

INDIAN POPULAR CULTURE

Lecture22

Indianness after 1960s

Today we will continue with what we last stopped at. We were talking about the 1960s, the Indian advertisements or Indianness or everyday nationalism as it is situated by the products that we are using and endorsing on an everyday basis. last we stopped with the age of 60s, where we saw that it was a state, a point where there was a lot of stagnation at that time. and the only hope was for our prime minister to ask Dr. Kurian to replicate the Amul model in the whole of the country. The other saving grace for the economy was the Green Revolution. But it did not contribute much to the Indian advertising. Therefore, we did not discuss it further. What kind of advertisements came in the 70s? We see the exit of Coca-Cola in the 70s, was due to George Fernandez? and George Fernandez was at that time cabinet minister. and what happened at that time that, Coca-Cola's. Coca-Cola company marketed itself as a technology company because they were making the syrup and was asked to give stakes to other bodies as well, which they did not agree to, even the forex charges were too much for India to handle. They were making a profit in India while taking money and giving it to their master company which was there in the US. They were not reinvesting in India. India was not making much out of it; therefore, we see the exit of Coca-Cola. They were not, making to the rules and regulations of the RBI. George Fernandes played a significant role he said that India is coming with a subsidiary in a way or a replacement for Coca-Cola called Double Seven and since it will, take over the market.

The mass communication management takes over marketing or exiting companies and coming up with new agencies. It started in the 1970s with the advertising batch of the 1977 MBA from IIM Ahmedabad, they became like an acronym for the advertisement industry. They got distributed among the top agencies and changed the face of advertisement. Two people from IIM

Ahmedabad, Professor Sengupta and Professor Mote, developed Lean Compact which was a computer-aided Media planning tool.

Liril soap became a symbol of liberation. They showed in the ad that a woman who is a homemaker, attends to everyone in the house, to every single small chore in the house. The only time that she gets for herself is while she's bathing, it gives them the feeling of liberation. That time frame is signified by liberation.

More colour magazines came up in this era. Colored magazines were more of a gimmick for the high-class people, high society people, where they had these glossy pages smelling nice and foreign brand advertisements on these magazines, these colourful magazines.

Vimal and S. Kumar became the textile giants and since Vimal was advertising for women, S Kumar was advertising for men. Any ad that we would see on TV or in the newspaper, was only Vimal. Vimal for sarees that women were wearing and shirting and suitings for S Kumar. Ad Asia conference or conclave was the Congress curtain raiser titled Advertising, Communications and Progress Review. It happened in New Delhi, India in that year, it gave visibility to the Indian advertisement because amongst all Asian nations, was held in India. the consumer market in India is important when it comes to advertisements.

What happened in the 80s and the 90s? We see the coming of Doordarshan on 15th August 1988, they premiered a video, a short video on Independence Day, the Torch of Freedom. They called it the Torch of Freedom. They invited the celebrated sportspersons; they handed over the torch from one person to another. They were moving the torch from one person to another, while the national anthem track played, it drew a lot of attention, nationalism and national integrity were also instilled, through this ad in Doordarshan. Another song, talking and promoting Indian integrity, was "Mile Sur Mera Tumhara", composed by Ashok Patki and arranged by Louis Banks and the lyrics were by Piyush Pandey. This song brought known faces from celebrities to cricketers to other important people. This song became very prominent, and it was played in Doordarshan often. The national sentiment also rode high on the Bajaj scooter, which was called Hamara Bajaj, a very well-known renowned Indian-grown brand. People associated themselves whenever they bought the scooter, whenever they rode calling it Hamara Bajaj. It is very Indianized in a way. It also talks about the

relationship. One ad where a son is riding with the father. The happiness he has and the relationship between these two individuals are portrayed is quite remarkable. The most famous one was the Incredible India Campaign; India promoting tourism. It was meant not just for Indians but for whoever travels to India it was out-of-box creativity. Two examples- one is where they are promoting Bengal. In a jungle more like a shrub maybe parts of Sundarbans there is a small monument almost depleting, and a tiger is seen- the title says not all Indians are polite hospitable and vegetarian. Another example- Watch a camel race escape the rat race. It promotes Rajasthan tourism, where you see camel race at the same time, they're telling you to take some time for yourself and escape from the rat race. Promoting Gujarat another ad said- The Salt of Marsh, situating it amidst the Dandi march with the salt of marsh.

