



## UCDAVIS Religious Studies

TUESDAY, APRIL 11TH  
RECEPTION: 5:30 PM  
LECTURE: 6:00 PM  
GARRISON ROOM, MU, UCD

### *Chai Why?*

The Making of the Indian “National Drink”

Professor Philip Lutgendorf  
University of Iowa



This illustrated talk details the promotion and spread of tea-drinking in 20<sup>th</sup> century India. Drawing on both archival and field research, it focuses on the mass popularization of “chai” through innovations in marketing and manufacturing, as well as changes in eating habits and social networks, and gives special emphasis to the role played by advertising and large and small-scale commerce in transmitting the “tea habit” to Indians, both before and after Independence in 1947.

**PHILIP LUTGENDORF** is Professor of Hindi and Modern Indian Studies in the University of Iowa’s Department of Asian and Slavic Languages and Literatures. His book on the performance of the Hindi Ramayana, *The Life of a Text* (University of California Press, 1991), won the A. K. Coomaraswamy Prize of the Association for Asian Studies. He received a Guggenheim Fellowship in 2002-03 for his research on the popular Hindu “monkey-god” Hanuman, which appeared as *Hanuman’s Tale, The Messages of a Divine Monkey* (Oxford University Press, 2007). His interests include epic performance traditions, folklore and popular culture, and mass media. He maintains a website devoted to Hindi cinema, a.k.a. “Bollywood” ([www.uiowa.edu/indiancinema/](http://www.uiowa.edu/indiancinema/)). Two volumes of his new translation of the *Ramcharitmanas* of Tulsidas for the Murty Classical Library of India have appeared as *The Epic of Ram* (Harvard University Press, 2016). He serves as President of the American Institute of Indian Studies (AIIS).

Sponsored by the Department of Religious Studies, the Religions of India Initiative and the Global Tea Initiative for the Study of Tea Culture and Science ([globaltea.ucdavis.edu](http://globaltea.ucdavis.edu))

For further information, please contact Archana Venkatesan, [avenkatesan@ucdavis.edu](mailto:avenkatesan@ucdavis.edu).

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