CONTENTS

SHOBNA NIJHAWAN: Nationalizing the Consumption of Tea for the Hindi Reader: The Indian Tea Market Expansion Board’s advertisement campaign 1229
ELISABETH FORSTER: The Buzzword ‘New Culture Movement’: Intellectual marketing strategies in China in the 1910s and 1920s 1253
SHAHNAZ KHAN: Khwaja sara, hijra, and the Struggle for Rights in Pakistan 1283
TARO OWA AI: Agrarian Forms of Islam: Motussal discourses on peasant religion in the Bengal delta during the 1920s 1311
JAMES JAFFE: Gandhi, Lawyers, and the Courts’ Boycott during the Non-Cooperation Movement 1340
ALEXANDER BUBB: Class, Cotton, and ‘Woddaries’: A Scandinavian railway contractor in Western India, 1860–69 1369
EIJIRO HAZAMA: The Paradox of Gandhian Secularism: The metaphysical implication behind Gandhi’s ‘individualization of religion’ 1394
LIANG YAO: Nationalism on Their Own Terms: The National Products Movement and the Coca-Cola protest in Shanghai, 1945–1949 1439
SAM WONG AND VALERIE WONG: The Role of the Guangbao in Promoting Nationalism and Transmitting Reform Ideas in Late Qing China 1469
NISHAANT CHOKSI: From Language to Script: Graphic practice and the politics of authority in Santali-language print media, eastern India 1519
PHILIP TAI: Old Menace in New China: Coastal smuggling, illicit markets, and symbiotic economies in the early People’s Republic 1561
YELENA BIBERMAN: How We Know What We Know about Pakistan: New York Times news production, 1954–71 1598
STAN NEAL: Opium and Migration: Jardine Matheson’s imperial connections and the recruitment of Chinese labour for Assam, 1834–39 1626

Cover Image: Cover page of Tetre magazine, edited by Mahadev Hansda, Kaira, Purulia, West Bengal.
Courtesy: Tetre Magazine, Kaira, Bandwan, Purulia, West Bengal