Then came liberalization (1990s), which paved the way for foreign companies in the Indian market. This also led to a lot of happiness at the cost of, sadness as people were happy that they would get to buy foreign brands. But at the same time, the businessmen were not happy because the competition would grow.

2000s, remarkable and important with the advancement of the Internet, we see changes developing in advertisements until the 1990s. In 2000, also called as Y2K the ad world, changed significantly social media, and paid partnerships were added to the list very recently.

Each individual is creating their own, drawing from their niche making advertisements around it and promoting the brand. According to 'Ad Katha', the Indian advertising industry is less than 1% of the Indian GDP. It's not like even 1%, yet everywhere we see holdings or walls or whenever we open our phone, we see advertisements. Ads are everywhere. If you open a page on Google or Bing, you are welcomed by ads. Strategy for marketing or advertising has become tenfold. The launch of Tata Nano was coming back of Indian-ness or how to promote everyday nationalism. Tata Nano was launched with the slogan as a symbol of modern India and homegrown engineering. It promoted again two things: one, Indianness and the other, the modern India. What is this concept of modernity or modern India? And how are they relating Nano a symbol of modern India? Because it is becoming affordable for Indians to have a car. It was quite a budgeted car. The thought was to bring in a revolution. Since it is from the Tata company, it again talks about homegrown engineering.

Tata Tea Campaign campaigning election became important. India is the largest democracy in the world. and whenever there is the election, these companies or, these brands come up with very interesting takes on the election, on voting, especially voting to be one of the constitutional rights, for example, one of this Tata Tea campaign. A boy who has already voted, there is this dark ink that they put on the index finger when you vote comes and he is trying to wake everyone up. There is this girl who is very agitated and says why are you waking me up? I'm already awake. Why are you trying to wake me up or say that I'm sleeping?

He says that on voting day if you are not voting, you're sleeping. The title was Jaago Re (Wake up). It is in a way telling you to get up from your sleep. Sleep doesn't mean that you must lie down in bed. But if you're not voting, you are sleeping. The second one of Tata Tea was on corruption. It became a huge campaign of Tata Tea on social issues and political issues of the country. This decade of India was rising and India shining. India went on too many world platforms and stages where India was appreciated because India became a centre for IT which was an aspect of India rising and India shining. People like Amitabh Bachchan and Shah Rukh Khan are featured in those ads where they are demonstrating and, in the background, the infrastructure comes up India shining and rising at the same time.

Another important ad was Tum Chalo To Hindustan Chale by JWT, which had Amitabh Bachchan in search of tomorrow's leader. Times of India group was looking for who will be the leaders of tomorrow. This campaign was almost a national movement that came through the ads of Times of India, which was very incredible, made by JWT's.

Another one we see by Times of India was Day in the Life of India. What they wanted to show is what happens in India. Therefore, they urged people to participate willingly and record their video of what they do in a day and share it with them. They managed to garner attention from their viewers, and its readers. They also talk about everyday nationalism. As an Indian what do people do daily? A thoughtful way to discuss Indianness and everyday nationalism.

Internet and ads. Internet changed everything for India. I think it changed everything for everyone across the globe, but particularly for India, how people used to see advertisements and how with the revolution of the Internet and high-

speed Internet, you need to pay to see videos without ads this concept has come, especially in YouTube. If people are making money out of YouTube channels, they'll have these advertisements. another thing with YouTube is subscription where you don't see ads anywhere in any of the videos when you play. You must pay for it. Again, it's a very gimmicky thing.

