



[www.sanjeevshankar.com](http://www.sanjeevshankar.com)  
photocredit: prashant nandiprasad

road side stories

diapur







vendors



food

# the first s



# Street Vendors



No Fixed Prices

No Brands

On the move

Physical Attributes

theatre for the senses

engagement





Products

Services

Consumables

Non Consumables

Ordering

Remembering

Sharing

Mode

Time



7am Kalyan-7:35 train-VT by 9 am-wife joins around 4 pm-back at 8:00 pm

Vir Singh

Jaipur

62 yrs

Wife  
+8 kids

weathered...

wrinkled...

sculpted...

lively...

larger than life

timeless...

regionalized...

stony... old ... mature...

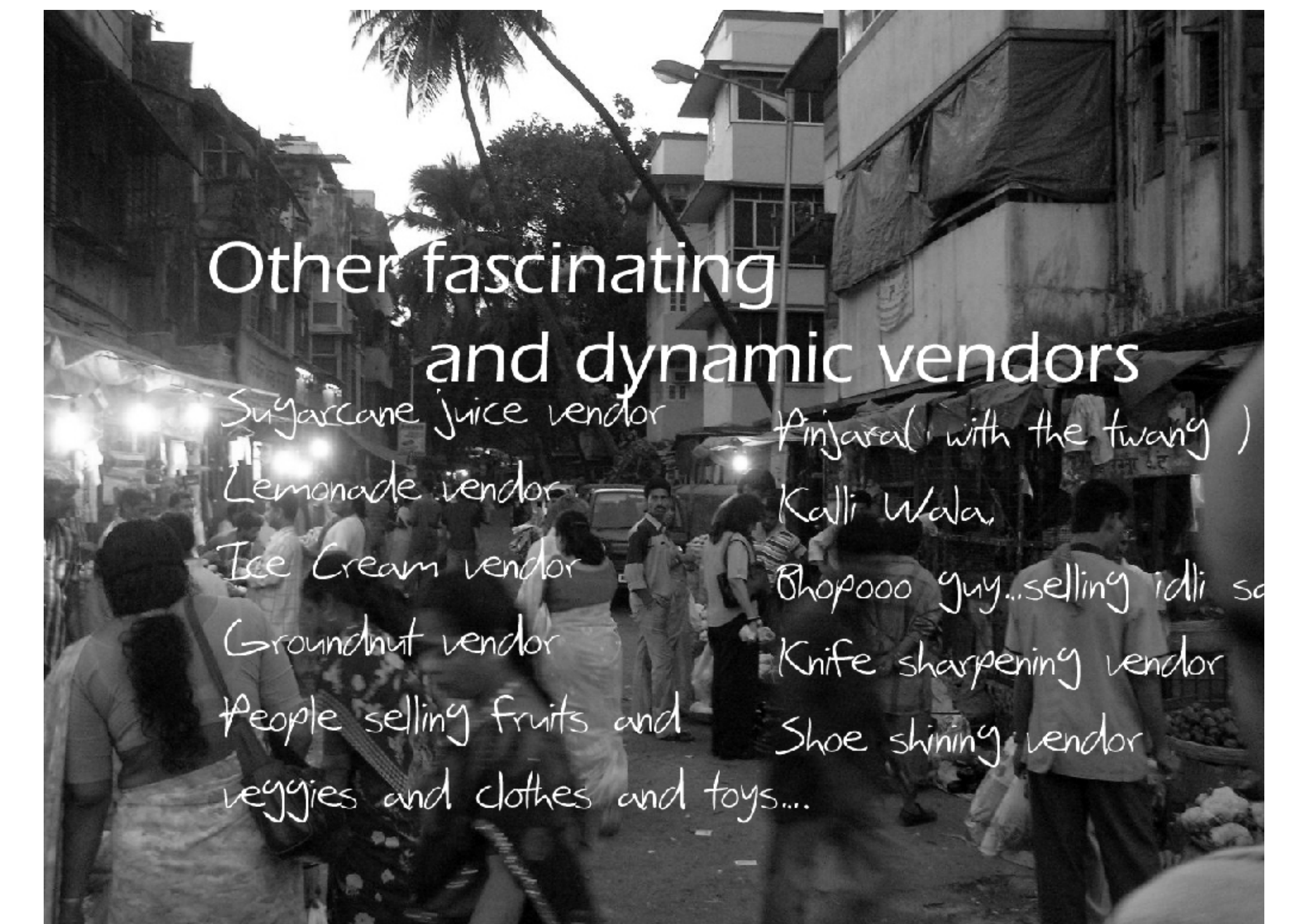
Dry Fruits

42 yrs

Bombay







# Other fascinating and dynamic vendors

Sugarcane juice vendor

Lemonade vendor

Ice Cream vendor

Groundnut vendor

People selling fruits and  
veggies and clothes and toys....

