

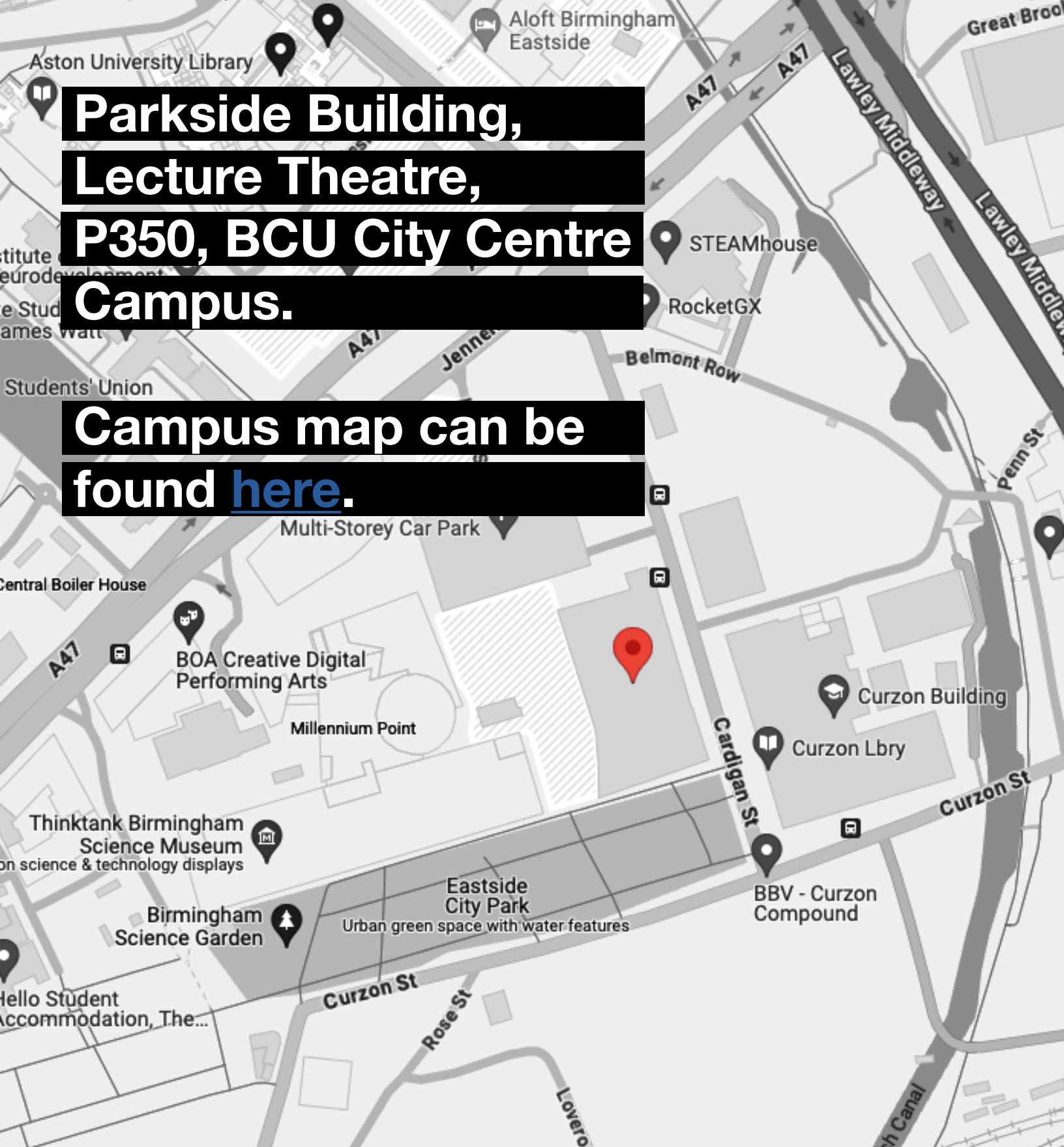
South Asian Popular Culture

***BEEES
SAAL
BAAD***

*#BeesSaalBaad
#SAPCconf24
#Sholayat50*

*Wednesday 24 July 2024
(09:00 AM-6:00 PM)*

*Thursday 25 July 2024
(09:15 AM-6:30 PM)*



**Parkside Building,
Lecture Theatre,
P350, BCU City Centre
Campus.**

**Campus map can be
found [here](#).**



23 July

07:00-09:00 PM

Pre-Conference

Meet & Greet

The Shell P063, Parkside Building

Day 1

24 July

09:00-09:30 AM

**Registration & Tea/
Coffee**

P424, Parkside Building

09:30-09:50 AM

Welcome Note

Prof Rajinder Dudrah

Birmingham City University

Co-Editor of SAPC

09:50-10:30 AM

Keynote Lecture

Dr Amit Rai

Queen Mary's College,

University of London

10:40-12:10 PM

Panel 1

**Decolonising Queer Desires and
Rethinking Intersectionality through
Neeraj Ghaywan's Netflix film *Geeli
Pucchi***

Priyanka Singh

University of Leeds

**Clas\$ – Individual, Society, Identity,
Caste**

Supriti Malhotra

Symbiosis Centre for Media and Communication

**Unveiling Desire: Joyland's
Exploration of Gender Dynamics in
Pakistan**

Babar Husain

Manchester Metropolitan University

12:10-01:40 PM

Panel 2

#BoycottBollywood, Vile Communal Propaganda, and Indian Popular Cinephilia

Sanghita Sen
Northumbria University

Social Media and the Archiving of a Feminist Imaginary in Basanti-Women at Leisure

Rina Ramdev
Sri Venkateswara College, University of Delhi

BO-LA. Using Artistic Translation to Voice the Strength of South Asian Performing Arts

Aaricia Ponnet and Shalan Alhamwy
Ghent University

01:40-02:30 PM

Lunch

P424, Parkside Building

02:30-04:00 PM

Panel 3

Tuni, Tumpa, and Intersecting Media Maps

Madhuja Mukherjee
Jadavpur University

Streaming women: South Asian TV series by/about women

Valentina Vitali
Birmingham City University

Streaming Hallyu in India, Cultivating Neoliberal Subjectivities
Monika Mehta

04:00-04:30 PM

Tea/Coffee

P424, Parkside Building

04:30-06:00 PM

Panel 4

Roundtable: 'Objects, Histories, and Methods of South Asian Cinema Studies'

(4 x 15 mins presentations followed by 30 mins Q&A/discussion)

