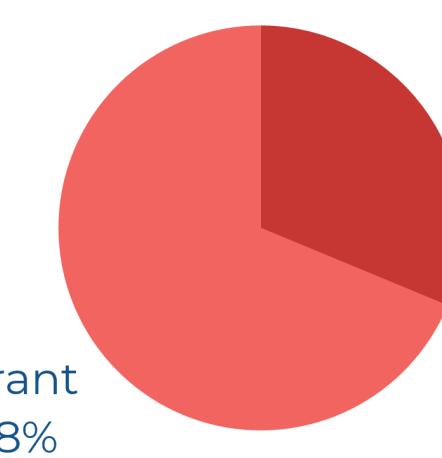
< 35
75%



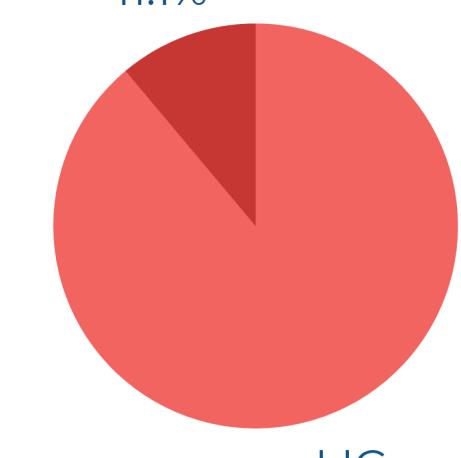
Male
100%



Migrant
68.8%



MIG
11.1%



WHO

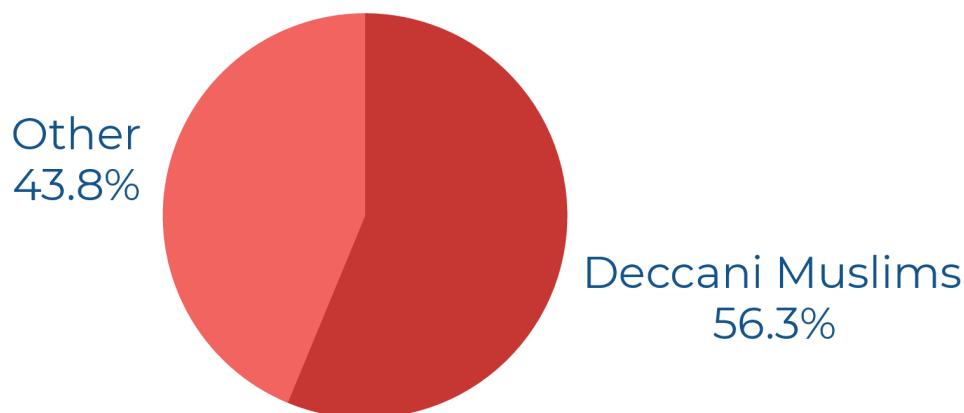
DEMOGRAPHIC ANALYSIS

PROPRIETOR

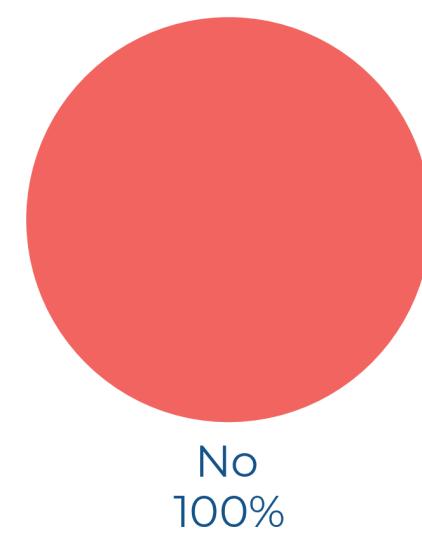
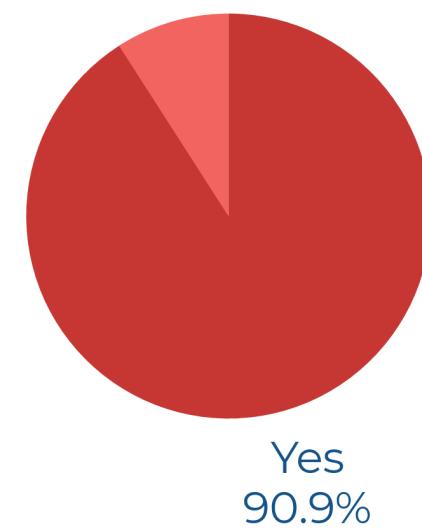
ETHNIC BACKGROUND



LABOURER



LIVING WITH FAMILY



ANALYSIS

Proprietors :

- Tended to be individuals in their 40s, typically male, running either a first or second generation family businesses.
- Tended to be predominantly from two mercantile communities.

