APPENDIX 1

Storyline for Cases

(Arranged decade-wise)

Decade 1: 1950-1960

Selected Film: Mother India

Control Group Film (based on Box Office statistics): Mother India (1957)

This is a special case in which the Control Group film is the same as the one chosen by the researcher using judgement sampling.

When construction of a canal is completed, an old woman is called to inaugurate it. From the very first scene where an aged Radha is addressed by a villager as 'mother of the whole village', she is established as the titular character - the key agent - on whom the story will focus, as one who takes the narrative forward. She reminisces about her past and the film goes into a flashback. This is the first hint about the plot of the film being about her - establishing her agentic role. The nuptials between Radha and Shamu are paid for by Shamu's mother after she borrows money from the local moneylender, Sukhilala. This begins the vortex of poverty that engulfs Radha and her family. Not only do they part with three-fourths of their crop every season as part of repaying the debt, but Shamu's arms are crushed by a boulder as he attempts to till a rocky part of their land. Humiliated and ashamed of his handicap being a burden on his wife, Shamu deserts his family and leaves the village. Radha's mother-in-law dies soon after. Sukhilala offers to waive off the loan in return for marriage/sexual favours but Radha refuses. A severe flood destroys the village as well as harvest and Radha's youngest child dies in the calamity. The villagers are on the way to evacuating the village when Radha exhorts them to stay and rebuild it. On growing up, Radha's eldest son Ramu is shown to be of calm temperament, in contrast to his younger sibling, Birju, whose nature is due to his childhood embitterment. He particularly makes Sukhilala's daughter Roopa the target of his torments. The tipping point comes when after provocation by Roopa, he steals a pair of gold bangles that were originally Radha's and pawned with Sukhilala. He becomes a bandit after being chased out of the village. On Roopa's wedding day, Birju returns with his band of dacoits for a final revenge and after killing Sukhilala, abducts Roopa. He is confronted by Radha while fleeing the village who despite being his mother, shoots
him. The flashback ends here and the narrative returns to when Radha opens the sluice gates of the canal and its reddish water flows into the fields.

Decade 2: 1960-1970

Selected Film: Sahib Bibi Aur Ghulam (1962)

In this period film, set in turn-of-the-20th century Calcutta, an outsider's view of a feudal family is presented. The story of the fast-declining decadent feudal family, that is overtaken by an enlightened bourgeoisie. Choti Bahu, the youngest daughter-in-law of the Chaudhari household is the key agent. It is through her downfall that the fall of the autocratic and oppressive social system in general and the zamindari system in particular is portrayed. The main plot moves along two counterposed trajectories - one tracks the rise of Bhootnath, and the other follows the decline of the Chaudharis. The intersection of these two narratives is the melancholy Choti Bahu. Sahib Bibi aur Ghulam, one of the classics of Indian Cinema. Based on a novel by Bimal Mitra the movie explores the life and time of Calcutta during the British Raj. The story of the movie deals with the upsurge of the business class and the decadance of feudal system in India. At the heart of the film is Chhoti Bahu, the devoted wife of a debauched zamindar pining for her husband's love and willing to go to any lengths to get it.

The film opens at the ruins of an old haveli in Calcutta, where a group of labourers are busy pulling down what remains. When the workers break off for lunch, an overseer wanders through the haveli. As he sits at a place there begins a flashback to the end of the 19th century. The lower-class and educated Bhoothnath arrives in colonial Calcutta looking for work. He lives in the grand haveli of the Choudhury's, a family of zamindars with his brother-in-law. He works at the Mohini Sindoor factory run by Subinay Babu, a dedicated member of the Brahmo Samaj. Subinay Babu's daughter Jaba is amused by Bhoothnath whom she considers an unsophisticated rustic. Bhoothnath becomes fascinated with the goings-on in the haveli and every night observes the decadent lifestyle of the Choudhury brothers. One night the servant, Bansi, takes Bhoothnath to meet the younger zamindar's wife Chhoti Bahu, who implores him to bring her Mohini Sindoor believing it will keep her unfaithful husband home. Bhoothnath is struck by her beauty and sadness and inadvertently becomes Chhoti Bahu's secret confidante. A bomb explodes in the marketplace and Bhoothnath is injured in the ensuing crossfire between freedom fighters and British soldiers. Jaba looks after him.
Chhoti Bahu's repeated attempts to appease her husband fail until she becomes his drinking companion to keep him by her side. Jaba's marriage is finalised with Supavitra (a member of Bramho Samaj) but after her father's death she declined the marriage. Bhootnath becomes a trainee architect and goes away to work on a training project. After his return he find the haveli in partial ruins. Chhoti Bahu is now a desperate alcoholic and her husband, paralysed. Meanwhile, he learns that he and Jaba were betrothed as children. One night Chhoti Bahu asks Bhootnath to accompany her to a nearby shrine to pray for her ailing husband. Their conversation is heard by the elder zamindar, Majhle Babu, who suspects that Chhoti Bahu is having an affair with Bhootnath (though really it was not). He orders his henchmen to chase them. As Bhootnath and Chhoti Bahu travel in the carriage, it is stopped by the henchmen. Bhootnath is knocked unconscious and Chhoti Bahu is abducted. When he wakes up in hospital, Bhootnath is told Chhoti Bahu has disappeared and the younger zamindar is dead. The flashback ends. Bhootnath's workers inform him a skeleton is found buried in the ruins of the haveli. From the jewellery on the corpse, Bhootnath realises it is the remains of Chhoti Bahu. The last scene shows a nostalgic Bhootnath riding away on a carriage with Jaba, who is now his wife.

**Control Group Film (based on Box Office statistics): Mughal-e-Azam (1960)**

Emperor Akbar does not have a male heir. He undertakes a pilgrimage to a shrine to pray that his wife Jodhabai give birth to a son. Later, a maid brings the Emperor news of his son's birth. Overjoyed at his prayers being answered Akbar gives the maid his ring, and promises to grant her anything she desires.

The son, Prince Salim, grows up to be spoiled, flippant, and self-indulgent. His father sends him off to war, to teach him courage and discipline. Fourteen years later Salim returns as a distinguished soldier and falls in love with court-dancer Nadira, whom the Emperor has renamed Anarkali, meaning pomegranate blossom. The relationship is discovered by the jealous Bahar, a dancer of a higher rank, who wants the prince to love her so that she may one day become queen. Unsuccessful in winning Salim's love, she exposes his forbidden relationship with Anarkali. Salim pleads to marry Anarkali, but his father refuses, and imprisons her. Despite her treatment, Anarkali refuses to reject Salim, as Akbar demands.

Salim rebels and amasses an army to confront Akbar and rescue Anarkali. Defeated in battle, Salim is sentenced to death by his father, but is told that the sentence will be revoked if Anarkali, now in hiding, is handed over to die in his place. Anarkali gives herself up to save
the prince's life, and is condemned to death by being entombed alive. Before her sentence is carried out, she begs to have a few hours with Salim as his make-believe wife. Her request is granted, as she has agreed to drug Salim so that he cannot interfere with her entombment. As Anarkali is being walled up, Akbar is reminded that he still owes her mother a favour, as it was she who brought him news of Salim's birth. Anarkali's mother pleads for her daughter's life. The Emperor has a change of opinion, but although he wants to release Anarkali he cannot, because of his duty to his country. He therefore arranges for her secret escape into exile with her mother, but demands that the pair are to live in obscurity, and that Salim is never to know that Anarkali is still alive.

**Decade 3: 1970-1980**

**Selected Film: Seeta Aur Geeta (1972)**

Seeta and Geeta are twins who were separated at birth. The twins are as different as chalk and cheese - one resigned herself to fate - but the other met it with a vengeance. Geeta lives with her mother and works as a street performer with Raka. She's loud, vivacious, a bit of a crook and nothing at all like her twin sister. Geeta, a feisty girl is raised in a poor neighbourhood and is a street performer, while Seeta is raised by her cruel aunt and meek uncle. The aunt treats Seeta like a servant, despite the fact that the family is living off her late parents' money. Seeta's only consolation is her old grandmother.

