

Divine Markets: Post-nationalism, Religion and Moral Consumption in India

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Abstract

This chapter explores the connections between contemporary practices of religiosity and one of the most sociologically significant processes of contemporary Indian life: consumerism. The chapter builds upon other discussions that explore this relationship in different parts of the world, as well as those which address India specifically. The discussion proceeds through outlining two ethnographic vignettes that illustrate the particular ways in which consumerism and religiosity are intertwined, while not being reducible to each other. These vignettes relate to religious activities in a gated residential community in the city of Gurgaon (Haryana), and, everyday life at a university funded by a Hindu religious sect in the north Indian state of Uttarakhand.