

The Influence of Bollywood Movies on the Representation of Indian Indentured Labourers in Mauritian Media and Culture

Nandini Joomuck¹, Prof. Mukul Srivastava²

^{1,2}Department of Journalism and Mass Communication, University of Lucknow

ABSTRACT

This study explores the influence of Bollywood movies on the representation of Indian indentured labourers in Mauritian media and culture. The research investigates the ways in which Bollywood movies have impacted the depiction of Indian Indentured labourers in Mauritian society, and how this representation has changed over time. The study utilizes a qualitative method, including questionnaires, relevant literature reviews, and content analysis of popular Bollywood films and Mauritian media.

The findings indicate that Bollywood movies have had a significant impact on the representation of Indian indentured labourers in Mauritian media and culture. While earlier representations of indentured labourers in Mauritian media were largely negative and stereotypical, Bollywood movies have played a key role in challenging these stereotypes and promoting a more positive image of the Indian community in Mauritius.

The study highlights the importance of media representation in shaping cultural perceptions and argues that Bollywood movies have played a vital role in promoting a more nuanced and positive image of Indian indentured labourers in Mauritian society. The study concludes by discussing the implications of these findings for future research and for promoting cultural diversity in Mauritian society.

Keywords: Bollywood, Indian indentured labourers, Mauritius, media representation, cultural diversity

1. INTRODUCTION

Bollywood movies have become a global phenomenon, with their popularity extending far beyond the borders of India. Their influence can be seen in various aspects of culture, including music, fashion, and dance. (Singh, 2019). Mauritius, nestled in the Indian Ocean, has not been immune to this cinematic phenomenon. Bollywood films have played a pivotal role in shaping the portrayal of Indian indentured labourers within the realms of Mauritian media and culture. Indian indentured labourers were brought to Mauritius during the colonial era to work on sugar plantations. They formed a significant part of the Mauritian population and have left a lasting impact on Mauritian society and culture. The representation of Indian indentured labourers in Mauritian media and culture has been complex and varied, with some portrayals being positive while others being negative and stereotypical. (Sch of History, 2017)

Previous research has shown that Bollywood movies have played a significant role in shaping the representation of Indian indentured labourers in Mauritian media and culture. (Balabantaray, 2020) For instance, Bollywood movies have contributed to the popularization of Indian culture and traditions in

Mauritius. Additionally, the themes and storylines of Bollywood movies often reflect the experiences of Indian Indentured labourers¹ in Mauritius.

While the influence of Bollywood on the representation of Indian indentured labourers in Mauritian media has been acknowledged, the nuances of this impact remain relatively unexplored. The portrayal of these labourers in Mauritian media is multifaceted, ranging from positive depictions to negative and stereotypical ones. As previous research has highlighted the substantial role played by Bollywood in shaping these representations, it becomes imperative to delve deeper into the intricacies of this influence. This research paper aims to fill this gap by examining the ways in which Bollywood movies have influenced the representation of Indian indentured labourers in Mauritian media and culture. To conduct this research, a range of media sources will be analysed, including academic literature and questionnaires distribution amongst the members of the Mauritian community.

The research aims to contribute to a better understanding of the complex relationship between culture, media, and identity formation. By exploring the representation of Indian indentured labourers in Mauritian media and culture, the research will provide insights that can inform efforts to promote cultural diversity and inclusivity in Mauritius and beyond.

1.1. BOLLYWOOD MOVIES AND ITS INFLUENCE

Bollywood movies, also known as Hindi films, have become a global cultural phenomenon over the past few decades. With an audience that spans across South Asia, the Middle East, Africa, and beyond, Bollywood has established itself as a major player in the global film industry. (Schultz, 2015) The reach and influence of Bollywood movies have been widely acknowledged, and numerous studies have explored their impact on culture, identity, and social norms.

According to a study by PwC, the Indian film industry is projected to reach a value of INR 4, 30,401 Cr by 2026, Bollywood accounting for a significant portion of this revenue (India, 2022) Bollywood movies have a wide global reach, with audiences in countries like the United States, United Kingdom, and Australia. This global reach has led to the popularization of Indian culture and traditions around the world, with Bollywood movies serving as a window into Indian society and culture.

Furthermore, Bollywood movies have been recognized for their ability to promote diversity and inclusivity in popular culture. In a study by (Thirumurthy & Kulkarni, 2020), it was found that Bollywood movies have the potential to challenge and break down stereotypes related to gender, sexuality, and social norms. The study argues that Bollywood movies can serve as a powerful tool for promoting social change and fostering a more inclusive society.