Chair: Anuja Jain
Wesleyan University

Rutuja Deshmukh
Michigan State University

Silpa Mukherjee
University of California, San Diego

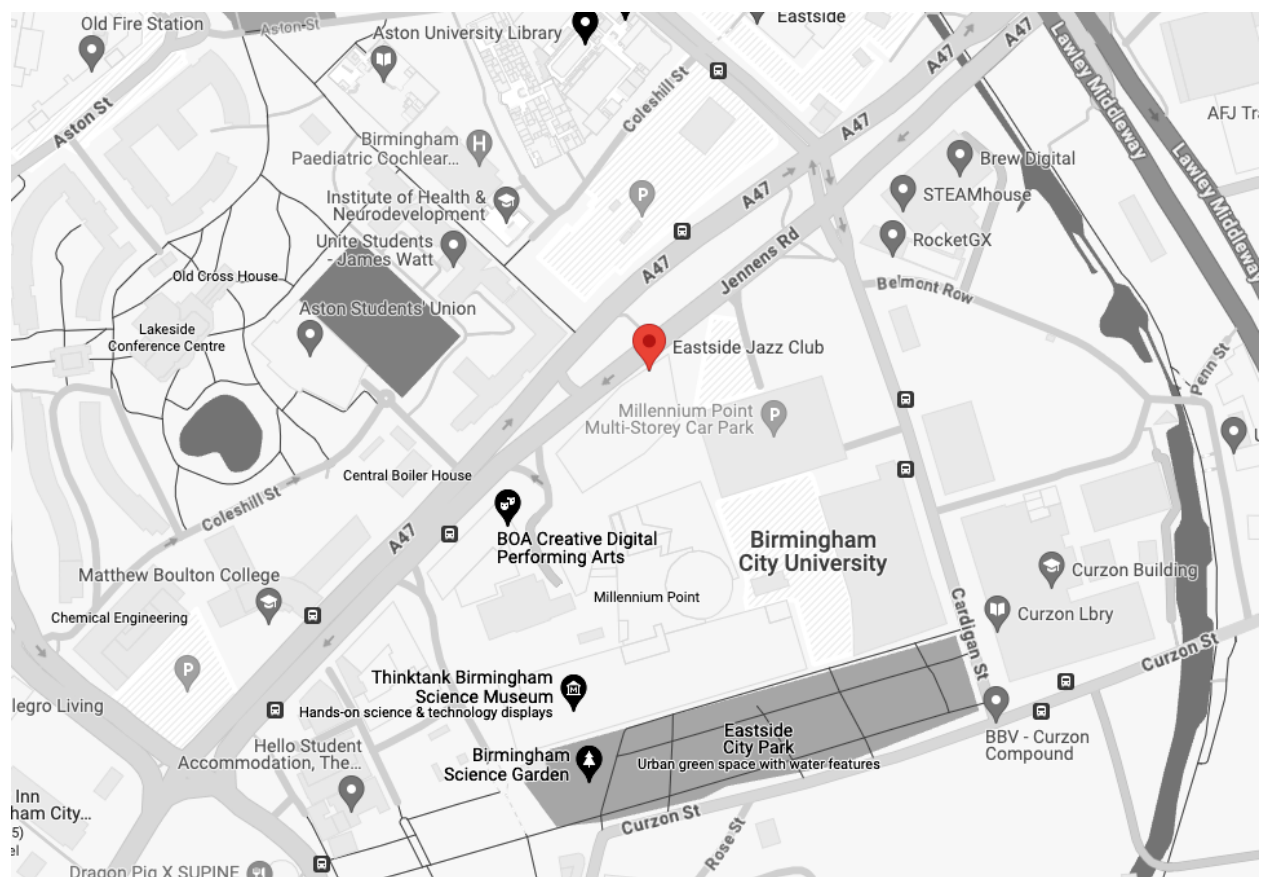
Clare Wilkinson
Washington State University

07:00 PM

Celebration Evening

Eastside Jazz Club

Royal Birmingham Conservatoire
Birmingham City University,
200 Jennens Rd, Birmingham B4 7XR



Day 2

25 July

09:15-10:00 AM

Tea/Coffee

P424, Parkside Building

10:00-10:15 AM

Welcome Note

Commemorating Sholay at 50 & SAPC

Prof Rajinder Dudrah

Birmingham City University

Co-Editor of SAPC

10:15-11:15 AM

Panel 5

**Mehbooba o Mehbooba: The
Transnational Biography of a Song**

Bernhard Fuchs

University of Vienna

Western influences in Sholay

Györgyi Vajdovich

Eötvös Loránd University (ELTE)

11:15-12:30 PM

Lunch

P424, Parkside Building

12:30-02:00 PM

Panel 6

**Violence, Vigilantism, and
homosocial masculine bonds —
Sholay's afterlives in Indian writing
in English**

Florian Stadler

University of Bristol

**Cinephiles, Fans, Readers: Sholay's
Transnational Graphic Novel**

Adaptation

Souraj Dutta

Birmingham City University

**Embers of Epical Origin for
the Dark Years: Mapping and
Analyzing Sholay's Borrowings from
Ramayana**

Debaditya Mukhopadhyay
University of Gourbanga

02:00-03:00 PM

Panel 7

**Stereotyping Outlaws, Bandits and
Gangsters: Gabbar Meets Jogidas
Khuman**

Mrunal Chavda
Indian Institute of Management, Raipur

**Is Gabbar Singh a Marxist? – Re-
thinking the Social and Political
Banditry of Gabbar Singh**

Omar Ahmed
Independent Scholar and Film Curator,
Manchester

03:00-03:30 PM

Tea/Coffee

P424, Parkside Building

03:30-04:30 PM

Panel 8

**Duplicate Sholay: Tracing the
Cultural Afterlife of Sholay through
its Spoofs and Remakes**

Iain Robert Smith
King's College London

**Brand Sholay and what makes it
timeless after all these years**

Amit Bapna
Editor-at-large, The Drum, Mumbai

04:30 PM

Closing discussion