One day, Seeta runs away to commit suicide. She is saved but is mistaken for her identical twin Geeta and is taken to Geeta's home. Meanwhile, Seeta's aunt and uncle are frantically searching for her and find Geeta. They attempt to force Geeta to go with them but, using some of her clever tricks, she escapes them and the police who have been searching for her. She then meets Ravi, a man who was interested in her and, though he also mistakes her for Seeta, she goes home with him. Ravi is surprised by this "Seeta" and the Seeta he had met previously. Geeta realizes the cruelty that Seeta has been living under and vows to teach her aunt a lesson.

Meanwhile, the real Seeta is living in Geeta's house. Her surrogate mother has attributed her new docile attitude to shock. Here, Seeta meets Raka, Geeta's friend and fellow performer. Raka is also surprised by "Geeta's" sudden gentle nature and desire to do housework. When he tried to coax her into performing, she is unable to do so. Ravi meanwhile falls in love with...
Geeta. At home, Geeta begins to set everything on a proper course. She resumes control of the money and restores her grandmother to the head of the household, where she belongs. Raka begins to fall in love with Seeta. Trouble begins brewing when the aunt's brother Ranjeet comes to visit and sees the real Seeta in a marketplace. He follows her and discovers the truth, which leads to a showdown in the villains' den and then happy ending with the twins reunited and married to men of their choice.

Control Group Film (based on Box Office statistics): Sholay (1975)

In the small village of Ramgarh, the retired policeman Thakur Baldev Singh summons a pair of small-time thieves that he had once arrested. Thakur feels that the duo—Veeru and Jai—would be ideal to help him capture Gabbar Singh, a dacoit wanted by the authorities for a ₹50,000 reward. Thakur tells them to surrender Gabbar to him, alive, for an additional ₹20,000 reward.

The two thieves thwart the dacoits sent by Gabbar to extort the villagers. Soon afterwards, Gabbar and his goons attack Ramgarh during the festival of Holi. In a tough battle, Veeru and Jai are cornered. Thakur, although he has a gun within his reach, does not help them. Veeru and Jai fight back and the bandits flee. The two are, however, upset at Thakur's inaction, and consider leaving the village. Thakur explains that Gabbar had killed nearly all of his family members, and cut off both his arms a few years earlier, which is why he could not use the gun. He had concealed the dismemberment by always draping a shawl.

Living in Ramgarh, the jovial Veeru and cynical Jai find themselves growing fond of the villagers. Veeru is attracted to Basanti, a feisty, talkative young woman who makes her living by driving a horse-cart. Jai is drawn to Radha, Thakur's reclusive, widowed daughter-in-law, who subtly returns his affections.

Skirmishes between Gabbar's gang and Jai-Veeru finally result in the capture of Veeru and Basanti by the dacoits. Jai attacks the gang, and the three are able to flee Gabbar's hideout with dacoits in pursuit. Fighting from behind a rock, Jai and Veeru nearly run out of ammunition. Veeru, unaware that Jai was wounded in the gunfight, is forced to leave for more ammunition. Meanwhile, Jai, who is continuing the gunfight singlehandedly, decides to sacrifice himself by using his last bullet to ignite dynamite sticks on a bridge from close range.
Veeru returns, and Jai dies in his arms. Enraged, Veeru attacks Gabbar's den and catches the dacoit. Veeru nearly beats Gabbar to death when Thakur appears and reminds Veeru of the promise to hand over Gabbar alive. Thakur uses his spike-soled shoes to severely injure Gabbar and destroy his hands. The police then arrive and arrest Gabbar. After Jai's funeral, Veeru leaves Ramgarh and finds Basanti waiting for him on the train. Radha is left alone again.

**Decade 4: 1980-1990**

**Selected Film: Arth (1982)**

Pooja, who grew up as an orphan girl and always dreamt of owning a house, becomes insecure when she finds out that she and her husband, Inder, have to leave the apartment they rent. The twist that occurred when Inder gives her the keys of a new house proves to be double-edged, when it is revealed that he is in love with another woman, Kavita, with whom he earned the money (in the film industry) for the new apartment. While previously giving advice to her maid cheated by her husband, now Pooja becomes herself involved in a similar situation. When Inder deserts Pooja for Kavita, she chooses to leave the apartment for a women's hostel with only ₹2000 that she had when she got married. She is helped by Raj to surpass the difficulties of life as a single person, to find a job and to rely morally on herself. Raj and Pooja become good friends. Gradually, Kavita's mental instability deepens her fears of insecurity, even after Inder requests Pooja to sign the divorce papers.

The plot takes a climactic turn when Raj proposes marriage to Pooja, and at the same time Inder expresses his desire to reconcile with her after being ditched by his mistress. Pooja refuses Raj by saying she is empty and cannot give him anything. Raj tries to persuade her saying that she cannot spend the rest of her life feeling miserable about the past and that she should try to find a new life for herself. Pooja promises to think about it. Pooja's maid, whose only aim in life is to secure a good education for her daughter, has saved ₹1000 towards her admission fees. She finds out that her drunk husband has stolen the money. Furious, she searches for him to find him in the arms of his lover after spending all the money. She kills him and goes to the police station and confesses her crime. Worried about her daughter, she calls Pooja who promises to take care of the daughter. After the insistence of Kavita's mother and her personal doctor, Pooja personally assures Kavita that she is not interested in Inder anymore. However, Pooja's attitude only convinces Kavita that breaking Pooja's marriage
was a mistake. To escape from her feeling of guilt and insecurity, she breaks-up with Inder. The latter tries to revive his relation with Pooja, but is rejected.

Pooja continues to live with her maid's daughter and refuses to marry Raj saying that she has found a new meaning to life in being independent and being a mother to the child and marrying Raj will only weaken her.

**Control Group Film (based on Box Office statistics): Kranti (1981)**

The British did not give India its independence on a silver platter. Independence was the result of a long and bloody battle. "Kranti" is the story of how two men became soldiers in that battle. The film takes place in the 19th Century British India and is the story of the fight for independence from the British between 1825 to 1875. The film tells the story of men that lead the war against British Rule: Sanga, Bharat known as Kranti, a prince and a freedom fighter. Sanga is an honest and dedicated employee in the kingdom of Ramgarh, owing allegiance and loyalty to no one except Raja Laxman Singh. When Laxman Singh conditionally permits the British to use the port for trading purposes, Sangha finds out that the British are taking out gold and jewellery and bringing in ammunition, and puts a stop to this. He goes to report this outrage to Laxman Singh, only to find him stabbed to death. Sanga is charged with treason and of killing Laxman Singh. Sentenced to death, he escapes and forms a group of revolutionaries who have only one goal - to drive the British out of India. This group multiplies into several armies, all united with one slogan - an Independent India, also known as Kranti.

**Decade 5: 1990-2000**

**Selected Film: Fire (1996)**

The film opens with young Radha sitting in a mustard field with her parents. Her mother tells her a story of a person who wanted to see the ocean; then she explains that sometimes one must learn to see some things (through her mind's eye) without looking.

The film flashes forward to Sita, a newly married young woman, trying to perceive some emotion from her husband Jatin. Jatin appears distant and shows little interest in Sita or in being married. Sita is given a perfunctory welcome by Jatin's family. Jatin is in a typical joint family arrangement. He lives with his older brother Ashok, his sister-in-law Radha, his invalid mother (Biji) and the family servant Mundu. Ashok and Jatin run a small store that sells food and rents videotapes.
Sita is gradually exposed to various difficulties. She is also in a typical arranged marriage, but she learns that Jatin married her only to put an end to Ashok's incessant nagging. Jatin continues to date his Chinese girlfriend. Sita does not rebuke him for fear that it may bring dishonour to her parents. Sita spends her days slaving in the hot and greasy kitchen, and she finds herself lonely and frustrated at night because Jatin is out dallying with his girlfriend.

It is later revealed that Radha faces a somewhat similar problem. Many years ago, Ashok had come under the influence of Swamiji, a local preacher, who teaches that desires are the cause of suffering and must be suppressed. Ashok is completely taken by these monastic teachings and accordingly suppresses all his desires. He also donates large sums from the meager store income to treat the Swamiji's hydrocele condition. It is also revealed that Radha cannot bear children. The Swamiji, as per the strict devotional and spiritual convention, teaches that sexual contact is permitted only as a means for procreation. Accordingly, Ashok aims to stamp out all his desires and has not slept with Radha for the past thirteen years. He puts Radha through an excruciating ritual in which they lie motionless next to each other whenever he wants to test his abstinence. Radha is racked with guilt over her 'barren-ness' and driven to frustration by the ritual. She resigns to live out her life, but is unable to stop her growing sadness.

