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(Re)Viewing Netflix India: Re-Presentation, (Self) Surveillance and Cultural Identity

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The Government of India as of February 2021 declared that all OTT platforms in India, including Netflix, will be regulated—analysing the interaction of negotiations of culture with ‘protecting sensibilities’ in today’s India, bringing OTT platforms under the ambit of the government polices representation, primarily for a nationalist propaganda. Becoming the flag-bearer of an “amorphous sense of ‘Indianness’” (Chadha and Kavoori 131-132) on a global platform, Netflix India navigates a cultural exchange that (re)presents a fabricated reality to the Indian diaspora in Canada as it becomes “one of the most tangible links to the homeland” (Bhatia 5), while (re)imagining the materiality of India for the foreign eye. My project will complicate the notion of a fluid world: of art transcending borders, by probing into the problematics of this “new transnational culture” (Bhabha 4).