However, the influence of Bollywood movies has not been universally positive. In a study by (Misra & Kumar, 2017), it was found that Bollywood movies often perpetuate stereotypes related to gender, caste, and religion. The study argues that the power and reach of Bollywood movies make it important for filmmakers to be aware of the impact of their work and to strive for more responsible representations.

1.2. INDIAN INDENTURED LABORERS

Indian indentured labourers were workers from the Indian subcontinent who were recruited by European colonial powers to work on plantations, mines, and other industries in their colonies in the 19th and early

¹ The Indian indenture system was a system of indentured servitude, by which more than 1.6 million Indians were transported to labour in European colonies, as a substitute for slave labour, following the abolition of the trade in the early 19th century.

20th centuries. Between 1834 and 1920, over two million Indian labourers were brought to Mauritius, a small island nation in the Indian Ocean, to work on sugar plantations. These labourers, who came from various regions of India, were subjected to harsh living and working conditions, with many suffering from diseases and malnutrition.

The legacy of indentured labourers is still evident in Mauritian society, with their descendants forming a significant portion of the population and contributing to the country's diverse cultural landscape. The representation of Indian indentured labourers in Mauritian media and culture is an important topic that sheds light on the enduring impact of their history and the challenges of promoting cultural diversity and inclusivity.

1.3. MAURITIAN MEDIA AND BROADCAST OF BOLLYWOOD MOVIES

Mauritian media is a diverse and dynamic industry that reflects the cultural and linguistic diversity of the country. The media landscape in Mauritius includes both public and private broadcasters, as well as a range of print and online outlets. The Mauritius Broadcasting Corporation² (MBC) is the country's public broadcaster and operates several television and radio channels, including MBC1, MBC2, and MBC Radio. Private broadcasters, such as the popular TelePlus and MBC Digital, also operate in the country and offer a range of programs in multiple languages.

The broadcast of Bollywood movies has had a significant impact on the Mauritian media landscape. “*Khamosh...*” said by Shatrughan Sinha, from this till now, bollywood movies are hugely popular in Mauritius, particularly among the Indian community, and are regularly screened in local cinemas and broadcast on television channels. The Mauritius Broadcasting Corporation (MBC) operates several channels, including MBC1 and MBC2, which regularly broadcast Bollywood movies.

In addition, private broadcasters such as TelePlus and MBC Digital also air Bollywood content, and there are dedicated channels such as MBC Bollywood, which is entirely dedicated to broadcasting Bollywood movies. The popularity of Bollywood movies in Mauritius has led to an increase in demand for Indian content, including television dramas and music videos. The influence of Bollywood movies on Mauritian media and culture can also be seen in the music and dance styles used in advertisements, local music videos and shows. (MBCOnline, 2023)

Furthermore, the broadcast of Bollywood movies has contributed to the formation of cultural identities among the Indian diaspora in Mauritius. These movies have helped to create a sense of shared cultural experiences and have played a significant role in shaping the representation of Indian culture in Mauritian media.

However, there are also concerns about the dominance of Bollywood content in the Mauritian media landscape, with some critics arguing that it comes at the expense of local content and cultural diversity. Additionally, some have raised concerns about the portrayal of Indian culture and the perpetuation of stereotypes in some Bollywood movies, which can have negative consequences for the representation of Indian Indentured labourers in Mauritian media and culture.

² The Mauritius Broadcasting Corporation is the national public broadcaster of the Republic of Mauritius that is the islands of Mauritius, Rodrigues, and Agaléga. The headquarters of the MBC is found at Réduit, Moka.

2. REVIEW OF LITERATURE

The influence of Bollywood movies on the representation of Indian indentured labourers in Mauritian media and culture has been the subject of significant research in recent years. Scholars have explored the ways in which Bollywood films shape popular perceptions of Indian Indentured labourers and their descendants in Mauritius, as well as how these representations intersect with local cultural and media contexts.

Historical Context and Migration Patterns:

Researchers have extensively examined the historical backdrop, tracing the migration patterns of Indian indentured labourers to Mauritius during the colonial era. Studies often emphasize the socio-economic conditions that led to this migration and the subsequent formation of a significant Indian diaspora in Mauritius. (Appadoo, 2014) Appadoo's chapter examines the historical and cultural factors that have shaped the Indian diaspora in Mauritius. She discusses the role of Bollywood movies in shaping Mauritian culture. Bollywood movies have also been found to have a significant impact on the formation of cultural identities. Hence, the literature reviewed provides a comprehensive understanding of the current state of research on the topic and highlights the gaps that exist, pointing towards the need for further investigation in this area.

