

Connecting Brands with
**Tomorrow's
India**



**Cultural
Thought Paper**
August 2023



JioCinema

DEKHTA JA INDIA

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JioCinema

Report Overview

*Introduction and
summary of the
cultural trends
in India.*



JioCinema is at the forefront of the entertainment industry, pushing boundaries through a unique blend of audience understanding, largest library of premium content, and cutting-edge technology.

Each month, we publish insightful reports on

on ⁰¹ **culture,**
⁰² **entertainment,**
⁰³ **audience**
behavior,
⁰⁴ **brands, and**
⁰⁵ **content,**

to empower the marketing community with valuable knowledge and help them create **new connections to their consumers.**

*In this edition, we proudly present a **thought-provoking exposé** on the **intricate cultural connects shaping India today**. By using our innovative research techniques and a profound understanding of audience dynamics, brand archetypes, and content trends, our Data Science Team spotlights unseen threads that bind us as a nation.*

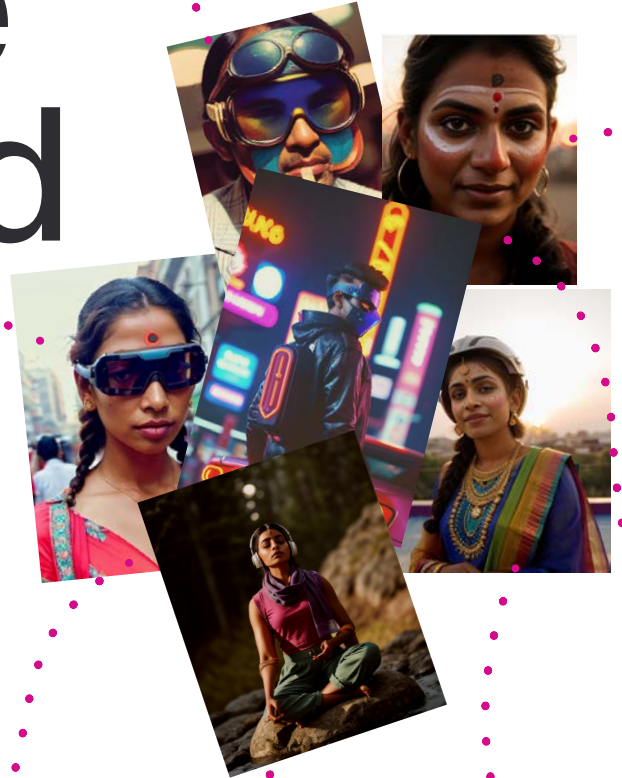
*We sincerely believe the cultural insights in this report will serve as an invaluable guide for the marketing community. Firing up their ability to embrace change, unleash unparalleled value, and forge **deeper connections with their valuable consumers**.*

*Together, let's create a future where we can **create infinite connections with our consumers**.*





