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Grounding the Global: Malegaon Video Aesthetics

In recent years, video industries are cropping up all over India as so many spectral doubles of Bollywood. Of these, the one centered in Malegaon, just a couple of hundred miles away from Mumbai, has garnered the most attention, inspiring multiple documentaries. Unlike its sibling formations, “Malegaon cinema” is exclusively comedic, reveling in bitingly funny spoofs of both Hollywood and Bollywood products (including the *Tarzan* and *Superman* franchises, *Sholay* and the two *Munnabhai* films). These parodies speak critically to certain fantasies of the global, engendering their own homespun projections of globality. My presentation will draw on some of the best known videos (*Malegaon ke Sholay*, *Tarzan ki Baraat*, *Malegaon ke Superman*), and extensive interviews I conducted over the past year (especially interviews with Naseer Khan who, at thirty three, I the acknowledged “father” of “Malegaon cinema”), to flesh out the concerns and aspirations, ambivalences and negotiations that drive this cultural formation. At stake is an apprehension of an aesthetics of the global grounded in the sub-national.