Radha and Sita go through the motions oscillating between their desires and disappointments. Radha, the older woman, remains bound by tradition and subdued into silence while Sita refuses to accept misfortune and wishes to break free. One evening, shunned by their husbands, provoked by their (mutual) feelings and driven to desperation by their unfulfilled longings, Radha and Sita seek solace in each other and become lovers. Overjoyed at finding satisfaction in this unusual manner, they resolve to continue it in secret. They eventually realise their love for each other and they start looking for ways to move out and be on their own.

Things take a turn for the worse when the servant Mundu becomes aware of their relationship. When Radha reprimands him for masturbating to pornography in front of Biji, he warily reminds her that her own "hanky panky" is bad for the family. One day, Mundu causes Ashok to walk in on Radha and Sita. Ashok is horrified. He is shattered when he finds this incident has stoked his own long-dormant desire. He nevertheless confronts Radha. Radha overcomes her subservience and pours out her emotions. Desire impels life, and she desires Sita because she desires to live. She pointedly suggests that if Ashok seeks to control desires then he should henceforth seek Swamiji's help and stop the ritual. Amid this
argument, Radha's sari catches fire. Ashok steps out of the way and angrily watches her burn (for her sinful desires). Radha puts out the flames and recalls her mother's advice from when she was young. She can finally see her ocean. She leaves Ashok. The film ends with Radha moving out and joining Sita.

Control Group Film (based on Box Office statistics): Hum Aapke Hain Kaun (1994)

Prem and elder brother Rajesh live with uncle Kailashnath, who adopted them when their parents passed away. Rajesh manages the family business and his family is on the look-out for a suitable bride for him. Professor Siddharth Chaudhary and Mrs. Chaudhary have two daughters, Pooja and Nisha). The Chaudhary couple and Kailashnath are old friends who meet again after several years. They arrange a marriage between Rajesh and Pooja. From their first meeting, Nisha and Prem start bickering lightheartedly with each other, and the fun and mischief continues throughout Pooja and Rajesh's wedding, during which Prem and Nisha develop romantic feelings towards each other.

Pooja and Rajesh discover that they are expecting a child. Professor and Mrs. Chaudhary are unable to come to Kailashnath's house for the ceremony marking the impending arrival of the baby. They send Nisha instead, and Prem and she keep their love for each other a secret. Pooja is invited to stay at her parents' house, and Prem takes her there. When they arrive, Pooja learns that Prem and Nisha are in love, and gives Nisha a necklace as a token, promising to get them married. Shortly afterwards, Pooja accidentally slips and falls down the stairs, and dies from a head injury. Everybody is shattered by the tragedy.

Nisha takes good care of her dead sister's son. Hence, her parents and Kailashnath feel that Nisha will be a great mother to the baby. They decide to have Nisha marry Rajesh. Nisha overhears her parents talking about her marrying into Kailashnath's family and thinks that they are discussing her marriage to Prem, to which she agrees. Later, at a pre-nuptial ceremony, she finds out that she is actually going to marry Rajesh.

Prem and Nisha vow to sacrifice their love for Rajesh and the baby. Moments before the wedding, Nisha asks Prem's dog Tuffy to give Prem the necklace that Pooja had given her, along with a letter. The letter and necklace fall into the hands of Rajesh. When he realizes that Prem and Nisha love each other, he halts the wedding and confronts both of them. In the end, Nisha and Prem marry each other with the consent of their families.
Decade 6: 2000-2010

Selected Film: Lajja (2001)

Vaidehi lives a seemingly sophisticated life with her husband Raghu. Behind closed doors, however, her husband is abusive and has extramarital affairs. When she takes a stand for herself, she is banished from the household. She goes back to her parents' house but they too reject her. Vaidehi soon finds out that she is pregnant. Raghu gets into a car accident, which results in him being unable to father a child. When he discovers that Vaidehi is pregnant, he calls her, faking remorse, and asks for her to return. Vaidehi agrees, thinking Raghu has mended his ways. Raghu and his father plot for the child to become their heir and if Vaidehi intervenes, she will be killed. Meanwhile, Vaidehi is informed by a friend about Raghu's true intentions, and so she escapes from his henchmen. She is helped by Raju, a petty, but kind-hearted thief. He hears Vaidehi's story and gives her money from his heist to help. To hide from Raghu and his henchmen, Vaidehi gatecrashes a wedding procession. At the wedding, she meets Maithili, a bride-to-be from a middle-class family. Maithili is marrying a man who hails from a rich background. The two women witness Maithili's father being hassled by demands for an opulent wedding, which he cannot afford, and is forced to pay dowry. Vaidehi tries to convince Raju to give his money from the heist. He initially refuses but changing his mind, he returns to give his heist money to Vaidehi. The groom's friend attempts to rape Maithili. As the wedding ceremony progresses, one of the guest recognises the heist money which initially belonged to him. Moreover, the groom's friend tells the groom's family that he spotted a man (Raju) in Maithili's room. Maithili is accused of having sexual relations with Raju in return for money, which leads Raju to accept his theft as the situation worsens. Having tolerated enough, Maithili insults the groom's family and they flee from the wedding.

Meanwhile, Vaidehi is found by Raghu, and forced into going with him. On the way, they encounter a protest mob. Raghu gets out of the car, which gives Vaidehi the chance to escape. She arrives in Haripur, a small town, where she meets Janki, a theatre actress in love with her colleague. Janki is pregnant, but not married. She doesn't care for society's norms. She is lusted after by the theatre director, Puroshottam, an older man who keeps his wife, Lata, confined to their house. Puroshottam talks against Janki to her lover, which creates a rift between them. She is asked to abort the child by her lover, as he suspects that he might not be the real father, indirectly accusing Janki of having sexual relations with the theatre director. Janki is outraged and messes up a scene during a performance of the Ramayan. This leads to
an outcry from the audience and she is assaulted by the audience, leading to her having a miscarriage. Vaidehi confronts Puroshottam, who threatens to call her husband. However, Lata intervenes and takes Vaidehi to the station and puts her on a train.

The train is robbed by bandits but the passengers are saved by Bulwa, a local dacoit. Vaidehi faints at the sight of blood, and Bulwa takes her to the local midwife, Ramdulaari. Ramdulaari bravely opposes the village leaders Virendra and Gajendra who exploit innocent women, young and old. When her educated son Prakash, who is trying to educate the villagers against the wishes of Virendra and Gajendra, falls in love with Gajendra's daughter, Sushma, all hell breaks loose. Gajendra slyly locks Ramdulaari in her house and sets out to find Prakash. When Prakash runs away with Sushma, Virendra and Gajendra, along with their goons, rape Ramdulaari and burn her alive. In a fit of rage, Bhulva and his goons kill Virendra and his goons. Vaidehi escapes with Sushma and Ramdulaari's son.

Gajendra is making a move into politics, so when he is applauded by the local authorities, Vaidehi intervenes and exposes Gajendra as a rapist and fraud through a heart-wrenching speech, which drives all the women in the audience to assault Gajendra, who is later killed by Bhulva. The speech changes Raghu's attitude towards Vaidehi and he decides to mend his ways. The two return to New York as a proper married couple. Vaidehi gives birth to a daughter who is named Ramdulaari. She meets Raju again, who is now a taxi driver and married to Maithili. She invites him to a charity dance show with Janki in the main role, wherein all the money from her shows goes to fund women's organisations in India.

**Control Group Film (based on Box Office statistics): Gadar: Ek Prem Katha**

The story begins during the partition phase in 1947. The film tells the story of a truck driver, Tara Singh who falls in love with a Muslim girl, Sakina, belonging to an aristocratic family.

The story begins with Sikhs and Hindus being attacked by Muslims in Pakistan when trying to migrate to India on a train. In response, Sikhs and Hindus react by killing Muslims migrating to Pakistan from India. During the Hindu-Muslim riots that erupted soon after the Partition, Tara recognizes Sakina and then saves and protects her from a murderous mob chasing her because she failed to get onto the train with her family members after being lost in the crowd. As the mob wants to brutally rape and then murder her, Tara Singh defends Sakina and anoints her with his blood in a mock marriage to make her as a Sikh to protect her.
Sakina starts living in Tara's house and their respect culminates into love. They get married and have a son. Their life seems like a bed of roses, until Sakina sees an old newspaper during holi festival that has a photograph of her father, Ashraf Ali, whom she believes had been killed during the riots during the Partition.