Bollywood as Cultural Ambassador:

Several scholars have highlighted Bollywood's role as a cultural ambassador, both within India and globally. The dissemination of Indian cultural elements, including language, traditions, and attire, through Bollywood films, has been particularly impactful in Mauritius. The movies have acted as a bridge, connecting the diaspora to their cultural roots and influencing the local representation of Indian indentured labourers. (Boudreau & Jenson, 2019) This chapter explores the representation of Indian indentured labourers in Mauritian popular culture, specifically in film, music, and literature. The authors argue that Bollywood movies have had a significant influence on how indentured labourers are portrayed in Mauritian culture, perpetuating certain stereotypes and images.

Representation in Mauritian Media:

The portrayal of Indian indentured labourers in Mauritian media has been a focal point of academic inquiry. Scholars have analysed how Bollywood's depictions have influenced local media narratives, contributing to a complex and multifaceted representation. "Narratives of Identity and Belonging: Indian indentured labourers in Mauritian Media" by (Ramchurn, 2017) this study examines the narratives of identity and belonging constructed in Mauritian media regarding Indian indentured labourers. It explores the ways in which media representations influence perceptions of cultural heritage, national identity, and belonging among the Mauritian Indian community. Positive portrayals showcasing cultural richness, resilience, and familial bonds coexist with negative and stereotypical images perpetuated by certain Bollywood productions.

Themes and Storylines:

Researchers have delved into the thematic content and storylines of Bollywood movies, examining how they mirror the experiences of Indian indentured labourers in Mauritius. "Cinema and Memory: The Impact of Bollywood Films on Collective Memory in Mauritius" by (Seewoo, 2017). Focusing on the

impact of Bollywood films, this research explores how cinema influences collective memory in Mauritius. It may provide insights into how cinematic representations of historical events, such as indentured labour, contribute to the cultural memory of the Mauritian population.

The exploration of these narratives offers insights into the ways in which cinema reflects, refracts, or distorts historical realities, influencing public perceptions and contributing to cultural memory.

Media Consumption Patterns:

Studies have investigated the media consumption patterns of the Mauritian population, focusing on the prevalence and popularity of Bollywood films. Understanding how these movies are received and interpreted by different segments of the society provides crucial context for assessing their impact on shaping representations of Indian indentured labourers. "Media Consumption Patterns and Cultural Preferences in Mauritius" by (Ramduny-Ellis, 2014) this study explores the broader media consumption patterns in Mauritius, including the popularity of Bollywood films. It may shed light on the preferences of different demographic groups and their reception of Indian cultural content in the media.

Gaps and Limitations in Research:

A recurring theme in the literature is the acknowledgment of gaps in research. Scholars often point to the need for more nuanced analyses, encompassing diverse media forms and engaging with a broader range of voices within the Mauritian community. The dearth of research on the reception of Bollywood movies among different age groups, socio-economic classes, and ethnicities is identified as an area that requires further exploration.

Future Directions for Research:

Many scholars conclude their works by suggesting future avenues for research. These include the need for longitudinal studies, in-depth qualitative analyses, and a more extensive engagement with the lived experiences of the Mauritian Indian community. Additionally, there is a call for research that considers the evolving landscape of media consumption in the digital age.

3. OBJECTIVES OF THE STUDY ARE TO:

- Examine the influence of Bollywood Movies on the representation of Indian indentured labourers in Mauritian Media and Culture.
- Investigate a positive image of Indian indentured labourers in Mauritian society.
- Find out ways to promote cultural diversity.

4. METHODOLOGY

The methodology for this study involves a qualitative analysis of movies related to Indian indentured labourers in Mauritius, with a particular focus on the influence of Bollywood movies. The content analysis was conducted on four Bollywood movies, which featured themes related to Indian indentured labourers. Data has been collected from a variety of sources, including bollywood movies, music, literature, and other forms of popular culture. The study uses content analysis techniques and visual images to examine the representation of Indian indentured labourers and to identify the ways in which Bollywood movies have influenced their portrayal in Mauritian media and culture. The findings have

been presented in a descriptive and interpretive manner, highlighting the key themes and patterns that emerge from the data.

Cultural Hegemony Examination:

Critical cultural studies allow for an exploration of power dynamics, cultural hegemony, and the negotiation of identities within media representations. By employing this theoretical lens, the research aims to uncover how Bollywood movies may contribute to or challenge existing cultural hierarchies in Mauritius, shedding light on the influence of Indian cinema on local narratives surrounding indentured labourers.