Labour :

- Tended to be male, age in 20s and 30s
- Tended to be skilled, but from regions of India that lack the opportunities.

WHERE ARE THESE COMPANIES LOCATED?



BAPUJINAGAR, MYSORE ROAD,
BANGALORE, KARNATAKA, INDIA

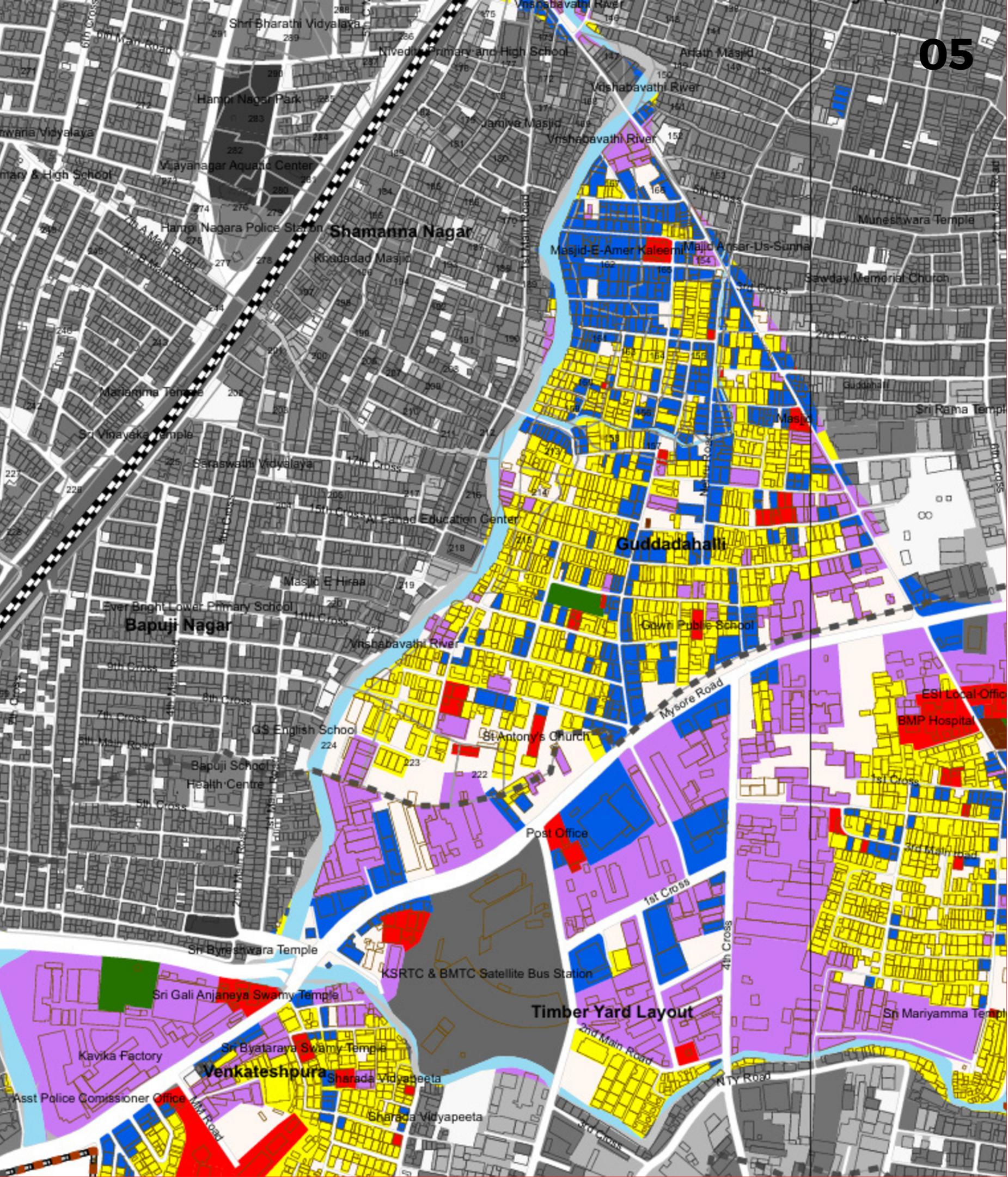
1. Manufacturers: VR Wood
2. Wholesale suppliers: Plywood
3. Foam Suppliers: Duraflex Sofa
4. Steel Frame and Bolts: Peenya
5. Furniture assembly: Amogh
6. Fabric: Panipat, Delhi
7. Plastic Parts: Chandigarh, Aligarh, Delhi, Mumbai

