

---

Diwali

# What is Diwali to us?

---

- Part of our cultural heritage
- Identity
- Moment of getting family together
- Something to look forward to.
- Smell of crackers!
- Sound and air pollution
- Ego trips
- Ecological pollution

# Why we love fireworks?

---

- Transient
- Controlled fear
- Rewarding predictions of light and sound
- Colors and sounds
- Smoke

# Why Diwali started?

some probable reasons...

---

- Mythical stories... ?
- Probable origins:
  - Smoke in air kills/disturbs insect populations
  - For protecting against infestations on farms ?
  - Just celebration of harvest festival?

# Bane of firecrackers

---

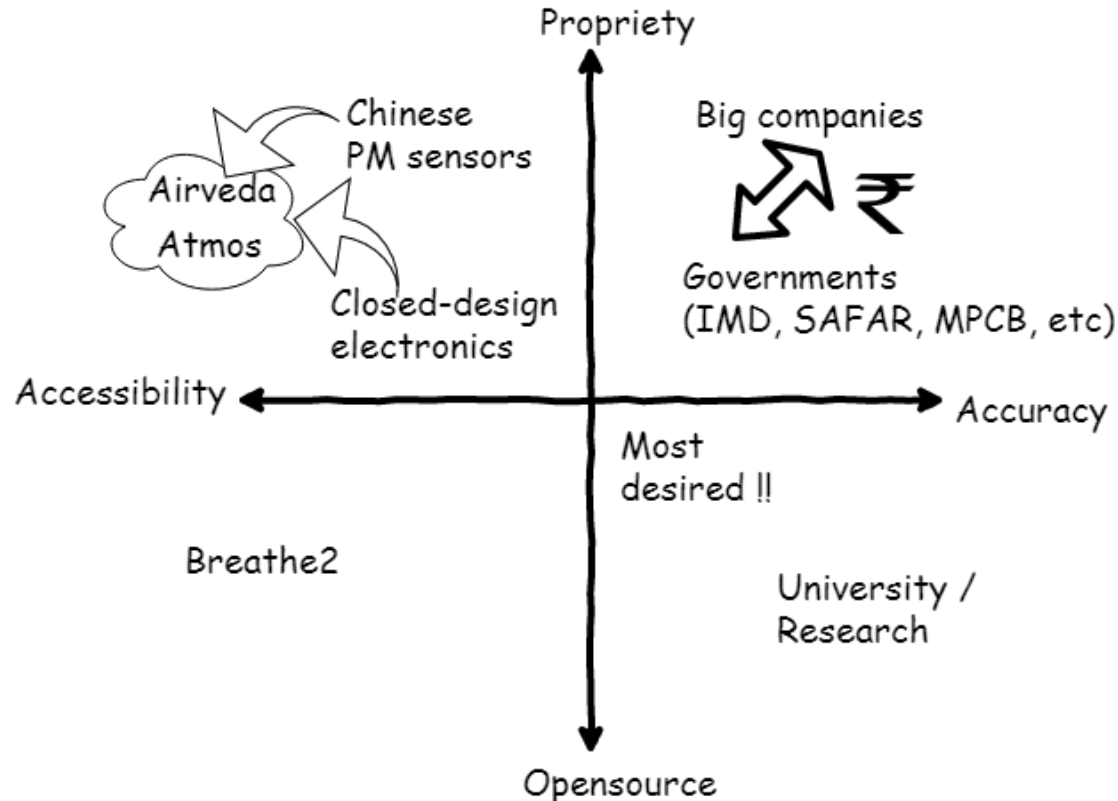
- Personal injuries
- Factory / godown fires
- Pollution
  - Sound (anthropocentric)
  - Environmental
  - Ecological

# When did Diwali's firecrackers became too much?

---

- Population rise
- Higher buying capacity + cheaper crackers
- Need for variety = toxicity of materials
- Already high non-Diwali pollution
- Regulation is problem
  - 4000-6000 Cr. industry\*
  - Chinese imports ~ 35% of market share\*