Pinjaral ( with the twang )

Kalli Wala

Bhopooo guy...selling idli so

Knife sharpening vendor

Shoe shining vendor





as a **System** they meet their goals  
and show a high degree of professionalism  
with a **human touch**

I want to work hard  
I want to work honestly

Sharing



Tradition

GOD



Destiny





what makes them Special?

Sophisticated

Informal

Free flowing

Natural

Charged

Dramatic

fertile grounds

Evolved

Easy bonding

Indispensible

....A melting pot.

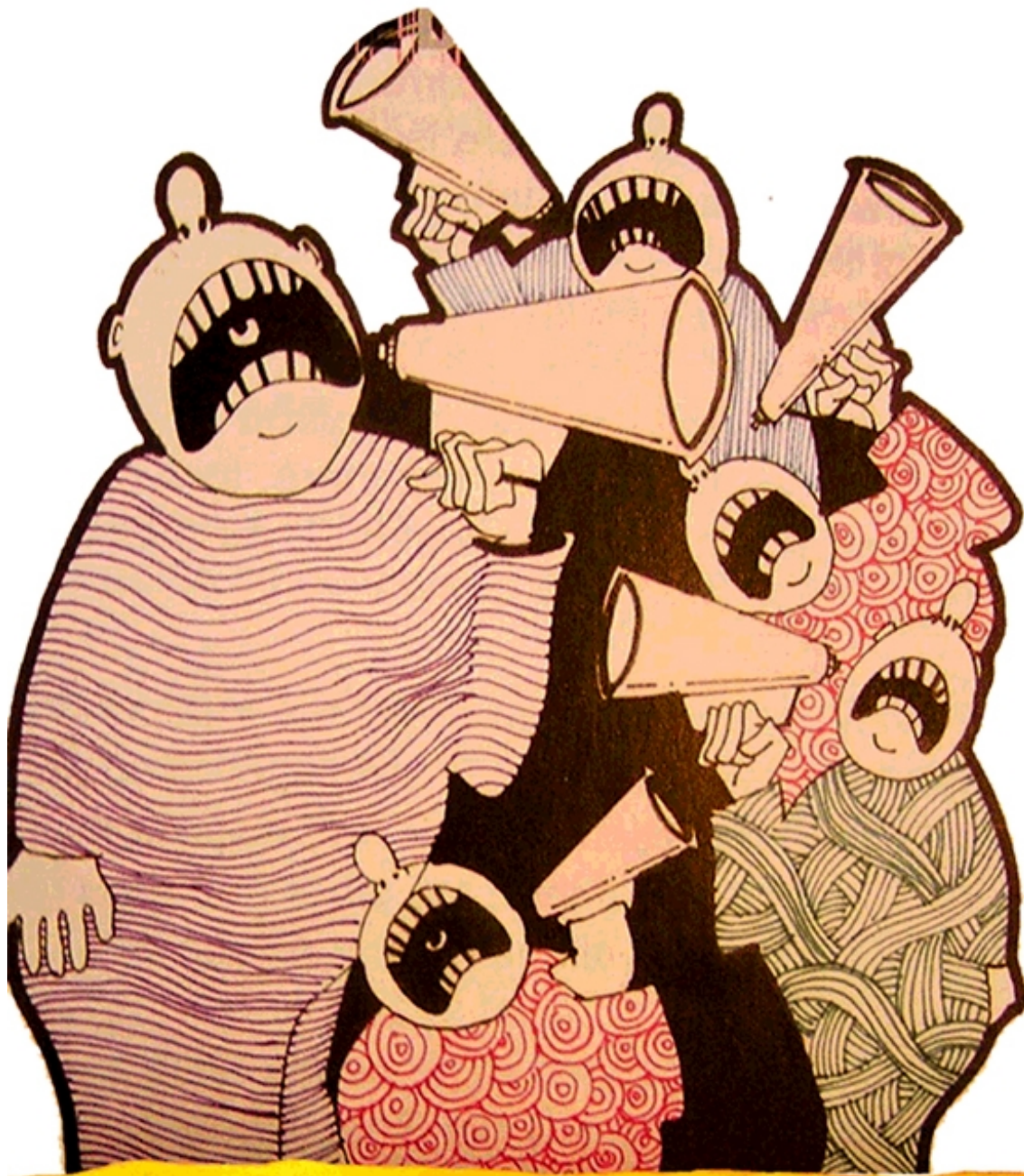
Emotional





Ubiquitous





# Theatre of Sounds

[www.meistervarma.com](http://www.meistervarma.com)  
illustration: krishnan varma