We have identified 6 mega cultural trends



1

Personal Empowerment in Mental Health

2

Embracing a Tech infused Tomorrow

3

Interplay of Tradition and Self-Expression

4

Feminism on the Rise

5

Masculinity Under Threat

6

Discovery and Adventure

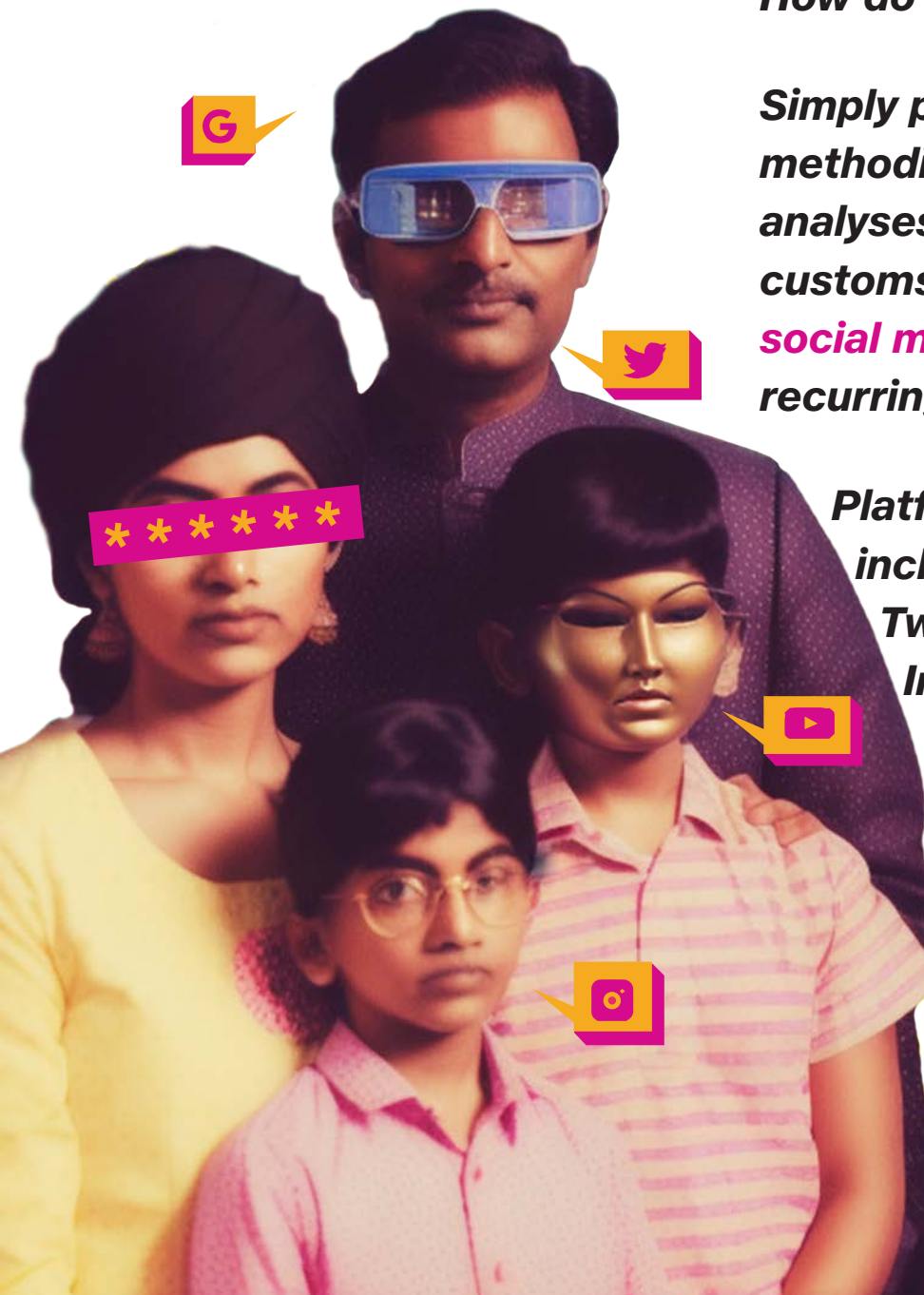
Methodology for identifying cultural trends

How do we identify trends?

*Simply put, we employ a methodical approach that deeply analyses people's cultures, customs and habits on **Indian social media platforms** and find recurring themes.*

Platforms analyzed include Youtube, Twitter, and Instagram.

*We also use **Google Search data** to validate these recurring themes observed during our analysis.*





01

Trend



Personal Empowerment in **Mental Health**

5.8
crore

Audience Size

Consumers who exhibit and connect with Personal empowerment in mental health Culture.

Personal Empowerment in Mental Health

As people become increasingly informed and proactive about their mental health, an interesting trend unfolds in India. Indians seek fresh, intriguing avenues to heal and nurture their minds.

At-home therapies, virtual sessions, mindfulness practices, and innovative techniques are becoming popular, guiding individuals toward self-discovery and self-care.

This transformative trend reflects a nation reclaiming its mental well-being, transitioning from silence to education, and now finding new unexplored value through inventive and personalized treatments.



Personal Empowerment in Mental Health

Trending searches reveal Indians, all the way from the spiritual ones to the tech-savvy to bookworms, reaching out for mental health support that works best for them.

🔍 "chronic fatigue syndrome"

+730%

🔍 "amaha innerhour"

* Indian online therapy startup

+300%

🔍 "agarwood incense meditation relaxing"

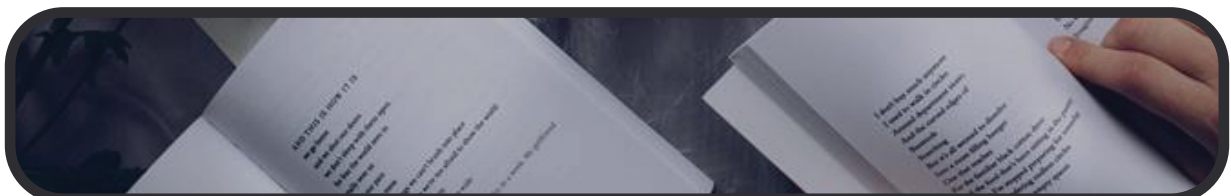
+200%

🔍 "ai therapist free"

+250%

🔍 "past life regression therapy near me"