Her father is now the mayor of Lahore. When Sakina calls him from the Pakistani Embassy in Delhi, he arranges to fly her to Lahore. However, Tara and their son, who are supposed to accompany her to Lahore, are told at the last minute that their visa formalities have not been completed, which compels them to stay in India. Sakina leaves with a heavy heart. She meets her whole clan back in Lahore. Everyone is thrilled to see her. Later, when she wants to return to India, her mom tells her that she was about to be disowned as people were babbling about her staying with an Indian Jatt. Sakina protests when her parents' friends start using her post marriage life as a publicity stunt and depict her in-laws badly in order to extract political mileage.

Tara and his son, accompanied by a friend, enter Pakistan illegally at the border to rescue Sakina. Ashraf Ali consents to hand Sakina over to Tara on the condition that they should live in Pakistan and Tara should convert to Islam. These conditions are accepted by Tara in public the next day which was against Ashraf Ali's plans. He makes Tara insult his country to prove that he is a true Pakistani, which enrages him and this makes him kill a member of the mob that was hired by Ashraf to kill him. Tara, Sakina, their son, and a friend manage to escape.

After a long period of turmoil they catch a cotton mill train which will be their ticket to India. Ashraf Ali finds out, and he takes some men to stop them. In the ensuing fight Sakina is shot by her own father. In the hospital Sakina has lapsed into a coma. Sakina gains consciousness after having a nightmare. The movie ends with Ashraf Ali accepting Tara as his son-in-law and they return to India.

2010-2014

• 2010

Selected Film: Ishqiya

Ishqiya starts with Krishna Verma, trying to convince her husband, Vidyadhar Verma, a local gang-lord, that he should surrender. He agrees but is soon killed in a gas explosion. Two criminals Iftikhar aka Khalujan and Razzak Hussain aka Babban botch up a job and escape
from the clutches of their boss Mushtaq who wants to bury them alive. They land up in Gorakhpur in Uttar Pradesh to seek refuge in the house of Vidyadhar Verma.

Instead they meet his widow Krishna, who gives them shelter and tries to seduce them to achieve her own secret goal. She proposes the kidnapping of Kamalkant Kakkar aka KK, a small businessman. The duo reluctantly agree, since they want to escape the clutches of Mushtaq. Khalujan and Babban meantime realise that they are falling for Krishna, but they do not reveal their feelings to each other. Khalujan decides to tell his feelings to Krishna but is shocked when he sees Krishna and Babban making love. Khalujan is angry but keeps quiet. However, when the kidnapping does not go as smoothly as wanted, Khalujan and Babban start fighting.

Meanwhile, Krishna tortures KK and asks him where her husband is hiding, revealing that Verma might be alive. KK finally calls Verma. Babban and Khalujan realise that Krishna was just using them. They confront her, whereupon she reveals that KK and Verma were partners in the illegal business and that Verma is still alive. The duo reach KK's factory and are shocked to find Verma. Verma's goons blindfold the duo and take them to a deserted spot. When they take out their blindfolds, Babban sees Nandu, a boy he had previously met, pointing a gun at them. Nandu leaves them alive and explains the whole story. He tells that Verma had no plans to leave his criminal life, so he faked his death in front of the world, to get two benefits, getting rid of his wife by killing her in explosion and faking his death so he can start a new life with new identity as police was behind him. Khalujan and Babban race back to Krishna's house, where they have left her tied to a chair, to save her.

Meanwhile, Krishna succeeds in opening the tube of gas cylinder, causing a leak. Verma confronts her and she tries to kill them by igniting a lighter. Verma assaults Krishna while the duo arrives. Soon, police arrive at the scene, too. Verma's goons are killed in a shootout, while Verma is killed in a gas explosion. The duo save Krishna and soon the trio is seen walking away from the burning house.

Unknown to them, Mushtaq is pointing a gun at them. Suddenly Mushtaq's wife calls. The trio are still seen through the gun hole of Mushtaq, making their fate unclear, although it can be assumed that Mushtaq left them alive.

**Control Group Film (based on Box Office statistics): Dabangg**

Chulbul Pandey, a young boy, lives with his younger half-brother, Makhanchand "Makkhi" Pandey, stepfather Prajapati Pandey and mother, Naina Devi in Laalgunj, Uttar Pradesh. He
has a troubled relationship with his stepfather and Makkhi. After 21 years, Chulbul becomes a policeman. Chulbul, who calls himself "Robin Hood" Pandey, lives with his family. Makkhi is in love with Nirmala, whose father Masterji opposes the relationship. Chulbul falls in love with a girl named Rajjo, who he meets during a police encounter.

A corrupt political leader named Chedi Singh meets Chulbul and both quickly become enemies. Makkhi asks his father to arrange his marriage with Nirmala. His father refuses saying that he needs money to repay the loans he took to make his factory, so he needs his son to marry a rich girl. Makkhi, in desperate need of money, steals it from Chulbul's cupboard, and gives it to Nirmala's father in order to convince him to marry Nirmala. Meanwhile, Chulbul meets Rajjo and proposes marriage, which she rejects, as she has to take care of her father, Haria—a drunkard.

Chulbul comes home to find his mother dead. He goes to his stepfather to make peace, as he is the only family left. His stepfather refuses and despises him as an outcast. Makkhi invites Chulbul to his marriage with Nirmala. Chulbul convinces Rajjo's father to marry her. Rajjo's father commits suicide, as he knows that his daughter will not marry anyone while he is alive. Chulbul takes Rajjo to Makkhi's exuberant wedding. Realising that Makkhi has stolen his money to finance the wedding, Chulbul marries Rajjo in an impromptu ceremony. Nirmala's father feels disgraced and cancels his daughter's wedding.

Makkhi beats up one of the workers in his factory due to a small mishap. The worker goes to the police station with his mother to file a complaint. Chulbul beats up Makkhi in public to disgrace him. Chedi takes advantage of the situation, and takes Makkhi along with his father to the police station. Makkhi's father resolves the situation by accepting an apology from Chulbul. Chulbul meets Dayal Babu, a local political leader, who also dislikes Chedi. With his help, Chulbul adulterates the breweries of Chedi, and wrongly frames him for it.

To take revenge, Chedi burns Makkhi's factory. Makkhi's father suffers a heart attack due to shock and is hospitalised. Makkhi goes to Chedi seek help from him, without knowing that it was Chedi, who burnt his factory. Chedi agrees to finance his father's treatment, if he delivers a crate of mangoes to Dayal Babu's house. Unknown to Makkhi, there is a bomb inside the crate, which explodes after he leaves, killing Dayal Babu. Chedi gives Makkhi a task to kill Chulbul. Makkhi accepts, and confesses it to Chulbul. He reveals to Chulbul that Chedi made him plant the bomb unknowingly. Chulbul forgives him and reconciles with his stepfather. Makkhi then reveals to Chulbul that it was Chedi, who killed their mother. Enraged,
Chulbul suffocates Chedi to death. Later, Chulbul gets Makkhi married to Nirmala in the presence of her father, while Rajjo reveals that she is pregnant.

- 2011

**Selected Film: The Dirty Picture**

Reshma is running away from her house to a city, a day before her marriage. She is insulted by the casting director for being unattractive and useless after trying to get a role in a film. Determined to convince him she spontaneously grabs the role of a side dancer. However, she dances with whips and using erotic movements which annoys the film's director, Abraham. He edits out Reshma's entire dance sequence from the film. The film fails at the box office much to the dismay of the producer Selva Ganesh, who later offers Reshma a song in his upcoming film, and suggests that she now be referred to as "Silk".

At the first shoot "Silk" dances with Suryakanth her childhood idol. Silk seduces him by offering a long-term sexual relationship. Meanwhile, Abraham proposes a new film to Selva Ganesh and is keen to cast Suryakanth. However, Suryakanth's suggestion of adding spice and sex to make the film more commercially viable angers Abraham. Silk goes on to do many more erotic and sensual films with Suryakanth. She gains many male fans and within a short span of time, becomes immensely rich and popular as the Southern sex star.

