



Public Lecture

Hosted by National Gallery of Victoria &
Monash Asia Institute (Monash University)

Saturday 6 October 2007, 2:00 to 4:00 pm
Clemenger BBDO Auditorium
National Gallery of Victoria
180 St Kilda Road Melbourne 3004

The Business of Culture: How Bollywood made India global.

Professor Lord Meghnad Desai, Member of the House of Lords
Lady Kishwar Desai, Author

India is the new global economy of the 21st century. Indian films under the label Bollywood have been global for much longer and have been in the vanguard recently in India's emergence as a ranking economic power during the last ten years. The growth of Bollywood has lessons for understanding why India has taken so long to attain its global status and how it can stay there.

Lady Kishwar Desai will reflect on Lord Desai's lecture and comment on the role of women in the historical evolution of Bollywood.

Professor Lord Meghnad Desai of St Clement Danes taught at the London School of Economics from 1965 till 2003 where he was successively Lecturer, Reader and Professor. He has written more than twenty books and 200 articles in journals and magazines. His recent books are *Nehru's Hero: Dilip Kumar in the life of India*; *The route to all evil: The political economy of Ezra Pound* and *Rethinking Islamism: The ideology of new terror*. He has been a member of the House of Lords since 1991 and received an Honorary Doctorate from Monash University in 2004.

The lecture will be followed by Q&A and afternoon tea.

Cost \$25 / \$20 NGV Member & Concession (includes afternoon tea)
Event code P07201

Enquiries: NGV Tel: +61 3 8620 2222 or enquiries@ngv.vic.gov.au
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