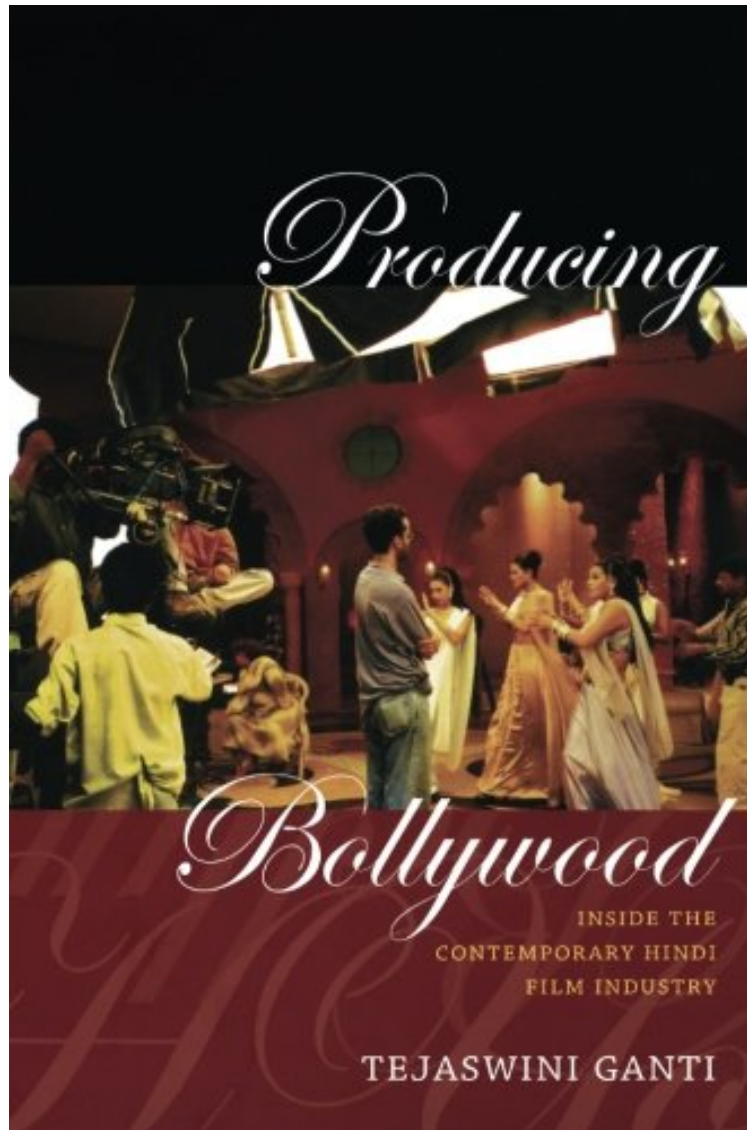


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# Producing Bollywood: Inside the Contemporary Hindi Film Industry

*Tejaswini Ganti*

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**Tejaswini Ganti : Producing Bollywood: Inside the Contemporary Hindi Film Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised Producing Bollywood: Inside the Contemporary Hindi Film Industry:

Producing Bollywood offers an unprecedented look inside the social and professional worlds of the Mumbai-based Hindi film industry and explains how it became "Bollywood," the global film phenomenon and potent symbol of India as a rising economic powerhouse. In this rich and entertaining ethnography Tejaswini Ganti examines the changes in Hindi film production from the 1990s until 2010, locating them in Hindi filmmakers' efforts to accrue symbolic capital, social respectability, and professional distinction, and to manage the commercial uncertainties of filmmaking. These efforts have been enabled by the neoliberal restructuring of the Indian state and economy since 1991. This restructuring has dramatically altered the country's media landscape, which quickly expanded to include satellite television and multiplex theaters. Ganti contends that the Hindi film industry's metamorphosis into Bollywood would not have been possible without the rise of neoliberal economic ideals in India. By describing dramatic transformations in the Hindi film industry's production culture, daily practices, and filmmaking ideologies during a decade of tremendous social and economic change in India, Ganti offers valuable new insights into the effects of neoliberalism on cultural production in a postcolonial setting.

"Tejaswini Ganti mines her extensive contacts in an industry generally closed-off to outsiders to provide us with in-depth analyses of the sensibilities, compulsions, and desires of important figures in the film industry, as well as the social practices of film production. Producing Bollywood provides unique insights into the forces that shape the production of films in one of the largest film industries in the world. By going beyond the hype surrounding 'Bollywood' and eschewing simplistic dismissals about escapism and the profit-making drive of Bollywood filmmakers, this book enables us to understand the cultural logics that shape the production of Bollywood film. Based on more than a decade of ethnographic fieldwork in multiple sites of film production, Producing Bollywood is truly a trailblazing work."Purnima Mankekar, author of Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India