Suryakanth's younger brother Ramakanth is an admirer of Silk and tries to befriend her. Silk is happy that someone finally likes her for who she is and not just for her body. At an awards ceremony Silk is praised for her performance, but is also insulted by Suryakanth who tells her that she is nothing but everyone's "dirty secret". Silk announces that she will continue to make her "dirty pictures", and that she has no qualms in doing so. She spends more time with Ramakanth and sensing their affair as a sensational news, noted journalist Naila criticises Silk for dating both brothers. Suryakanth drops Silk from his forthcoming films, forcing her to work with small-time film makers. She loses interest in her work and begins to feel threatened by a younger aspiring actress, Shakeela. After a dance challenge she intentionally trips Shakeela, much to the embarrassment of Ramakanth who breaks up with her.

After being cheated twice in love and being rejected by her own mother, Silk turns to alcohol and chain smoking, and gains weight. Directors lose interest in casting her. Silk approaches Silva Ganesh with an offer to produce a film together. Ultimately, the audiences have lost
interest to which her film bombs and she subsequently loses all her wealth and fame. On the other hand, Abraham directs a film which ultimately turns out to be a huge success, which convinces him that he has finally proven to Silk that his films do not need any sexual essence to be successful. Silk has accumulated so much debt that she approaches a small-time film maker. She is shocked to find that he wants her to do a porn film, but he intoxicates her with a drink and starts filming. The place is soon raided by the police but Silk, manages to escape in time. Despite this Abraham begins to fall for Silk, even though he at first denies it. He manages to trace Silk's mother and wants to surprise Silk the next morning. That night when he calls Silk, she asks him to bid goodbye to everyone on her behalf as she is going to sleep. Abraham rushes to her house, finding her lying in bed dead from a sleeping pill overdose. In the end, Abraham's narration ends that it is unknown whether Silk was right or wrong. It's a mystery.

**Control Group Film (based on Box Office statistics): Bodyguard**

Lovely Singh is assigned as Divya's bodyguard to protect her from goons hunting her to take revenge against her father, a kind and successful politician. Lovely is very devoted to his duties—but irritates Divya by following her everywhere. Divya and her friend Maya call Lovely; with Divya pretending to be a girl, Chhaya madly in love with Lovely, hoping this will distract him from his work.

Initially hesitant, Lovely gradually starts loving the mysterious Chhaya and looks forward to her calls, but doesn't realize that it is actually Divya. Meanwhile, Lovely protects Divya on many occasions from the attacks of Ranjan Mahatre and his goons. Soon, Divya too falls in love with Lovely but is scared to reveal her identity, due to Lovely's immense devotion and loyalty toward his duties and her father. Divya, as Chhaya, later tells Lovely to run away with her and meet her at a railway station. Her father, Sartaj, begins suspecting that Lovely and Divya are in love and they might elope so he sends his men to kill Lovely. Divya convinces her father that Lovely's lover is someone else who is waiting for him at the railway station. Sensing that Lovely might be heartbroken if he does not meet his Chhaya, Divya sends Maya to tell Lovely her true identity. However, when Lovely sees Maya running toward him, he believes she is Chhaya. Maya tries to tell him that Divya is Chhaya, but sees one of Sartaj's men in the compartment, waiting for her to answer Lovely. She tells Lovely that she is Chhaya. Divya calls Maya but Maya gets on the train with Lovely and throws her phone away instead of returning to her friend.

XVI
Lovely and Maya marry and have a son but Maya unexpectedly dies early from a disease. Several years later, Sartaj invites Lovely and his son to his house and apologizes for his behaviour. Lovely believed that Divya was happily married in London so he is shocked to see her still living in the house, unmarried. His son, who knows of his mother’s betrayal from a diary Maya had left him, explaining what she had done and that her early death was the punishment for her betrayal of her friend, grows close to Divya and apologizes to her on his mother’s behalf.

On their last day of their visit, Lovely's son asks Divya to accompany him as his mother. Infuriated, Lovely tells his son to apologize but Sartaj tells Lovely that he feels the same and requests him to take Divya with him. Lovely accepts. At the railway station, Lovely's son secretly throws away Maya's diary into the trash, having completed his mission. However, Lovely sees him and takes the diary from the trash. Upon reading it, he discovers that Divya was his actual love, Chhaya, and that Maya had lied. He calls Divya on her mobile and addresses her as Chhaya. Divya is overwhelmed with joy, realizing Lovely finally knows the truth, and the couple are united.

**2012**

**Selected Film: Kahaani**

A poison-gas attack on a Kolkata Metro Rail compartment kills the passengers on board. Two years later Vidya Bagchi, a pregnant software engineer, arrives in Kolkata from London during the Durga Puja festivities in search of her missing husband, Arnab Bagchi. A police officer, Satyoki "Rana" Sinha, offers to help. Although Vidya claims that Arnab went to Kolkata on an assignment for the National Data Center (NDC), initial investigations suggest that no such person was employed by the NDC.

Agnes D'Mello, the NDC's head of human resources, suggests to Vidya that her husband resembled former employee Milan Damji, whose file is probably kept in the old NDC office. Before Agnes can provide any further help she is killed by Bob Biswas, an assassin working undercover as a life insurance agent. Vidya and Rana break into the NDC office and find Damji’s file, barely escaping an encounter with Bob, who is searching for the same information. Meanwhile, the attempts to obtain Damji’s records have attracted the attention of two Intelligence Bureau (IB) officials in Delhi—the chief Bhaskaran K. and his deputy Khan. Khan arrives in Kolkata and reveals that Damji was a rogue IB agent responsible for the
poison-gas attack. In spite of Khan's warnings, Vidya continues her search, fearing that Arnab's resemblance to Damji may have led him into trouble.

The address on Damji's record leads Vidya and Rana to a dilapidated flat. An errand boy from the neighbourhood tea stall identifies R. Sridhar, an NDC officer, as a frequent visitor to Damji's flat. Bob attempts to kill Vidya, but fails, and is run over by a car during a chase. Examination of Bob's mobile phone leads Vidya and Rana to an IP address sending instructions to kill her. They break into Sridhar's office to verify his IP address, but he is alerted electronically and returns to his office. Vidya accidentally shoots Sridhar dead during a scuffle, which upsets Khan, who had wanted him alive.

Sridhar's computer data reveals a code, which when deciphered reveals Bhaskaran's phone number. Vidya calls Bhaskaran to tell him that she has retrieved sensitive documents from Sridhar's office. She asks Bhaskaran to help find her husband in exchange for the documents, but Bhaskaran tells her to contact the local police. Vidya soon gets a call from an unknown number however, warning her that she should hand over the documents to the caller if she wishes to see her husband alive. Khan thinks the caller is Milan Damji.

Vidya goes to meet Damji, followed by Rana and Khan. Damji cuts the meeting short when Vidya expresses her doubt that he will be able to return her husband in exchange for the sensitive file, and he attempts to leave. Vidya tries to stop him, and in the ensuing struggle Damji draws a gun on her. Vidya disarms him using the prosthetic belly she has been using to fake her pregnancy, before shooting him with his own gun. She flees into the crowd before the police arrive, leaving a thank you note for Rana and a pen drive containing data from Sridhar's computer, which leads to Bhaskaran's arrest. Rana concludes that no Vidya or Arnab Bagchi ever existed, and that Vidya had been using the police and the IB to achieve her own ends.

Vidya is revealed to be the widow of Arup Basu, an IB officer and Damji's colleague, who was killed in the poison-gas attack. In her mission to avenge his death, Vidya was helped by retired IB officer Pratap Bajpayee, who suspected the involvement of a top IB official.