+160%





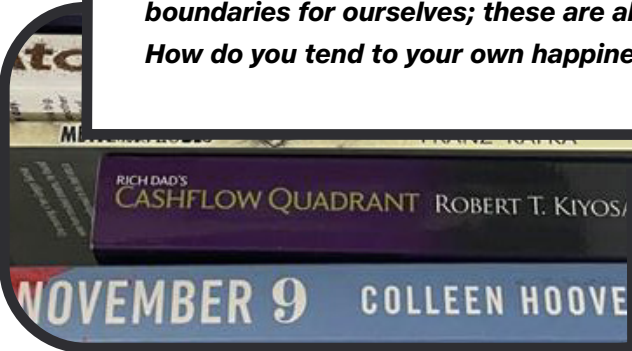
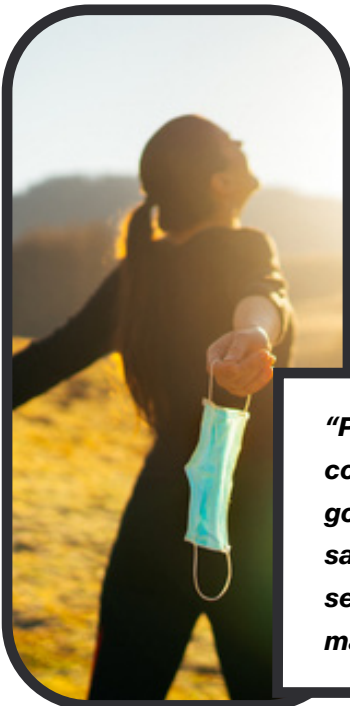
01 Trend

Personal Empowerment in Mental Health

On **social media**, Indians actively share resources for self-education on mental health and inspire by sharing their journey of overcoming personal mental challenges.

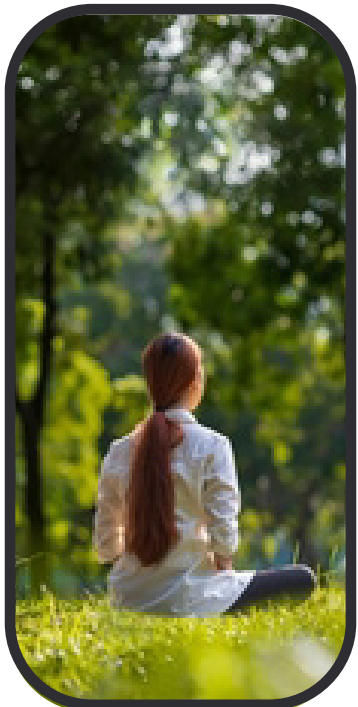
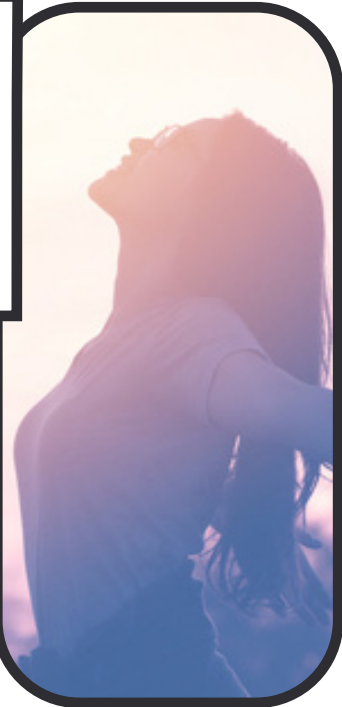


"I always only connected this thought to the physical act of working hard for a better or more successful future. But, this past year has made [...] me realise just how important it is to work on our mental health. On some days, we need to put in that extra effort to stay afloat and not give in to the various pressures of life. When we work on making ourselves a priority, when we regularly take a breather from our daily grind, and when we draw out some healthy boundaries for ourselves; these are all steps towards "healing" [...] How do you tend to your own happiness?"



"reading to feel a little less stuck"

"Putting the vanity that comes along with smelling good aside, up keeping the same is a means of self care, self protection and good manners."



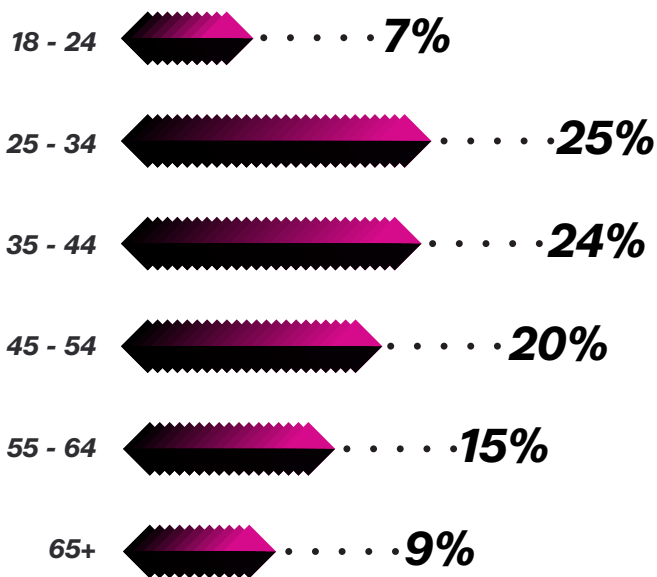
Personal Empowerment in Mental Health

Audience Size

5.8
crore

Consumers who exhibit and connect with Personal empowerment in mental health Culture.