WHERE

P R E C I N C T

The landuse pattern in this precinct of Bapuji Nagar suggests a reason why this area is thriving in the production and assembly of furniture and how this ecosystem would have formed.

- [Yellow] Residential
- [Blue] Commercial
- [Purple] Industrial
- [Red] Public & Semi Public
- [Grey] Unclassified
- [Brown] Public utility
- [Green] Open space/ Parks/ Recreation
- [Dark Grey] Transport & Communication



WHERE

D O T H E S E S T A K E H O L D E R S L I V E ?

- Workers have formed a network that helps them stay connected with one another. Some workers, due to lack of housing options, live directly within the factory premises.
- Interviewees also shared that they prefer living about 4 km away from the main factory area due to overcrowding in the nearby market.
- Skilled workers are often drawn from outside regions, particularly Delhi NCR, as they are attracted by higher income opportunities.
- One notable example is a worker named Mohd Rizwan, who has come from Bihar and has been employed at the factory for 8 years.
- Many workers do not live with their families. They aim to establish financial stability before bringing their families to join them.
- Financially, one worker mentioned earning ₹40,000 per month, out of which they keep ₹5,000 for themselves and send the remainder home.

WHY

Why ARE THEY HERE ?

Employees :

- Migrate for better-paying jobs and stable income.
- Opportunities in furniture-making, a well-established industry.
- Social bonds and reduced living expenses (e.g., factory housing).

Employers :

- Saw profit potential in the growing local furniture market.
- Proximity to suppliers and customers for convenience.
- Industrial growth provided business opportunities.

Why did they choose this craft ?

Employees :

- Learned the trade in home regions; valuable skill here.
- Better wages compared to other low-skill jobs.
- Consistent work allows them to support families.

Employers :

- High demand due to urbanization.
- Low capital investment with well-established supply chains.
- Flexible production (customized and mass-produced furniture) is profitable.

Why did they choose this particular sector ?

Employees :

- Jobs with better pay and proximity to suppliers for constant work.
- Thriving furniture hub offers various related job opportunities.

Employers :

- Close to suppliers, reducing logistical costs.
- Strong local market ensures steady demand.
- Skilled migrant labor available for efficient operations.

WHEN

D I D T H E Y S T A R T T H E O P E R A T I O N S ?

- Most of the businesses started 15 to 20 years ago:
- Tailor shop - Started 30 years ago.

Labourers:

- The carpenter joined the shop 15 years ago.
- Worker from Akram - Joined as an employee 8 years ago.
- Low-level workers - short-term employees



WHEN

When do the workers start and end their workshift?

The carpenter from the furniture shop does not have a fixed work shift works according to the workload.

When do the workers get their pay?

- The carpenter - Gets paid on the basis of work done.
- Many of the workers are hired on contract or short term basis and are not full time employees.
- Chair Parts Shop- Workers to load and unload things - paid a monthly salary

When do they have off days/leisure time?

Carpenter - Gets Fridays off and plays cricket with other workers.

