

Abstract

Truck decorations are a unique part of Indian culture and a phenomenon of the past fifty years. Because they spend so much time in their truck, truck drivers humanize their truck and develop strong emotions towards it. As a result, they lavishly decorate their vehicles with paintings, poetry, and other objects; some have religious value, others are reminders of the family, and some just have the purpose to beautify. Trucks are treated like family members because they are often the only source of income for a whole family, and because they are the only family member a driver has with them while working. Interviews with truck drivers in Pune showed that many of them did not have a choice but taking on the profession of a truck driver, but all of them felt connected to their truck and through their truck to their family. Eventually, trucks are a connection to the family, who is waiting at home, as well as a means of communication to the wider society.