Demographics



Opportunities for Marketers





Health and Wellness

*Start a revolutionary brand movement by
championing mental health advocacy.*

*Position your brand powerfully by making it a
catalyst for positive change.*

*Let your brand lead the way for customers to
achieve enhanced mental well-being, strengthening
trust and loyalty.*



Fitness and Lifestyle

*Create a special fusion of mindful exercise experiences
based on a powerful narrative of mental well-being.*

*By curating these enlightened offerings, your brand will
not only attract the health-conscious but also forge an
unbreakable bond of consumer trust and admiration.*



Food and Beverage

Set a new standard in the world of food and beverage branding by embracing the a fresh fusion of taste and emotional well-being.

Craft campaigns that unveil the interplay between food and its impact on mood and stress levels.

Elevate your brand to the role of a benevolent guide, raising awareness about the vital importance of a harmonious diet for fostering robust mental health.



Financial Services

Support consumers' mental well-being by launching customized financial planning tools and resources.

Amplify the importance of financial stability in reducing stress and anxiety.

Collaborate with respected mental health experts to offer tailored financial advice that resonates with individuals' unique circumstances, positioning your brand as a trusted ally for holistic well-being.



E-commerce/Retail

Re-position your brand by **immersing consumers in shopping experiences that prioritise mental well-being.**

Bring in a **consumer-centric approach** as you showcase a world of self-care products, relaxation items, and invaluable mental health resources.

Forge **meaningful partnerships with mental health organizations**, channelling a portion of proceeds to support vital initiatives for positive brand projection



Education/Ed-tech

Address the pressing mental health challenges faced by students by making your brand stand up for it.

Champion mental health through awareness campaigns, empower students through stress management workshops, and offer unfettered access to counselling resources.

Create a nurturing education environment and **watch students flock to your brand**, seeking solace, guidance, and the tools to embark on a journey towards well-being.



02

Trend



Embracing a **Tech** Infused Tomorrow

11.4
crore

Audience Size

Consumers who exhibit and connect with Embracing a tech infused tomorrow

Embracing a Tech Infused Tomorrow

*Indian consumers are known to be tech-savvy. However, a **noteworthy trend has emerged**, spotlighting a distinctive shift in what they want in technology.*

While ChatGPT, VR headsets, and the metaverse have witnessed increasing global interest, Indian consumers are demonstrating a remarkable determination to go beyond novelty value.

*They are **actively seeking ways to integrate advanced technologies into their lives** to make them richer, reflecting a clear trend of future-forward living.*



Embracing a Tech Infused Tomorrow

From VR headsets to robot cleaners - **trending searches** over the past year showcase Indians' interest in advanced, futuristic tech.

🔍 "jio vr headset"

+3950%



🔍 "text to speech voices narakeet*"

+3800%



🔍 "mahindra auto drive car"

+450%



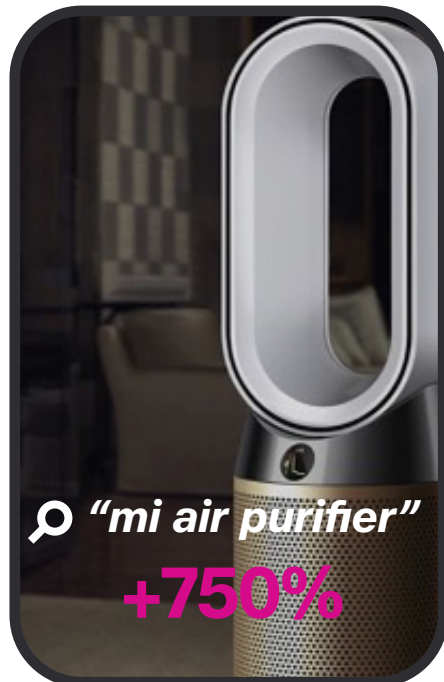
🔍 "haier robot vacuum cleaner"

+300%



🔍 "mi air purifier"

+750%



*Narakeet- Voiceover Creator tool (Text to Speech)

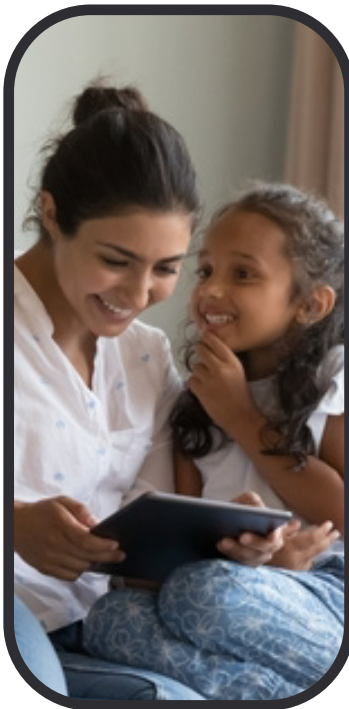
Trend

Embracing a Tech Infused Tomorrow

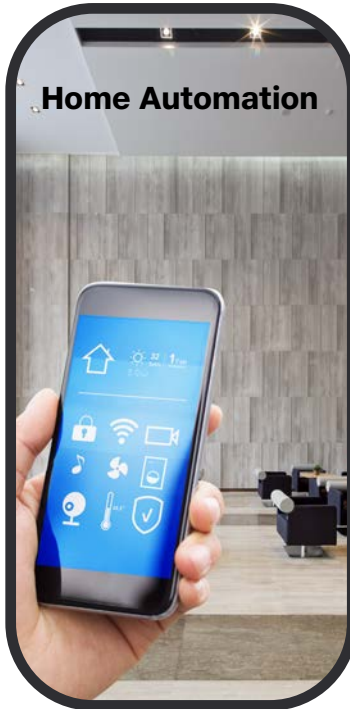
We see the same on **social media**, as users share excitement over new technologies, while also sharing tips and tricks on making it more accessible