# Differentiated Urban Identity







2.0



masala



kadak







5.0

garam

bhajji

# Pakora





Photo: Bombay Cafe



rajkachori

paanipuri

ragda

dahi

sev

gol

5.0  
d  
p  
d  
p  
g



5.0



meetha

quick  
cheap  
custom made

5.0







quick  
cheap  
healthy  
upgradable



5.0



chatni-sambar  
AD 920





design

for & by the people  
accessible to all  
cheap and healthy

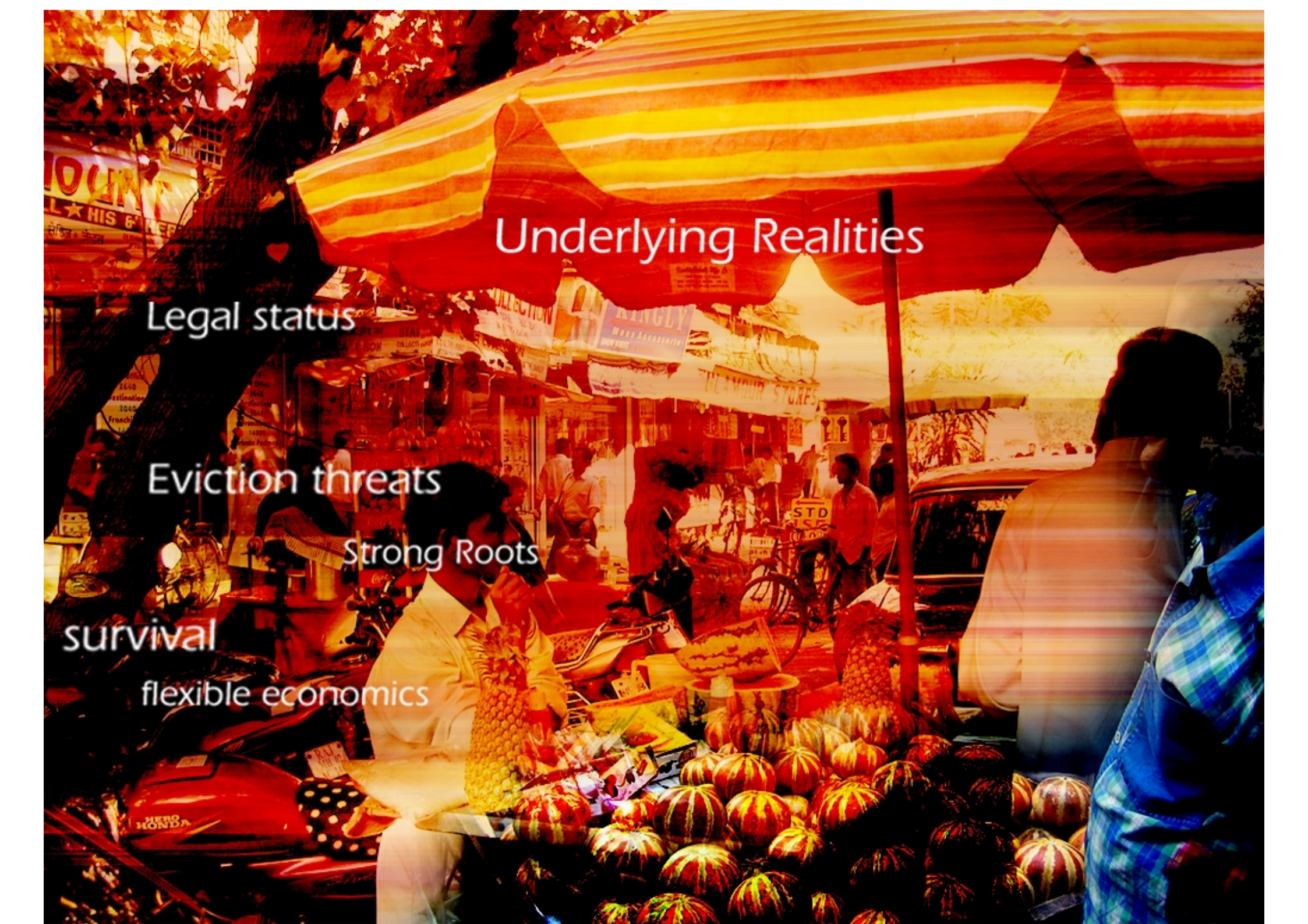
participatory  
customizable  
holistic

user centred  
multilayered  
systemic synthesis

traditional links  
multiple meanings  
extension of life

to  
e  
ri  
o





# Underlying Realities

Legal status

Eviction threats

Strong Roots

survival

flexible economics





we



NO

them





absolute joy

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