

*Centre for Modern Indian Studies (CeMIS), Georg-August-University, Göttingen,
in cooperation with the Indian Council of Historical Research, New Delhi, India*

International Workshop

Politics, spaces and social relations of consumption: urban India in the 20th century, 13th -14th of July, 2012

Venue: CeMIS Board Room (2.112), Waldweg 26

Programme:

July 13, Friday

9:00-9:30 Registration

9:30-9:40 *Opening of the workshop and welcome address* by Prof. Dr. Ravi Ahuja, CeMIS, Georg-August-University Göttingen

9:40-9:50 *Introduction* by Dr. Bhaswati Bhattacharya, CeMIS, Georg-August-University Göttingen

SESSION 1: CONSUMPTION AND THE WORLD OF ADVERTISEMENT

Chair: Prof. Dr. Peter van der Veer, Max Planck Institute for the Study of Religious and Ethnic Diversity, Göttingen

10:00-10:45 Prof. Dr. A.R. Venkatachalapathy, MIDS, ICCR Prof. at National University, Singapore:

A magic system? Print advertising in colonial Tamil Nadu

10:45-11:30 Prof. Dr. Arvind Rajagopal, New York University:

Material imaginations: the archive of advertising

11:30-11:45 Coffee/tea

SESSION 2: CONSUMPTION AND THE WORLD OF ADVERTISEMENT CONTD

11:45-12:30 Prof. Dr. Douglas Haynes, Dartmouth College, U.S.:

Making (fracturing the ideal home: advertising of electrical appliances and the education of the middle class consumer in Bombay. 1925-40

12:30:13:15 Dr. Chilka Ghosh, Basanti Devi College, University of Calcutta:

Creating desire: in the name of the nation

13:15-14:15 Lunch

SESSION 3: POLITICS AND SPACES OF CONSUMPTION

Chair: Dr. Alexander Engel, Institute of Economic and Social History, Georg-August-University Göttingen

14:15-15:00 Dr. Bhaswati Bhattacharya, CeMis, Georg-August-University Göttingen:

New public spaces of sociability: the Tea- and Coffee Houses in Calcutta and Delhi, 1900-58

15:00-15:45 Dr. Abigail Mc Gowan, Department of History, University of Vermont, U.S.:

Consuming domesticity: creating consumers for the middle class house in India, 1920-1960

15:45-16:15 Coffee/tea

16:15-17:00 Dr. Henrike Donner, Department of Social Sciences, Oxford Brookes University:

All you can eat: the new spaces of consumption and the middle-class family in Calcutta

17:00-17:30 Discussion

19:00 Dinner

July 14, Saturday

SESSION 4: POLITICS AND SPACES OF CONSUMPTION CONTD.

Chair: Prof. Dr. Rupa Viswanath, CeMIS, Georg-August-University Göttingen

9:30-10:15 Stefan Tetzlaff, M.A., CeMIS, Georg-August-University Göttingen

New conduits of trade and consumption: motor transport in Indian cities, 1920s-1950s

10:15-10:45 Coffee/ tea break

SESSION 5: CULTURAL POLITICS OF PRINT

10:45-11:30 Prof. Dr. Gautam Bhadra, Tagore National Fellow, National Library, Kolkata, India:

Politics of reading and seeing: almanacs in modern Bengal

11:30-12:15 Dr. Markus Daechsel, Royal Holloway, University of London, UK:

Urdu literature and middle class politics in North India

12:15-13:15 Lunch

13:15-13:45 Discussion

Convener: Dr. Bhaswati Bhattacharya

Contact: bbhatta@gwdg.de; iris.karakus@cemis.uni-goettingen.de