"From everything that we know about the all new #AppleVisionPro, it's certain that this marks the beginning of a new era in the Tech world"



Home Automation



"Aj mai toh saste home theatre me baith ke #ipl2023 enjoy kar rhe hai. #jiodive"



Tata Autopilot/ Self Drive



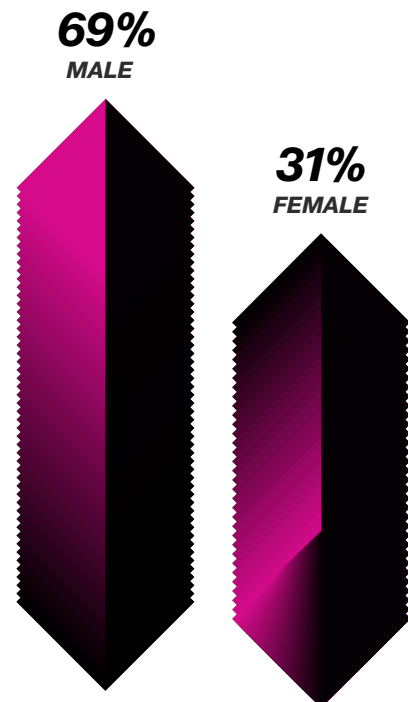
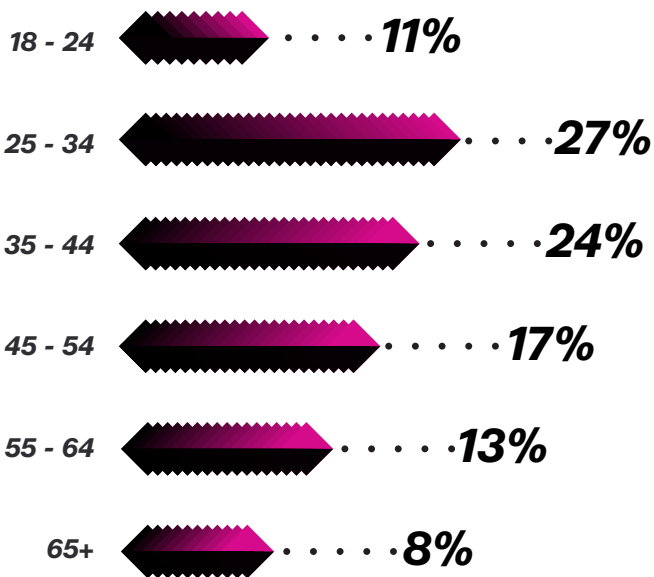
Embracing a Tech Infused Tomorrow

Audience Size

11.4
crore

Consumers who exhibit and connect with Embracing a tech infused tomorrow

Demographics



Opportunities for Marketers





Health and Fitness

There's an opportunity to **develop innovative apps and platforms** that unlock personalized fitness and nutrition plans, changing the way users embark on their wellness journeys.

Turn your brand into a beacon of inspiration, **guiding individuals towards optimal health, vitality, and self-empowerment.**

Let your brand embrace a new digital revolution, where the **marriage of technology and wellness** unlocks a new era of personal transformation.



Automotive

Let your brand spotlight the pillars of safety, convenience, and sustainability in the realm of **tech-infused automobiles.**

Show how your **brand's transformative innovations** in electric and hybrid vehicles can captivate the hearts and minds of environmentally conscious consumers who demand a greener future.

Therefore, projecting your brand as a **vanguard of progress, pioneering a new era of mobility.**



Consumer Electronics

*Emphasize the power of seamless tech integration into everyday devices, rendering them **intuitive, user-friendly, and desirable** to consumers.*

*Top-up your brand's value by demonstrating how it can **anticipate consumer needs**, empowering them to easily adapt to a future filled with ground-breaking technological advancements.*



E-commerce/Retail

*Your brand can invite customers on **immersive virtual journeys** where they can experience products before making a purchase.*

*Use the **potential of AI-driven personalized recommendations**, curating bespoke shopping journeys that cater to the unique desires and preferences of every customer.*

*Your brand will then become a visionary guide, **melding technology and retail into talk-worthy value** that captivate, inspires, and delight.*



Education/Ed-tech

*Reshape learning experiences with **tech-infused tools**, making education accessible, engaging, and tailored to students of all ages.*