**Control Group Film (based on Box Office statistics):**

An agent code-named Tiger – India's top spy and an officer of the RAW – is conducting a mission in northern Iraq. Tiger is forced to kill one of his own men who has defected to Pakistan's spy agency Inter-Services Intelligence (ISI). He subsequently kills many ISI agents in his escape from Iraq. Tiger returns to India and reports to his boss, Shenoy, in New
Delhi. He is immediately sent on a mission to Dublin to observe a scientist of Indian origin, Professor Anwar Jamaal Kidwai, who teaches at Trinity College and is suspected of sharing his findings with the Pakistan defence establishment. Fellow RAW agent Gopi accompanies Tiger on this mission. Tiger meets the scientist but fails to spend enough time for his observance and instead begins to spend time with the scientist's caretaker Zoya, who is studying at a local dance academy. He tries to befriend Zoya to extract information, but begins to discover his human side as he grows closer to her. Tiger is attacked and robbed at his residence by a person suspected to be an ISI agent. Gopi repeatedly warns Tiger not to fall in love with Zoya, but his love cannot be stopped. Tiger asks Zoya for a date and there they both came to know about their feelings for each other. Before telling her his feelings, during a visit to dance academy, Tiger discovers that Zoya is an ISI agent and refuses to commit treason on Pakistan when he asks. Instead of killing Zoya, Tiger lets her go.

After some time, Tiger and Zoya meet again at a UN Foreign Ministers's Meeting in Istanbul when Zoya signals to him using a cryptic message. They decide to leave everything for their love and fool their respective agencies by taking a flight to Cuba, having told their agencies that they are in Kazakhstan. Some years later, their agencies trace Zoya and Tiger due to a CCTV recording. They track them down in Havana, Cuba, and the ISI agents catch Zoya. Tiger meets Gopi, who is searching for him for RAW, and having lied to Gopi that both Tiger and Zoya intend to return to India and cooperate with RAW, convinces Gopi to save Zoya from the ISI agents. Instead of returning to India, the pair trick Gopi and escape aboarding an aeroplane. Tiger calls Shenoy, who tells him that RAW will find both spies. Tiger tells Shenoy that they will only return when Pakistan and India no longer need ISI and RAW. In the epilogue, several images of Tiger and Zoya in cities including Venice, Cape Town, Zurich and London are shown, where sightings of them have been reported. But neither agencies could catch them.

- **2013**

**Selected Film: Goliyon Ki Raasleela RamLeela**

In the fictional village of Ranjaar, which is infamous for its uninhibited manufacture and sale of arms and ammunition, two clans, Rajadi and Sanera, have been at odds with each other for the past 500 years. The film opens with a violent altercation between the two over petty matters. Meghji, a Rajadi head, sets out to kill Bhavani, who is a Sanera, after the latter tries to kill the former's son. Bhavani is almost killed but Meghji's younger brother Ram intervenes
and saves him, only to be reprimanded by his clan. The Rajadi heads are irked by Ram's mindset of making truce with the other clan and living without violence.

During the festival of Holi, Ram boldly enters the house of the Sanera heads and flirts with Leela, while her mother, Dhankor Baa, the chieftain of the Saneras, is busy arranging a match for her daughter with a simple-minded NRI. Leela's elder brother Kanji is angered by Ram's entry in the house and bribes the local police to raid Ram's house. Ram, however, manages to convince the policemen to leave in exchange for a set of his pornographic films. Ram and Leela develop a romance and plan to elope but a grim turn of events follows when Kanji accidentally kills Meghji, and is in turn killed by Ram.

To escape the suffering, Ram and Leela elope and marry but just as they are about to consummate their marriage, Ram's friends trace them and betray him by inebriating him and informing Leela's family of their location. The next morning, Leela is forcibly taken back home by Bhavani, her cousin, while Ram is hailed as a hero by the Rajadis for soiling Leela's reputation. He is rewarded by being made the new chieftain of the Rajadis. Meanwhile, Dhankor Baa arranges the engagement of Leela and the NRI, much to the chagrin of the pair. Leela refuses, citing that her finger is already occupied by the ring from her marriage to Ram. In her anger, Dhankor Baa chops off Leela's finger and upon learning of this, Ram does the same to his own finger and visits Leela while she is asleep. Leela still retains faith in Ram and sends Rasila, the widow of Kanji, to give Ram an ultimatum to take her away. Rasila is assaulted by Ram's friends and when Dhankor Baa learns of this, she sends Bhavani and other men to assault Kesar, Meghji's widow, who manages to evade them.

In response to the attempt on Kesar, Ram storms into Leela's house and incapacitates the guards single-handedly. He then requests Dhankor Baa to consider negotiation for peace, and she invites him to celebrate Navratri with the Saneras, with the intention to have him killed. However, at the event, Bhavani secretly shoots and seriously injures Dhankor Baa to place the blame on the Rajadi. Leela is made the chieftain of the Saneras and gets busy tending to her mother. She bitterly carries out a negotiation with Ram, equally dividing the travel routes and trades, with the condition that the Saneras and Rajadis will not interact with each other ever again. Bhavani does not tolerate this development and deceives Leela into blindly signing a document that orders unrestrained killings of the Rajadis. During Dusshera, as the Ramlila parade is ending, many of the Rajadis are killed and the village is on the brink of war, which Ram senses. Ram and Leela believe they are the sole owners of each other's lives and they both decide to kill each other instead of being killed by their clansmen. They both
shoot each other with a smile on their faces and die. Oblivious to the fact that Dhankor Baa has undergone a change of heart and has killed Bhavani, ordering peace be meted out to the other clan. The two clans finally unite to cremate the bodies of Ram and Leela together respectfully.

**Control Group Film (based on Box Office statistics): Dhoom 3**

In the year 1990, Iqbal Haroon Khan runs The Great Indian Circus in Chicago, which has fallen on bad times. Anderson’s bank — Western Bank of Chicago — which has lent money to Iqbal Khan, decides to close down the circus when Khan is unable to repay the loan. Young Sahir (Siddharth Nigam), the little son of Iqbal Khan, pleads with Anderson not to shut down his father’s circus, as he and his father would soon be able to turn the corner. But Iqbal Khan’s presentation before the bankers and Sahir's pleas don't help. Iqbal Khan kills himself due to his inability to save his circus, leaving Sahir devastated.

Now in 2013, Sahir has still not forgotten the high-handedness of the bank and swears revenge. He robs various branches of Western Bank of Chicago, leaving behind a message in Hindi and a clown mask. During the chase, he runs from top to the bottom of the Western Bank of Chicago building. As the police come to the scene, he runs into a van as they begin to surround the vehicle. As Chicago Police Officer Victoria fails to catch him, she calls ACP Jay Dixit and his partner, Ali, for help in solving the case. Jay baits Sahir into robbing again by making it known he’s on the case and that he believes the thief to be an amateur thereby goading him on. Gathering information from a news channel regarding the plan, Sahir poses as an informant for Jay, and manages to gather information on the bank while giving Jay a lead to follow. Eventually, Sahir robs the bank and escapes, but Jay and Ali follow him. During the pursuit, Sahir is shot on the left shoulder before he disappears again.

Sahir has a big premiere of a revamped version of The Great Indian Circus, with his female lead acrobat, Aaliya, involving a trick with him disappearing in one place and showing up in another. The show is a success, but afterwards, Jay, Ali, and the police surround him, knowing he’s the thief. Jai says the proof will be the gunshot wound, but when Sahir is examined, there is no evidence of a gunshot wound anywhere on his body. Jay and Ali leave while Sahir retires to his dressing room. It is then revealed that Sahir has an autistic twin brother, Samar, who helps him pull off his trick and helps him in planning and pulling of the robberies (like the rope string stunt and ejecting the jet-ski bike) and it was Samar who sustained the gun-shot wound.
Jay is fired from the case, but is encouraged by Ali to prove Sahir's guilt by going rogue. Jay eventually finds out about Samar, and sets about finding a way to corner Sahir. Samar, being mentally challenged, is kept in seclusion by Sahir. However, he allows Samar outdoors once a week, and Jay manages to befriend him during this time in order to perform his plan. Samar has fallen in love with Aaliya after performing with her in the circus, but cannot express it. This leads to a rift between the brothers. Jay tries to take advantage of this, but Sahir finds out and thwarts Jay's plan to stop them. When Sahir comes in the disguise of Samar, Jay reveals his true identity and assuming him to be Samar, tells him to surrender since he can give them justice. When Sahir reveals himself, he ties Jay to the track of a roller coaster and tells him that he used Samar for his own benefit. He switches the roller coaster on but Ali arrives in time to save him from being crushed. He decides the only way to catch the brothers is in the act of robbing. Sahir and Samar pull off their final bank heist, and escape. However, the following day, Jay manages to corner them as they're making their way out of town. They rob on 22 May. Samar is hesitant to run when Aaliya shows up, begging him to stop. Sahir surrenders to Jay, asking him to spare Samar. Jai agrees, but right after, Sahir attempts to jump off the dam. Samar grabs Sahir's hand, refusing to let him go. Sahir begs Samar to let go, saying he can live freely with Aaliya. But Samar says that both of them are born together and should die together. Eventually, the two of them jump off the dam together. Western Bank of Chicago is shut down as a result of the heists, while Aaliya is shown having taken over The Great Indian Circus and still performing for it.