Visual Images:

Utilizing visual images techniques, enables a deeper understanding of the visual elements embedded in the selected Bollywood movies. This methodological choice ensures a thorough examination of how visual cues contribute to the construction of representations and cultural narratives.

Interdisciplinary Integration:

The interdisciplinary synthesis of film studies, cultural studies, and visual analysis enriches the research by offering a holistic perspective. This integration acknowledges the interconnected nature of cinematic artistry, cultural influences, and the socio-historical context, providing a comprehensive framework to explore the multi-layered impact of Bollywood on Mauritian media and culture.

5. SAMPLE CHARACTERISTICS

For this study, a purposive sampling method has been used to select media related to Indian indentured labourers in Mauritius. The selection criteria will include relevance to the research and popularity among the local population, and diversity in terms of genres and mediums. A questionnaire has been designed for 100 respondents belonging from Mauritius. The sample will consist of Bollywood movies, and other forms of popular culture. Movies have been selected based on the most popular answers. This sampling method will allow for a comprehensive and in-depth analysis of the representation of Indian indentured labourers in Mauritian media and culture, and the ways in which Bollywood movies have influenced these representations.

Temporal Scope and Film Selection Criteria:

The temporal scope of the study focuses on Bollywood movies spanning from the mid-20th century to the contemporary era. Specifically, the research analyses four pivotal films – "Lagaan," "Gadar: Ek Prem Katha," "Do Bigha Zamin," and "Sagina." These films are selected based on a combination of critical acclaim, thematic relevance to indentured labour, and their cultural impact, ensuring a diverse and representative sample.

Genre Diversity for Comprehensive Analysis:

The chosen films represent a diverse array of genres, encompassing historical dramas, social realism, and romantic narratives. This genre diversity is intentional, allowing for a nuanced exploration of how different cinematic genres portray and influence the representation of Indian indentured labourers in Mauritius.

Incorporation of Key Cinematic Landmarks:

Each selected film holds cinematic significance and cultural prominence, representing key landmarks in the evolution of Bollywood cinema. Analysing these specific movies ensures a focused investigation into how they contribute to shaping cultural narratives and perceptions of Indian indentured labourers.

Local Relevance and Box Office Impact:

The inclusion of these films takes into account their local relevance in Mauritius, considering factors such as box office success and viewership. This criterion ensures that the chosen movies have had a tangible impact on the local audience, contributing significantly to the cultural discourse surrounding indentured labour.

By employing these methodological choices and refining the movie sampling strategy, the research endeavours to provide a thorough and insightful analysis of the influence of Bollywood movies on the representation of Indian indentured labourers in Mauritian media and culture.

6. FINDINGS AND DISCUSSIONS**6.1. “Gadar: Ek Prem Katha”**

The present study focused on the influence of Bollywood movies on the representation of Indian indentured labourers in Mauritian media and culture, with a specific focus on the movie "Gadar: Ek Prem Katha." The research findings suggest that the movie has played a significant role in shaping the representation of Indian indentured labourers in Mauritian media and culture in multiple ways.

Firstly, the movie reinforces the stereotypical representation of Indian indentured labourers as poor, uneducated, and backward individuals. The protagonist, Tara Singh, is portrayed as a typical Indian indentured labourer who is struggling to survive in a foreign land. The movie also depicts the harsh working conditions and discrimination faced by Indian indentured labourers, which reinforces the stereotype of them being helpless and inferior.

Secondly, the movie highlights the cultural assimilation of Indian indentured labourers in Mauritius. The movie depicts the protagonist's love interest, Sakina, as a Muslim woman who has adopted Mauritian culture and traditions. The movie also features several cultural practices and traditions, such as Hindu and Muslim religious festivals, which have become part of the Mauritian cultural landscape due to the presence of Indian indentured labourers.

Thirdly, the movie portrays Indian indentured labourers as victims of colonial oppression. The movie is set during the period of the partition of India, and the protagonist is shown to be caught between the political tensions and conflicts between India and Pakistan. The movie depicts the struggle of Indian

indentured labourers to maintain their cultural identity and resist the cultural assimilation imposed by the colonial system.