*Your brand can **open new paths** for students to embark on educational journeys that go beyond physical boundaries.*

*Let your brand unlock a new world where **learning becomes a freer, friendlier and immersive experience.***



Financial Services

*Re-engage your audience by making your brand one that's known for providing seamless, **tech-infused financial transactions.***

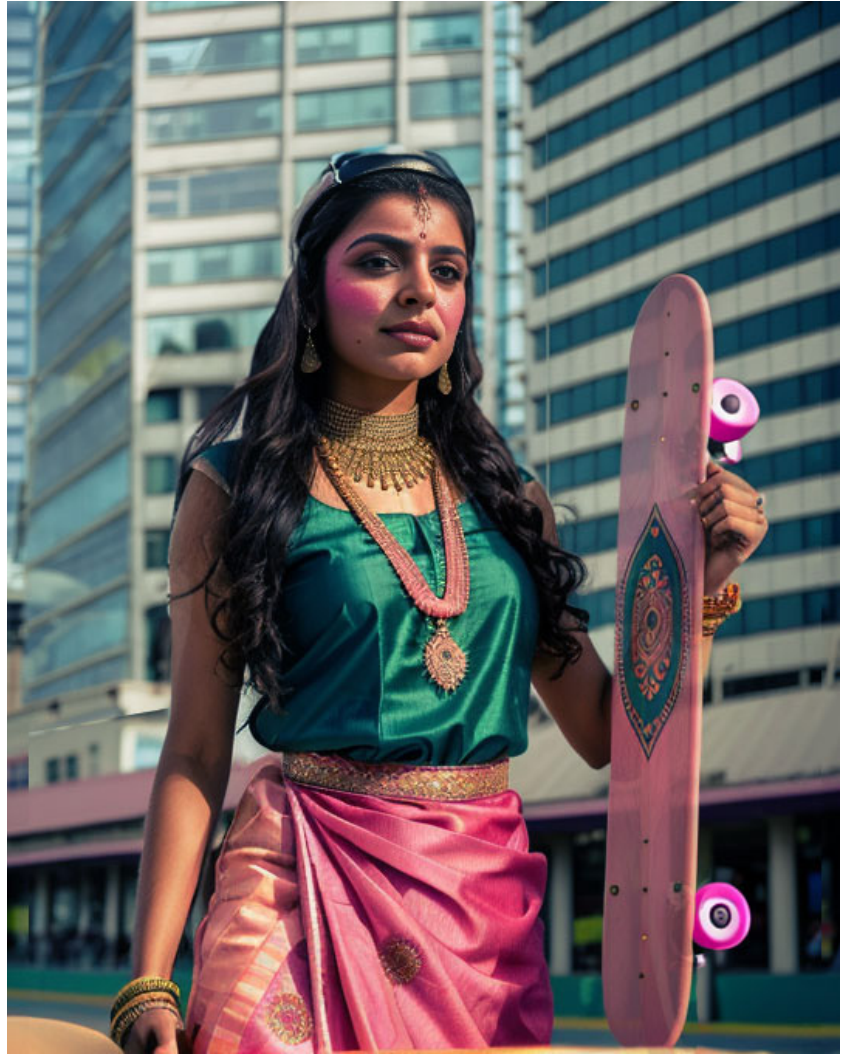
*A brand that empowers customers and **helps them redefine their relationship with money** through easier, hassle-free tech experiences.*

***Embrace the potential of blockchain technology**, ensuring transparent and secure financial transactions. Thereby building audience trust and peace of mind.*



03

Trend



Interplay of Tradition and Self-Expression

9.3
crore

Audience Size

Consumers who exhibit and connect with Interplay of tradition and self-expression

Interplay of Tradition and Self-Expression

*This trend, finds **Indians exploring and expressing their individuality, values, and beliefs** while drawing inspiration from their culture.*

*It clearly shows that **Indians want to break away from being defined by the past or external influences and embracing the power to make their own choices.***

*Choices that **reflect one's own understanding and interpretation of culture.***

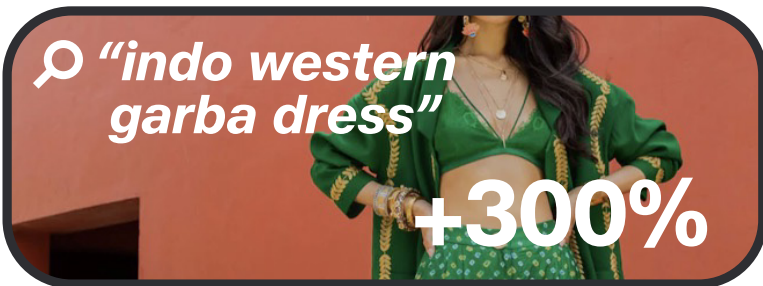
*In this transformative process, **traditions, values, and practices are getting redefined, reinterpreted, and reinvented, overturning age-old customs.***