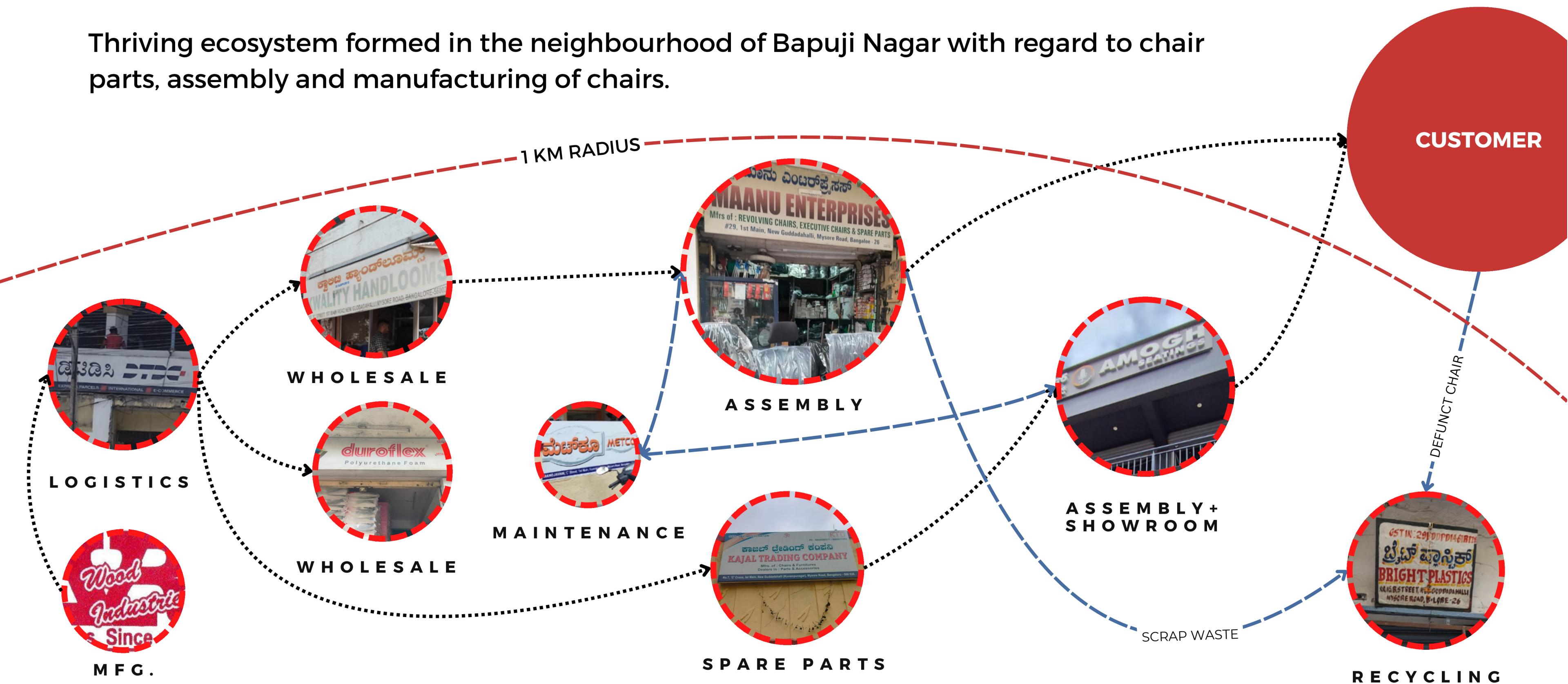
HOW

ARE THESE STAKEHOLDERS?

- **How have things changed for the factory workers of Bangalore since they started?**
- **Low wages- low savings**
- **Long work hours**
- **Work safety**
- **How are they affecting their environment?**
 - Suppliers: air pollution arising from logistics and plastic pollution from packaging.
 - Manufacturers: Byproducts from processing plywood
 - Assembly units: Scrap items from subtractive manufacturing process.
- **How is the future of factory work in Bangalore evolving?**
 - With advancements in technology and increasing awareness about workers' rights, hope for better working conditions and more opportunities for skill development.

INTERDEPENDENCY

Thriving ecosystem formed in the neighbourhood of Bapuji Nagar with regard to chair parts, assembly and manufacturing of chairs.



Thank you!