A layer of meanings could be found in this way of subscribing to not-watch ads. Teach India campaign by the Times of India where citizens were invited to volunteer, it was called Let's Learn to Teach, which came in 2008. Times of India group, again, in this era came up with many other campaigns in and around national movements like India Digitized. Digital India came up in 2015 launched by the Prime Minister their agenda was to connect the rural with the whole of India which was the idea behind digital India. In post-2000 we see the agencies move to use digital methods to create ads and instead of handmade illustrations people use Adobe, Photoshop Illustrators and other apps to draw unlike Amul Utterly Butterly which is still hand-drawn. The social networks and advertising interact and engage with brands and Facebook merely has become a platform for advertisements. Twitter, we still see discussion, debate, discourse, and rhetoric happening.

But again, on YouTube, you need to subscribe. There are polls on which, product to use which suits better. That kind of poll has emerged because of social networking and some fans who reply especially if it is an influencer. If one brand is making fun of the other brand or a product, the fans intervene and try to defend the product. This is new, which was not happening before and the friends and followers, are the people who will ultimately endorse that brand. You see how branding or Internet and ads have changed and evolved through time.

Two important Indian ads catering to the Indian sentiment also made it global one of them called Little Maharaja. In Ad Katha, the book, is discussed under the title Picture Abhi Baaki Hai, it says that the little Maharaja that we see in the Air India plane, the mascot has come from a Parsi image. There was an outcry from the Parsi community because of the image first drawn in 1939. The Maharaja poster came around and took a shift. The little Maharaja has also evolved, he is joining his hands with eyes a bit closed, a little open and bending to welcome people that is the image of this mascot that we see today. In 1946 he first took the form that is recognized till today. The form that we see today other than the

colour change is like how the little girl in Utterly Butterly changes its dialogue or the quotations or slogans to the events that are happening.

Similarly, wherever the flights used to go Maharaja tried to imbibe that culture within. There are many cartoons available of little Maharaja showing him in Hawaii, showing him in Thailand, showing him in Australia and in other parts of the world how Maharaja has dressed himself.

Bobby Kooka was the creative director who endorsed the idea of making him the mascot of Air India. In the 1950s, the little Maharaja had acquired all the elements of its final form starting from 1939, getting modified by 1946, and finally taking the last shape in 1950.

Utterly Butterly Amul's visual media was less appreciated by people as compared to print media. The billboard also started with Utterly Butterly Amul and it is the longest-running campaign. We know that the inception happened with Dr. Kurian and from there came the creative directors or the creative artists who created this girl. The story behind the slogan Utterly Butterly Amul is interesting. Sylvester da Cuna and his wife were sitting one evening having tea and suddenly interrupted and said, butterly amul later they added another term to it called utterly and it became utterly butterly Amul. The launching of the little girl was a moped. And that ponytail of hers was launched in 1966 by the creator of the face Eustace Fernandes. He was the A.S. art director of Amul and it was his idea to launch this little girl with a ponytail in a small dress that she always wears even now. Amul has situated itself in every event that is happening around whether it is a sport, whether it is voting, whether it is an international acclaim that people have received. Around everything Amul comes up with a very cheeky slogan as we remember. One was during the Hare Krishna movement for example during the height of this Hare Krishna movement, the title came as Hari Amul, Butter Amul, Hari Hari. With that, we conclude Indian-ness and everyday nationalism.

Many ads in this category could not be included, to understand what Indian-ness meant or what Everyday nationalism meant. But to name a few, there was Tata's salt, Tata's salt and the ad said Desh ka namak which is associated with Indian-ness. One can understand it in the sense that you are using salt, in your food every day it's like you are eating desh ka namak and should be proud. If you draw meaning out of it, we generally associate it to a phrase in Hindi, when you

eat someone's salt, you need to be loyal to that person. You are eating India's salt you have to be loyal to India.

Various other categories as well have remarkably placed Indian-ness in the ads. For example, the Jagore campaign talks about voting and it is associated with the infrastructure development of India. Steel as solid as it can be is the protector of the nation. Tata Group started as a big infrastructure company and now also sells salt at the everyday level.