# How much is how much?



# Breathe2

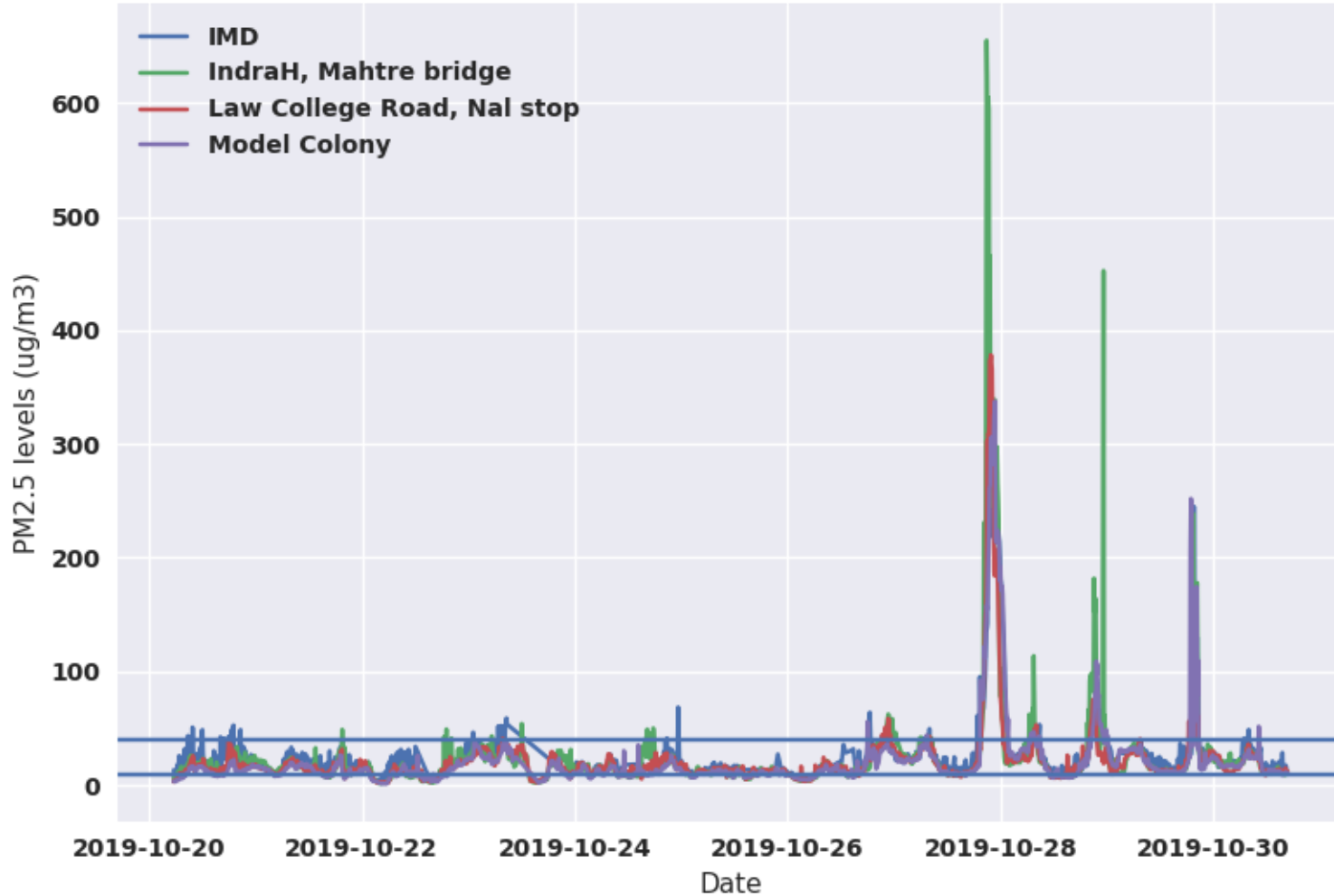
- an opensource local on-cloud AQM
- 



- Cost ~ 8K
- 4 units in Pune
- Team
  - Dr. Sumithra
  - subir
  - IndiaSpend.org
- <http://smalldesign.in/category/breathe2/>



# Breathe2 results



---

Diwali

## What is Diwali to us?

---

- Part of our cultural heritage
- Identity
- Moment of getting family together
- Something to look forward to.
- Smell of crackers!
- Sound and air pollution
- Ego trips
- Ecological pollution

# Why we love fireworks?

---

- Transient
- Controlled fear
- Rewarding predictions of light and sound
- Colors and sounds
- Smoke

"We love fireworks because they scare us", A. Brooks, PopSci, July 4, 2018

## Why Diwali started? some probable reasons...

---

- Mythical stories... ?
- Probable origins:
  - Smoke in air kills/disturbs insect populations
  - For protecting against infestations on farms ?
  - Just celebration of harvest festival?

## Bane of firecrackers

---

- Personal injuries
- Factory / godown fires
- Pollution
  - Sound (anthropocentric)
  - Environmental
  - Ecological

## When did Diwali's firecrackers become too much?

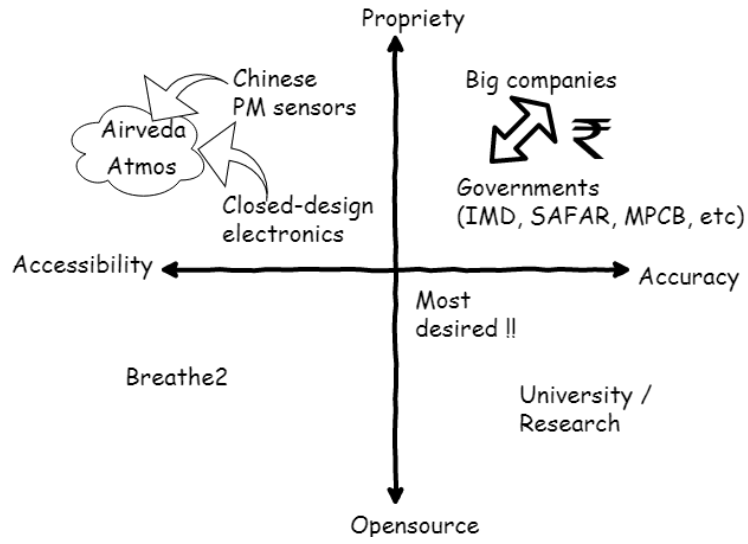
---

- Population rise
- Higher buying capacity + cheaper crackers
- Need for variety = toxicity of materials
- Already high non-Diwali pollution
- Regulation is problem
  - 4000-6000 Cr. industry\*
  - Chinese imports ~ 35% of market share\*

Fireworks hub loses 35 per cent of market share to Chinese imports, defuse Sivakasi cracker business - S. Elizabeth, Economic Times, Oct. 25, 2016

# How much is how much?

---





# Breathe2

- an opensource local on-cloud AQM

---



- Cost ~ 8K
- 4 units in Pune
- Team
  - Dr. Sumithra
  - subir
  - IndiaSpend.org
- <http://smalldesign.in/category/breathe2/>

# Breathe2 results