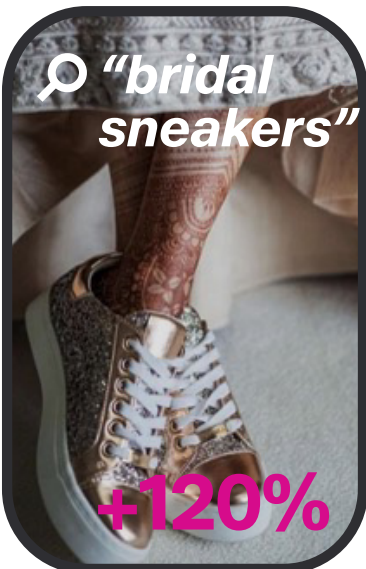
Interplay of Tradition and Self-Expression


Trending searches show a dynamic shift in fashion especially, as Indians infuse traditional garments with playful and expressive elements

 *“eco-friendly ganapati decoration”*
+500%

 *“indo western garba dress”*
+300%

 *“kiara advani wedding lehenga”*
+700%
** Indian celebrity who wore rose pink lehenga on her wedding day rather than traditional red*

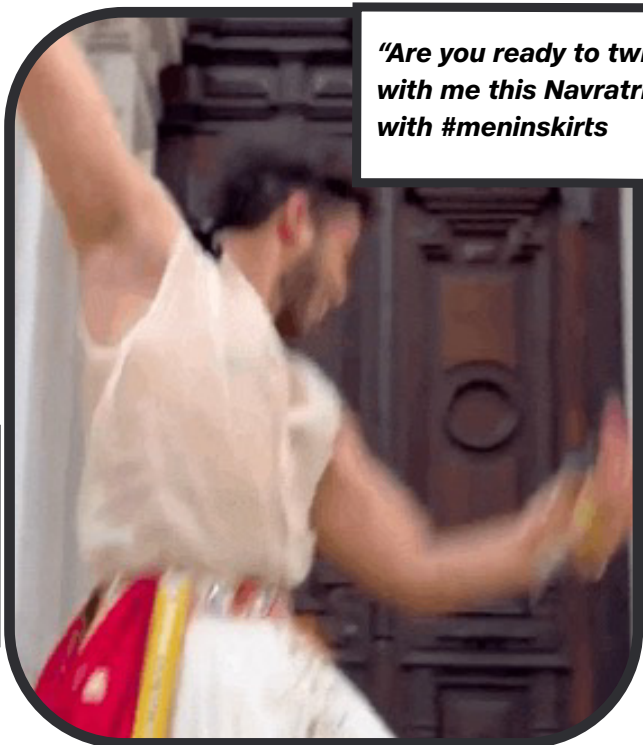
 *“bridal sneakers”*
+120%

 *“saree for men”*
+100%

Trend

Interplay of Tradition and Self-Expression

On **social media**, we see Indians aligning their culture with their own values - from sustainability, to LGBTQ-friendly perspectives, and subcultures



"Are you ready to twirl with me this Navratri with #meninskirts"



"#HybridBharatham is my way of switching between Hip-Hop and Bharathanatyam, 2 dances that I love"

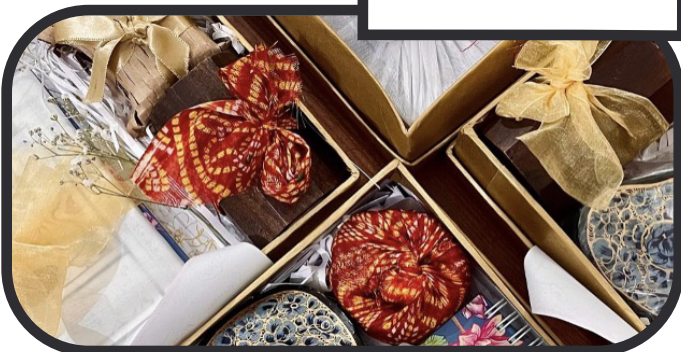
"really cool embellished sneakers that teams up with Indian as well as western outfits superbly"

"Diwali preps this year have been all about fabric wrappings, flowers, sustainable and breathable gifts."



PUNARAVARTAN
RESPECT FOR MOTHER EARTH

DO THE IMMERSION AT HOME AND COLLECT THE CLAY IN A PIECE OF CLOTH



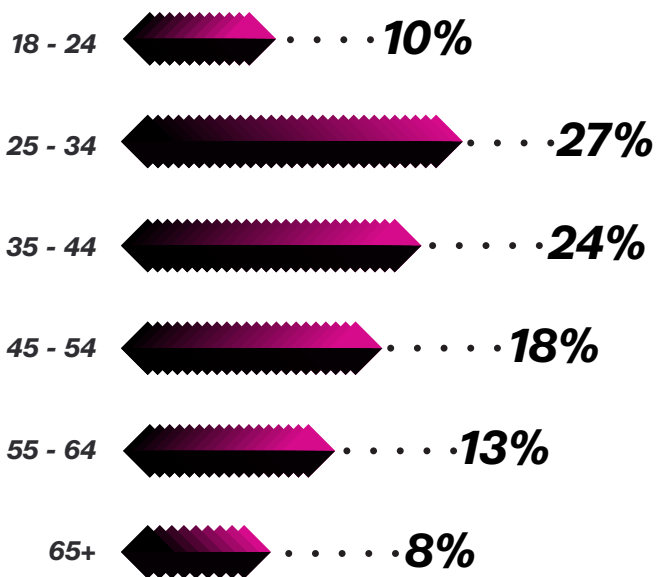
Interplay of Tradition and Self-Expression