- **2014**

**Selected Film: Queen**

Rani Mehra is an under-confident young Punjabi girl from Delhi. One day prior to her wedding, her fiancé Vijay tells her that he no longer wishes to marry her. He explains that his lifestyle has changed after living abroad, and her conservative habits would be a wrong match for him. Stunned at the development, Rani shuts herself in her room for a day. Wanting to take control of the situation, she asks her parents permission to go alone on her pre-booked honeymoon to Paris and Amsterdam. After initially hesitating, her parents agree, thinking that a vacation might cheer her up.

In Paris, Rani meets Vijayalakshmi, a free-spirited woman of French-Spanish-Indian descent, who works at the hotel in which Rani stays. Overwhelmed by the new city and having gotten into trouble twice - once with the local police and once with a robber - Rani intends to return
to India. However, Vijayalakshmi helps her out and gives her a tour around the city. The two have a series of adventures, during which Rani relives the memories of Vijay patronising her and forbidding her from dancing and drinking - which she's free to do in Paris. During one particular incident, Rani tries on what she considers to be a revealing outfit and accidentally sends a selfie of her wearing the outfit to Vijay instead of Vijayalakshmi. She quickly realises her mistake, but unbeknownst to her, the selfie prompts Vijay to begin searching for her.

Eventually, the time comes for her to bid an emotional farewell to Vijayalakshmi and board the train for Amsterdam. However, when she arrives in Amsterdam, she finds to her horror that her hostel room is being shared with three guys: Taka from Japan, Tim from France and Oleksander from Russia. Despite being skeptical of the boys, she soon becomes good friends with them, and spends time shopping, sight seeing, visiting a sex shop, going to a church and meeting pole dancers in a club. At the club, Rani befriends a pole dancer, Roxette/Rukhsar, a Pakistani girl who is the sole bread-earner for her family back in Lahore and who is also a friend of Vijayalakshmi.

Rani slowly begins to gain confidence by taking control of her decisions. She also realises her cooking potential by winning a cook-off by selling gol gappas. She learns more about her friends' backgrounds and begins to understand how different life can be for people in other parts of the world. One day, the four find Vijay waiting for Rani in front of the hostel. Vijay apologizes to Rani and asks her to reconsider the relationship. Their conversation escalates as he tries to grab hold of Rani, but her friends retaliate, and she asks him to leave. The two meet up the next day to discuss the future, but Rani leaves abruptly, saying that she would rather speak to him after she returns to Delhi. She then meets up with her friends one last time at a rock concert she had previously chosen not to attend. After bidding an emotional farewell to them, Rani returns to India.

Back in Delhi, Rani visits Vijay at his home. Vijay thinks that she has decided to forgive him. Instead, Rani hands him her engagement ring and after saying "thank you", she walks away with a charming smile on her face.

**Control Group Film (based on Box Office statistics): 2 States**

Krish Malhotra narrates the story of how he fell in love with Ananya Swaminathan. The first day of IIM-A and Krish lost his heart to the woman who cannot stand bad sambhar. Through friendship and more, the two fall in love with each other and decide to settle down. There begins the problem. Krish’s Punjabi mother won’t accept the Tamilian Ananya and vice
versa. With that begins the journey of Krish and Ananya’s endeavour to get their parents smiling on their wedding day. The story crisscrosses the country – from Ahmedabad to Delhi to Chennai and then back to Delhi and finally to Chennai again – as the lovebirds struggle to get their respective families to accept their relationship. Even in the poster of 2 States, the two characters are depicted trying to reach out to each other across a map of India.

- 2015

**Selected Film: Dum Laga Ke Haisha**

It is 1995. Prem Prakash Tiwari owns a video cassette shop in the local market of Haridwar. Prem, a manchild who unwillingly gets married to the cute but horizontally-challenged Sandhya. Prem is neither qualified nor talented. Sandhya is both of those things. But these are the '90s, and arranged marriages didn’t leave much room for choice for either party. So they get hitched and while Sandhya digs Prem, the latter is not excited about spending the rest of his life with a well-rounded woman. Naturally, sparks fly. Over time, Sandhya's frustration shows; when Prem's aunt brings up a petty topic, the two have a heated exchange of words and she tells them how he does not treat her well. Amidst all this, a close friend of Prem's gets married. Prem and Sandhya go for the ceremony where due to his excessive drinking and jealousy over his friend's pretty wife, he tells everyone that sleeping with Sandhya feels like hell. Sandhya hears this and slaps him in front of his friends and he slaps her back. The following morning, Sandhya reflects on what she's been through, feels she has had enough and decides to leave Prem. She blames her father-in-law for his lack of respect towards women and not giving his son a proper education. Sandhya's mother tries to pacify her, saying she must return to her husband. But she decides that she can live by herself.

Meanwhile, Prem decides to channel his energy into studying and to take his English paper again; he enrolls for the examination. His friends give up on him; after a verbal squabble, they throw him out of the group. Subsequently, a friend's father opens a shop selling music CDs in the same market, clearly affecting their business. Prem's family talks to the shop-owner's family and the discussion ends with Prem's friend challenging him to participate and win the "Dum Laga Ke Haisha" contest. (The contest entails him carrying his wife on his shoulders and running an obstacle course.) Meanwhile, Sandhya and Prem reach the court to file divorce. The court decides that the two must spend six months with each other and try to salvage their marriage. Both decide to live together just as a formality but the two begin to get on, as they both start understanding each other. Sandhya gets accepted for a teaching job.
in Meerut. Prem's aunt successfully convinces him to participate in the competition and the couple takes a last chance to save their marriage. The day arrives and much to the surprise of the society members, Prem and Sandhya join the participants. Surprisingly, Prem shoulders the weight of his wife and surges past all other contestants who fall. In the last lap, Sandhya confesses to Prem that she does not want to go to Meerut and wants Prem to let her stay. Prem knows winning this competition is the only way to do this and pushes himself further to eventually win the race. Prem does not let Sandhya get off his back even after the race is over. He takes her back all the way to his house where they seal their love with a kiss.

Control Group Film (based on Box Office statistics): Bajrangi Bhaijaan

A young mute girl from Pakistan loses herself in India with no way to head back. A devoted man with a magnanimous spirit undertakes the task to get her back to her motherland and unite her with her family. Pawan, an ardent devotee of Hindu deity Hanuman, embarks on taking a mute six-year-old Pakistani girl, separated in India from her parents, back to her hometown in Pakistan. The sort of problems he faces while doing so and how he overcomes them are the crux of this film.

- 2016

Selected Film: Parched

Parched is the story of four women in a village in Rajasthan that is plagued by several social evils, age-old traditions and practices of patriarchy, child marriage, dowry, marital rapes and physical and mental abuse.

Rani is a widow struggling to support her old mother-in-law and teenage son, Gulab. Following village customs, Rani marries Gulab off to a child bride by paying a hefty sum to the bride's family. Meanwhile, Gulab is disrespectful, rebellious, and prefers to loiter with a gang of spoilt friends, and spend time with sex workers. Janki, the child bride, hopes to stop the marriage by chopping off her hair but is still forced into the relation. Lajjo lives in the same village as Rani, and is a close friend and aid in Rani's struggles. Lajjo is in an abusive marriage with an alcoholic husband, Manoj (Mahesh Balraj). Having failed to conceive, Lajjo is mocked for being infertile and therefore worthless in the eyes of her husband and society. The fourth woman is Bijli, an erotic dancer in a travelling entertainment company. She is eye candy for the men in the village and doubles as a sex worker. Because of her profession, Bijli
is ridiculed in the day and not welcomed at auspicious events. Bijli is a close friend and advisor to both Rani and Lajjo.

