

Mother Pious Lady Making Sense Of Everyday India Santosh Desai

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The Eighteenth Century Woman, 1982 | From the Vaults Will Durant---Babylonia Prince - Ep: 1 | Henry - Mind Of A Tyrant | BBC Documentary Eleanor of Aquitaine (In Our Time) Mother Pious Lady Making Sense However, Santosh Desai's 'Mother Pious Lady' lives up to what it claims- to make "sense of everyday India". Light, witty, and completely heart-warming, his descriptions of the scooter, our love of 'Antakshari', the Indian 'hero' and the decoding of the slap touch a cord in my heart.

~~Mother Pious Lady: Making Sense of Everyday India by ...~~

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A new India is visibly emerging from within the folds of its many pasts. This new India needs to be seen with new eyes, free from the baggage of yesterdays characterizations. This is exactly what Santosh Desai, one of India's best-known social commentators, does in this warm, affectionate and delici

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mother pious lady is a deeply poignant and insightful peek in to the wonderful world that is india. it is poignant and funny, but also deeply insightful and always respectful of what it means to be an Indian in an every changing India.

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Mother Pious Lady: Making Sense of Everyday India* is an amusing yet thought-provoking, insightful yet confounding, and relentlessly introspective, with hints of self-flagellation, book. The title is a nod to the specialised language used in the very specialised Indian area of matrimonial ads that appear in the Sunday

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He is a graduate in Economics and a postgraduate in Management from the Indian Institute of Management, Ahmedabad. Well-pronounced, his book Mother Pious Lady is Making Sense of Everyday India! I will agree at once when people say Mother Pious Lady is worth reading.

A new India is visibly emerging from within the folds of its many pasts. This new India needs to be seen with new eyes, free from the baggage of yesterdays characterizations. This is exactly what Santosh Desai, one of Indias best-known social commentators, does in this warm, affectionate and deliciously witty look at the changing urban Indian middle class. Writing as an insider, from personal experience, Desai cuts through the chaos and confusion of everyday India both yesterday and today, and suddenly, makes us see things clearly. Holding a mirror to our inner selves, Desai makes us see what drives us, what makes us tick, what makes our hearts beat, and how our mindsets and attitudes are changing, even as the past never quite leaves us. And Desai does so in short masterful essays, written with great humour and sensitivity. A big book about small things that truly matter.

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Taking cues from economics, demography, history, culture, philosophy and good old common sense, Rama Bijapurkar makes sense of the complex and inscrutable Indian market-the many Consumer Indias, their diverse and

schizophrenic consumer behaviour and the way to make your company's fortune in this billion-plus market. Irreverent and insightful, this book answers the questions to twelve key facets of Consumer India. Bijapurkar explains why the Indian consumer market is 'like that only', why it will not change in a hurry, and what it takes to develop a winning 'made for India' business strategy. 'Rama has developed a very strong case for learning about India on its own terms before investing. This book is a critical read for anyone considering building a large presence for themselves in India.'-From the Foreword by C. K. Prahalad, author of *The Fortune at the Bottom of the Pyramid*

Articles with reference to India.

Journalist Walls grew up with parents whose ideals and stubborn nonconformity were their curse and their salvation. Rex and Rose Mary and their four children lived like nomads, moving among Southwest desert towns, camping in the mountains. Rex was a charismatic, brilliant man who, when sober, captured his children's imagination, teaching them how to embrace life fearlessly. Rose Mary painted and wrote and couldn't stand the responsibility of providing for her family. When the money ran out, the Walls retreated to the dismal West Virginia mining town Rex had tried to escape. As the dysfunction escalated, the children had to fend for themselves, supporting one another as they found the resources and will to leave home. Yet Walls describes her parents with deep affection in this tale of unconditional love in a family that, despite its profound flaws, gave her the fiery determination to carve out a successful life. -- From publisher description.

This is as much the story of Indian advertising as it is about India. Ad veteran Ambi Parameswaran looks at how advertising has evolved, reflecting the country's culture, politics and economy in the last fifty years. From sartorial taste and food habits to marriage and old age, music and language to celebrities and censorship, Ambi examines over a hundred ads to study how the Indian consumer has changed in the past five decades and how advertising and society have shaped each other. Combining anecdote and analyses to give us a slice of modern history, Ambi evaluates the relationship between affluence, aspiration and desire in India. Exploring trends and impacts, he covers the ads that captured the imagination of the entire country. From 'Only Vimal' and 'Jai Jawan Jai Kisan' to 'Jo biwi se kare pyaar' and the controversial Tuffs shoes campaign, the book is a memorable journey through brands, consumers and the world of advertising.

What do the TV shows we're watching tell us about ourselves? Television is the single most powerful and dynamic agent of change in India today. It is also the country's most popular and accessible form of entertainment. *Remote Control* examines three kinds of programming—24x7 news, soap operas and reality shows—that have changed Indian television forever, and analyzes how these three genres, while drawing on different sources, are hybridized, indigenized and manage to ultimately project a distinctively Indian identity. Shoma Munshi's book shows us how everyday reality in India in the twenty-first century shapes television; and how television, in turn, shapes us.

India is being widely seen as an emerging economic and political power on the global scene. Despite having the largest population of chronically poor in the world today, it is home to a sizeable number of thriving rich and flourishing middle classes. They are reshaping the country's popular image and its self-imagination. Equally important are its political dynamics. With increasing participation of erstwhile-marginalized sections in the electoral process, the social profile of India's political elite has been changing, making way for those coming from the middle and lower strata of the traditional social order, thus broadening the social base of political power. *Mapping the Elite* seeks to expand the understanding of processes of formations and transformations of the Indian elite. The contributors explore the emergent elite spaces, the new idioms of power and inequality, the diverse strategies in which symbolic boundaries of privilege are traced in everyday lives, as well as the class mobilities in an age of proclaimed meritocracy. They do so by using the sociological frames of caste, class, gender, community, and their intersections. The "Exploring India's Elite" series provides a platform to scholars working on elite dynamics in India. It seeks to enable an understanding of the nuances of inequality, power, and other emerging social structures.

Understanding India: Cultural Influences on Indian Television Commercials is a book about Indian television commercial production. It focuses on how key production decisions shape a television commercial's visual language. The larger goal of the book is to delineate the link between this visual language and India's socio-cultural identity. The book is the outcome of an ethnographic study that attempted to capture the nuances of the cinematic or visual aspect of marketing communications strategy. It is, thus, situated at the intersection of interests in marketing and visual culture. In this book, many of the discussed television commercials have an embedded vision of India. Within the context of a new consumer culture emerging due to economic liberalization, the book discusses these sketches of India.

This book brings anthropologists and critical theorists together in order to investigate utopian visions of the future in the neoliberal cities of India and Sri Lanka. Arguing for the priority of materiality in any analysis of contemporary ideology, the authors explore urban construction projects, special economic zones, fashion ramps, films, archaeological excavations, and various queer spaces. In the process, they reveal how diverse co-existing utopian visions are entangled with local politics and global capital, and show how these utopian visions are at once driven by visions of excess and by increasing expulsions. It's a dystopia already in the making – one marred by land grabs and forced evictions, rising inequality, and the loss of urbanity and civility.

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