

2018. 'Consumer Citizenship: Instant Noodles in India' in *Gastronomica: The Journal of Critical Food Studies*. 18 (2): 1-10. (Refereed)

Abstract: At first glance, the fast-rising consumption of 'industrial foods' seems to be a familiar story about the commodification of diets by multinational corporations. However, this paper shows that the success of global capitalism is not a foregone conclusion when it comes up against nationalist politics. At the same time, the popularity of processed foods is a form of 'consumer citizenship' as poor and low-caste people who are discriminated against, in part due to their food practices, aspire to eat fetishized commodities that allow them to belong in the modern, affluent world. And, for young people, instant noodles speak to their desire for agency and fun, challenging power relations in the patriarchal family. This paper shows how industrial foods transform the simmering broth of social relations that is India's cultural landscape.

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