Contents

	List of figures and table Notes on contributors Acknowledgements	xi xii xiv
	Introduction HENRIKE DONNER AND GEERT DE NEVE	1
1	Masculinity, advertising and the reproduction of the middle-class family in Western India, 1918–1940 DOUGLAS E. HAYNES	23
2	Gendered bodies, domestic work and perfect families: new regimes of gender and food in Bengali middle-class lifestyles HENRIKE DONNER	47
3	'Keeping it in the family': work, education and gender hierarchies among Tiruppur's industrial capitalists GEERT DE NEVE	73
4	Cultural contractions and intergenerational relations: the construction of selfhood among middle-class youth in Baroda MARGIT VAN WESSEL	100
5	Globalization, neoliberalism and middle-class cultural politics in Kolkata TIMOTHY J. SCRASE AND RUCHIRA GANGULY-SCRASE	117
6	The social transformation of the medical profession in urban Kerala: doctors, social mobility and the middle classes	139

7	Kitty-parties and middle-class femininity in New Delhi	162
	ANNE WALDROP	
8	Zara hatke ('somewhat different'): the new middle classes	
	and the changing forms of Kindi cinema	184
	RACHEL DWYER	
	Index	209