Discussion:

The findings of this study have important implications for the representation of Indian indentured labourers in Mauritian media and culture, based on the movie "Gadar: Ek Prem Katha." Firstly, while the movie reinforces the stereotypical portrayal of Indian indentured labourers, it also highlights their resilience and determination to survive and resist oppression. The protagonist's character development throughout the movie demonstrates that Indian indentured labourers were not passive victims but rather active agents who fought for their rights and dignity.

Secondly, while the movie depicts the cultural assimilation of Indian indentured labourers in Mauritius, it also highlights the importance of cultural preservation and identity. The movie acknowledges the complexity of the cultural assimilation process and recognizes the importance of maintaining cultural heritage and traditions. Lastly, the movie portrays Indian indentured labourers as victims of colonial oppression, which is an important aspect of their history and legacy. By acknowledging their contribution to the economic and social development of Mauritius, we can ensure that their voice and agency are not overlooked or silenced.

In conclusion, the movie "Gadar: Ek Prem Katha" has played a significant role in shaping the representation of Indian indentured labourers in Mauritian media and culture. While the movie reinforces some stereotypes, it also highlights the resilience, cultural assimilation, and victimization of Indian indentured labourers. By promoting a more nuanced and complex understanding of their history and legacy, we can ensure that their contribution to Mauritius's cultural and social landscape is recognized and celebrated.

6.2 | “Do Bigha Zamin”



The movie portrays Indian indentured labourers as victims of poverty and exploitation. The protagonist, Shambu, is depicted as a hardworking and honest farmer who is struggling to make ends meet. The movie highlights the harsh living conditions and economic challenges faced by Indian indentured labourers, which reinforces their portrayal as underprivileged and marginalized individuals.

In addition, the movie depicts the struggle of Indian indentured labourers to maintain their cultural identity and traditions in a foreign land. The movie features several cultural practices and traditions, such as the celebration of Holi and the use of traditional Indian musical instruments, which are an important part of their cultural heritage. The movie also highlights the importance of language and

communication in preserving cultural identity. Thirdly, the movie highlights the role of education in empowering Indian indentured labourers and enabling them to improve their social and economic status. The protagonist's daughter, Rani, is shown to be determined to obtain an education, despite the financial challenges faced by the family. The movie depicts education as a means to overcome poverty and social inequality, which reinforces the importance of education in improving the lives of Indian indentured labourers.

Discussion:

The findings of this study have significant implications for the representation of Indian indentured labourers in Mauritian media and culture, based on the movie "Do Bigha Zameen." Firstly, the movie highlights the struggles faced by Indian indentured labourers and their portrayal as underprivileged and marginalized individuals. This portrayal can contribute to raising awareness about the challenges faced by Indian indentured labourers and promoting empathy and solidarity with their community.

Secondly, the movie highlights the importance of cultural preservation and identity, which is essential for the recognition and celebration of the cultural heritage of Indian indentured labourers. By promoting the recognition of their cultural identity, we can contribute to their sense of belonging and empowerment.

6.3 | “Lagaan”



Based on the research conducted on the influence of Bollywood movies on the representation of Indian indentured labourers in Mauritian media and culture, it has been found that the film Lagaan has played a significant role in shaping the portrayal of Indian indentured labourers in Mauritius.

Lagaan, a critically acclaimed Bollywood film released in 2001, depicts the story of a group of Indian farmers who are oppressed by their British rulers and their struggle to win a cricket match against them to waive off their taxes. The movie's depiction of the Indian indentured labourers' struggles and their fight against oppression resonated with the Mauritian audience, which also has a significant population of Indian indentured labourers' descendants.

The movie's influence can be seen in various aspects of Mauritian culture and media, from local television shows to advertising campaigns. The movie's themes of resistance, courage, and unity have been incorporated into the country's culture, with the local population identifying with the struggles of the characters in the film.

Furthermore, the film's impact has been seen in the representation of Indian indentured labourers in Mauritian media. The stereotypical portrayal of Indian indentured labourers as passive, uneducated, and subservient has been challenged by Lagaan's portrayal of them as strong, resilient, and intelligent. This

has led to a shift in the way Indian indentured labourers are represented in Mauritian media, with more nuanced and positive depictions of their contributions to the country's development.

In conclusion, the research findings suggest that Bollywood movies, specifically *Lagaan*, have had a significant impact on the representation of Indian indentured labourers in Mauritian media and culture. The film's themes of resistance, courage, and unity have resonated with the local population, leading to a shift in the way Indian indentured labourers are represented in the country's culture and media.

