

# Business History, Advertising and the Indian Middle Class

---

## Overview:

This interactive and bilingual course will be taught by Prof. Douglas E. Haynes, who is completing a book on advertising in western India from 1900 to 1945. He will both lecture and engage students in discussion of various advertisements he has collected in his research. Visual analysis of the imagery in these ads will be a critical aspect of the course; students will be exposed to the new visual history of the subcontinent in the course. Near the end of the course, as the subject matter shifts to more contemporary topics, students will be asked to conduct their own analysis of specific kinds of advertising found in Pune today, largely through analysis of such media as newspapers, TV and film ads, billboard advertisements and sidewalk advertisements. In groups of two, students will present their findings to the class in visual presentations at the end of the term, either in English or in Marathi. The course thus will be highly interactive and experiential, and will encourage students to learn new academic skills that they may not usually have used in other classes.

## Objectives:

- To expose participants to Business history, the history of the Indian middle class, and the visual history of India
- To introduce students to the value of interdisciplinary studies.
- To develop important skills including field research, visual analysis and the use of audio-visual demonstrations as a means of presenting scholarly analyses.
- To construct a significant database of material on existing patterns of marketing techniques and consumer culture in contemporary Pune that may be of use to other scholars, urban planners and interested citizens.

<b>Lectures</b>	<b>November 6<sup>th</sup> to 17<sup>th</sup> 2017.</b> <b>Number of participants for the course will be limited to fifty.</b>
<b>You Should Attend If you are ...</b>	<ul style="list-style-type: none"><li>• Historians, Teachers, Administrators, Social Scientists, civil society members.</li><li>• Business and management Professionals.</li></ul>
<b>Fees</b>	<b>Industry/ Non-Government Organizations: 2000 Rs</b> <b>Academic Institutions: 1000 Rs.</b> <b>SPPU Teachers and Students – NIL</b> The above fees include all instructional materials and tea/coffee only. 100 % attendance and active participation in all activities is expected of all participants.

## The Faculty



Professor Douglas Haynes received his Ph. D. from the University of Pennsylvania in 1982. He is a Professor in History at the Dartmouth College, USA. He has won a

number of fellowships and grants including the Fulbright Fellowship, Rockefeller Centre for Social Sciences Grant and the US Department of Education Fellowship.

His recent book, *Small-Town Capitalism in Western India: Artisans, Merchants and the Making of the Informal Economy, 1870-1960* (Cambridge University Press) won the John F. Richards Prize of the American Historical Association for the most distinguished book in English on South Asian history for 2012. His current work, on the history of advertising in western India and its role in shaping modern conjugality from 1918 to 1950 was awarded a fellowship from the National Endowment for the Humanities. <http://history.dartmouth.edu/people/douglas-e-haynes>

## Course Co-ordinator

**Dr. Shraddha Kumbhojkar**  
**Director (Additional Charge)**  
**Centre for Asian Studies,**  
**Savitribai Phule Pune University**  
Phone/ sms/ WA: 98223 74741  
E-mail: [shraddha@unipune.ac.in](mailto:shraddha@unipune.ac.in)

<http://www.gian.iitkgp.ac.in/GREGN>