

A wada stays alive when people return.

Chowk connects Pune's wada residents, young visitors and local practitioners through approved stories, useful making sessions and optional return visits. Heritage stays alive through participation on the community's terms.



120

survey responses

2 languages

65 English + 55 Marathi

15+

exploratory conversations

Of our 120 survey respondents, 97 had visited a wada: 64 came for history and stories, yet 42 found no information or guide. Residents told us a wada is a home first. **Our response:** stories told and approved by residents, guided making they choose to host, and return by invitation.

THE EXPERIENCE / AN ILLUSTRATED STORYBOARD



01 / HEAR

Aaji approves her story.
A visitor listens for free.



02 / MAKE

Learn with a local practitioner.
Pay for the skill and materials.



03 / RETURN

Both people choose to reconnect.
The host sends a new invitation.

THE BRIEF'S THREE QUESTIONS

Who is left out?

Elders without apps join by Marathi voice note on WhatsApp. Young and non-Marathi visitors get free stories in Marathi or Hindi, with transcripts and a clear way in.

Who holds the knowledge?

Residents and local practitioners. Narrators approve, correct or withdraw their stories; makers are paid to teach.

How does it change on its own terms?

The household chooses when to host, how many come and which rooms stay private. A return visit needs her fresh invitation.

WHY CHOWK FITS THE JUDGING CRITERIA

IMPACT

Keep local knowledge in use through paid teaching. Test host comfort and fair earnings.

ACCESSIBLE

Marathi voice notes on WhatsApp for elders; Hindi audio and readable transcripts for visitors; a coordinator who can help.

REALITY OF PRODUCTION

Start with one household over 90 days. Agree host fees, quote real costs and check safe capacity; test the proposed price.

INNOVATION

Separate story consent from hosting consent. A later free visit needs a fresh invitation.

UTILITY

A real reason to visit: a story at the door and a 90-minute making session (proposed ₹250).

EMOTIONAL QUOTIENT

Shared making can turn a visitor into a familiar face. Test mutually approved return visits.