The movie begins with Rani and Lajjo visiting another village to see Janki and fix a price for her dowry. Meanwhile, Gulab is seen loitering around a bus stop with his friends. He chases and teases an educated woman, until her husband, Kishan approaches. Gulab and his friends comment that it is inappropriate for a woman to travel alone and look at them directly in the eye. While at Janki’s house, Rani receives calls on a cell phone bought for her by Gulab. The anonymous caller started off as a wrong number but now consistently tries to charm her. Although Rani is excited by being approached by a man, her happiness wanes when she realizes that her status as a widow may push him away. Later, at the Gram Panchayat, the village participates in solving local issues. The first issue is of a girl named Champa who ran away from her husband and tried to return to her parents. The Panchayat forces her to return despite her revelation that her husband's male family members all rape her. Kishan and his wife try intervening but are ridiculed for their progressive opinions and Kishan's marriage to an educated, working woman from Manipur. Kishan is a forward thinking local entrepreneur and employs women in the village for handicrafts and handloom jobs. Both Rani and Lajjo, among other women in the village, work for Kishan and are proud of the money they make from their hard work. In another matter at the Panchayat, the women collectively ask for a satellite dish TV connection. They say that it will alleviate the women's boredom and also stop the men from visiting erotic dance shows. Their demand was turned down previously by the panchayat elders, giving the reason that women of village will be corrupted by the liberal images on the television and also the lack of finances. The women reveal that Kishan has secured a large contract for their handicrafts and so they are prepared to save money for the installation of the satellite and televisions. The elders reluctantly agree and this angers some men in the village, including Gulab, who start to resent Kishan for trying to liberate the women. The conservative and patriarchal village men are seen to be constantly visiting Bijli. She has been increasingly turning down offers for sex work which irks her boss, who threatens to replace her with a new girl Rekha, who is much younger than her. Lajjo is repeatedly abused and raped by her husband and blamed for being infertile. Gulab's marriage to Janki pushes him deeper into the darker areas of loitering and prostitutes, and he is later kidnapped for not paying a prostitute in the nearby city. A distraught Rani approaches Kishan and takes out a loan in order to save Gulab, pushing her further into debt. Gulab continues down his path of destruction and self entitlement, and together with his friends, take revenge.
on Kishan. First they destroy his handicraft goods, and later on they beat him half to death, which makes Kishan and his wife to leave the village. Janki struggles in the marriage and is repeatedly beaten by Gulab.

Frustrated, Bijli takes her employers car, picks up Rani, Lajjo and Janki, and visit a local fort where they get a chance to talk freely. Lajjo realizes that her inability to give birth might also be just her husband's inability. In an experiment, Lajjo has sex with Bijli's lover and becomes pregnant. Bijli returns to the company to find that her dancing spot has been given to Rekha. She resorts to engaging in traumatic rough sex with multiple men in order to make money which leads them to raping her.

Rani discovers that her last bit of savings has been stolen and blames Janki. Later that night, Janki questions Gulab about the money, and he begins to beat her. Rani stops and confronts him, and Gulab angrily walks away, saying that he intends to leave the women to fend for themselves. The next day, Rani sells her house and pays off her debts. She relieves Janki of her marriage, allowing her to reunite with her childhood love Rajesh and asking her to continue with her studies. Lajjo informs Manoj of her pregnancy and he begins to beat her, after which she realizes that he is aware of his impotency. Manoj begins to savagely attack Lajjo, and Rani tries to stop him. As Rani witnesses, Manoj falls on fire and is burnt alive. Rani, Lajjo and Bijli together finally run away from the village in search for a better life, away from all the misery of customs, traditions and patriarchy.

**Control Group Film (based on Box Office statistics): Dangal**

After his failure at winning a gold medal for the country, Mahavir Phogat, a wrestler, vows to realise his dreams by training his daughters for the Commonwealth Games despite societal pressures. Dejected that he could not win a medal for his country, he vows that his unborn son will. Disappointed upon having four daughters, he gives up hope. But when his older daughters come home after beating up two boys in response to derogatory comments, he realises their potential to become wrestlers and begins coaching them.

His methods seem harsh, including gruelling early morning workouts and short haircuts. Despite facing backlash from the villagers, he goes ahead with them, training them in his makeshift mud pit. Initially, the girls resent their father for his treatment but soon realise that he cares for their future. Motivated, they willingly participate in wrestling tournaments where
they defeat boys. Geeta goes on to win the junior and senior championships at the State and national level before heading to the National Sports Academy in Patiala to train for the forthcoming Commonwealth Games.

Once there, Geeta makes friends and begins to disregard the discipline she has been taught by Mahavir. After her performance spirals down, she tearfully makes peace with her father, who comes to Patiala with his nephew and begins coaching them secretly. Learning about this, and furious with Mahavir's interference, the coach wants the girls expelled but the sports authority allows them to continue and ban Mahavir from entering the academy and the girls to go out. Eventually, Geeta becomes the first Indian female wrestler to win gold at the Games.

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Selected Film: Tumhari Sulu

Sulochana Dubey, nicknamed Sulu, is a middle-class housewife with a loving husband and a happy family. She dreams of being a working woman, but since she couldn't complete her high school she cannot think of any white collar jobs. Her elder twin sisters are always critical of her educational credentials and frequently mock her failed business ideas. Sulu is fond of participating in and winning any and every contest around her, be it a singing competition, an athletic event or a simple lemon and spoon race. Her husband, Ashok works as a manager in a tailoring firm, which is quite a frustrating job since everyone apart from him is over the age of sixty, including the owners. Ashok bears professional dissatisfaction only so he can support his family. One day Sulu wins a contest hosted by her favourite radio station. She receives a call from Albeli, the top RJ of the radio station, who makes Sulu sing. When she goes to the radio station to collect her prize, she sees a poster of auditions for the position of a RJ. She is very excited and feels that this is the job she is waiting for. She insists on filling the form, which the receptionist refuses on some pretext or the other. Coincidentally, RJ Albeli walks in and feels that she must give her a shot. She takes Sulu to meet her boss, Maria. Sulu is extrovert and engaging, which is a bit annoying for others but Maria finds her interesting. She gives her an opportunity to audition. At the audition, Sulu is very casual and not able to control her laughter after Pankaj, one of the poets at the radio station, recites the lines in a sensual manner. Just at the end, she manages to say 'Hello' in a sensual manner, which impresses Maria. Maria gives her card and asks if she would be able
to do a call-in night show - where people would call her to talk about their troubles. Maria gives Sulu time to think.

Sulu thinks about the job and the sensual accent in which she would have to answer the calls. Things start changing for her when she accidentally lands a job as a radio jockey and her show becomes an instant hit. To start with, Ashok is annoyed with her that she took up the job without discussing with him but later relents out of his love for her. The company provides Sulu pickup and drop facility. On her first day, Sulu faces an annoying caller who tries to change their chat into an obscene one. With her sharp mind, Sulu is able to tactfully handle it. One day, she gets a call from her son's school and they visit his principal's office. The principal reveals that he is charging some other kids for showing some videos on the phone he stole from Ashok, as well as faking his signatures over the remarks written in his school dairy. On this basis, he suspends her son from the school. This becomes a very big issue in their family and Sulu's sisters blame her that because of her job she has neglected her son. They decide that she now has to leave the job and her son would not stay with them because her low level of education is causing similar influence on him. Sulu takes a tough stand, rejects both the conditions and leaves for her job. While coming back, she gets a call that her son is missing. They later find a note by him, revealing he is very ashamed of what he has done. He is very sad to see that his mother had to leave her job because of his actions. He requests his father to support his mother and her job. Next day police find her son and bring him home. Sulu goes to her office and resigns. She feels that she is not able to handle the emotional turmoil at home. Just as she is leaving, she finds the receptionist having a fight with the tiffin service guy. Sulu has an idea and she requests Maria to give her the contract for the tiffin service. Next, we see Ashok managing the tiffin business and Sulu going to her job; managing both the household and her professional life in her own unique style.

Control Group Film (based on Box Office statistics): Tiger Zinda Hai

A sequel to the 2012 film Ek Tha Tiger, Tiger Zinda Hai sees RAW Agent Tiger joins forces with Zoya, a Pakistani spy, in order to rescue a group of nurses who are held hostage by a terrorist organisation.