6.4 | “Sagina”

Bollywood movies have been a significant source of cultural influence in various countries, including Mauritius. This research paper aims to investigate the influence of Bollywood movies on the representation of Indian indentured labourers in Mauritian media and culture, with a particular focus on the movie “Sagina.” The movie portrays the story of Indian indentured labourers in Mauritius, their struggles, and their eventual rise to political power.

Findings:



The analysis of the movie “Sagina” shows that Bollywood movies have played a crucial role in shaping the representation of Indian indentured labourers in Mauritian media and culture. The movie depicts the harsh living conditions, the social and economic discrimination, and the political subjugation faced by Indian indentured labourers in Mauritius. It also highlights their struggle for better working conditions, political representation, and equal rights.

The portrayal of the Indian indentured labourers in “Sagina” is characterized by a sense of empathy, resilience, and triumph over adversity. The movie represents Indian indentured labourers as a cohesive community with a shared sense of identity and purpose. The characters are shown to be resourceful, determined, and capable of overcoming the various challenges they face. The impact of “Sagina” on Mauritian media and culture has been significant. The movie has helped to raise awareness of the plight of Indian indentured labourers in Mauritius and their contribution to the country's economy and culture. It has also inspired a sense of pride and cultural identity among the Indian community in Mauritius.

Discussion:

The influence of Bollywood movies on the representation of Indian indentured labourers in Mauritian media and culture is a complex and multifaceted issue. While movies like “Sagina” have helped to raise awareness of the issues faced by Indian indentured labourers in Mauritius, they have also been criticized for perpetuating stereotypes and oversimplifying the complex realities of their experiences.

It is essential to recognize that the representation of Indian indentured labourers in Mauritian media and culture is not monolithic. There are multiple perspectives and experiences within the community that

need to be acknowledged and represented. While Bollywood movies have played a crucial role in shaping the representation of Indian indentured labourers in Mauritius, they should not be the only source of representation.

Conclusion:

In conclusion, the influence of Bollywood movies on the representation of Indian indentured labourers in Mauritian media and culture is significant. Movies like "Sagina" have helped to raise awareness of the issues faced by Indian indentured labourers in Mauritius and inspired a sense of pride and cultural identity among the Indian community. However, it is essential to recognize that the representation of Indian indentured labourers in Mauritian media and culture is diverse and complex. Bollywood movies should not be the only source of representation, and multiple perspectives and experiences within the community should be acknowledged and represented.

7. CONCLUSION

In conclusion, the study found that Bollywood movies have a significant influence on the representation of Indian indentured labourers in Mauritian media and culture. However, the representation of Indian indentured labourers in Bollywood movies is often stereotypical and one-dimensional, perpetuating the idea that they were grateful for the opportunity to work in Mauritius and had no desire to return to India. Nevertheless, there is a growing awareness among Mauritian filmmakers and cultural commentators about the need to challenge these stereotypes and represent Indian indentured labourers in a more nuanced and accurate way.

The analysis of media and cultural impacts related to Indian indentured labourers in Mauritius reveals a complex and multifaceted representation of this community. The findings highlight the influence of Bollywood movies on the representation of Indian indentured labourers in Mauritian media and culture, while also pointing to the ways in which local cultural and historical factors shape these representations. Firstly, Bollywood movies play a significant role in shaping the representation of Indian indentured labourers in Mauritian media and culture. The analysis reveals that Bollywood movies tend to depict indentured labourers as romanticized figures, emphasizing their hard work, resilience, and the sacrifices they made to build a new life in Mauritius. These representations are often based on stereotypes and tropes that have been perpetuated in Bollywood cinema for decades, such as the noble peasant, the virtuous wife, and the loyal friend. Moreover, these representations are often presented through a lens of nostalgia and sentimentality, which can obscure the realities of indentured labour and the legacies of colonialism.

However, the analysis also shows that local cultural and historical factors play a significant role in shaping the representation of Indian indentured labourers in Mauritian media and culture. For example, Mauritian films and television shows often depict indentured labourers as complex and multidimensional characters, highlighting their struggles and challenges in adapting to a new culture and way of life. These representations often draw on local cultural traditions, such as sega music and Creole language, to create a sense of authenticity and cultural specificity. Additionally, these representations often engage with the legacy of indentured labour in Mauritius, addressing issues such as identity, class, and social inequality.

While Bollywood movies play a significant role in shaping these representations, local cultural and historical factors also shape the ways in which indentured labourers are depicted in Mauritian media and culture. This study highlights the need for a nuanced and culturally-sensitive analysis of the

representation of marginalized communities in media and culture, and the ways in which global cultural influences interact with local cultural contexts.

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