Audience Size

9.3 crore

Consumers who exhibit and connect with Interplay of tradition and self-expression

Demographics



Opportunities for Marketers





Fashion and Apparel

Your brand can collaborate with local artisans and designers, unveiling fresh collections that **celebrate cultural heritage**.

You can **use fashion to empower individuals** to express themselves in the form they are comfortable with today.

Let your brand be known to **celebrate a sense of pride, inclusivity, and self-expression** amongst fashion enthusiasts.



Beauty and Cosmetics

Create a range of makeup and skincare products that **embrace and celebrate diverse skin tones** and beauty preferences.

Make your brand stand **for self-expression through beauty that respects diverse cultural backgrounds**.



Food and Beverage

Blend cultural authenticity with contemporary twists to offer menus that delight and surprise.

Weave together diverse food traditions to create innovative products and recipes that honour heritage.

Let your brand innovate with recipes to marry nostalgia with novelty.



Home/Decor

Curate special collections that blend the beauty of heritage with contemporary tastes.

Create living spaces that celebrate the values of self-expression while still honouring heritage.

Thereby, turning your brand into a gateway to self-expression and cultural appreciation.



Education/Ed-tech

*Help students learn better by weaving together the threads of **cultural history, heritage, and progressive learning.***

*Making your brand a **platform that creates well-rounded personalities,** beyond academic knowledge with a deeper understanding and respect for diverse cultures.*



Travel

***Craft immersive experiences** that seamlessly blend local traditions with the liberating power of self-expression.*

*Promote destinations that strike the perfect balance between **cultural authenticity and creative freedom.***

*Immerse travellers into the **richness of local traditions** while still embracing the freedom to express their own unique identities.*



04

Trend



Feminism on the Rise

3.8
crore

Audience Size
***Consumers who exhibit
and connect with
Feminism on the Rise***

Feminism on the Rise

*In today's India, "Feminism on the Rise" is gaining significant momentum and **reshaping societal norms, gender dynamics**, and the way we see the role of a woman in society.*

*This movement is a powerful force that advocates **gender equality**, empowering women to challenge stereotypes and break barriers. Helping them demand their rightful place in all spheres of life.*

*There's undeniable proof that women are stepping out of traditional roles and embracing opportunities for **education, career advancement, and leadership positions**. Claiming their voice back by openly sharing their opinions and driving positive change in their communities.*

*At the heart of this trend are **path-breaking women** who have shattered glass ceilings and inspired others to follow.*



Feminism on the Rise

Trending searches show solo female travellers go beyond discovery, to make a living from digital nomadism and celebrating female toughness to redefine femininity for a new generation.



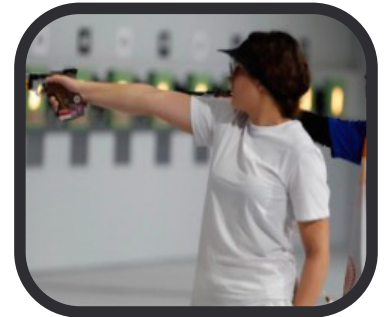
Female influencers have risen up in the last few years as female solo travellers and bloggers who make a living from travel writing.

They emphasize their independence through their adventures on their road, and highlight their ability to work hard while on-the-go.

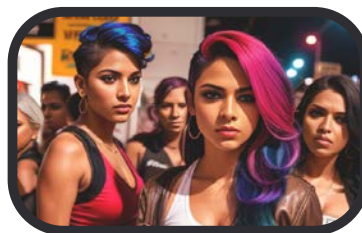
These women have transcended basic notions of travel for discovery, and are instead weaving an aspirational industry based on digital nomadism.



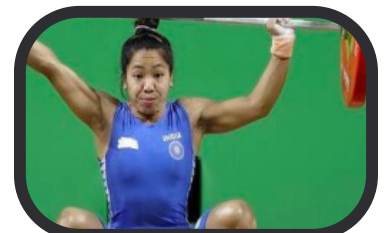
I was also fortunate to meet Rinpoche Khyentse Norbu who is directing an international film - Looking for a lady with fangs and a moustache, a movie where the inexplicable spirit of feminine energy is the main theme.



Your mind is a gun... Keep it loaded #practicetime #karnisinghshoot ingrange #shooting #india



We are the same, but different.



Like squats and sparkly nail paint in equal measure.

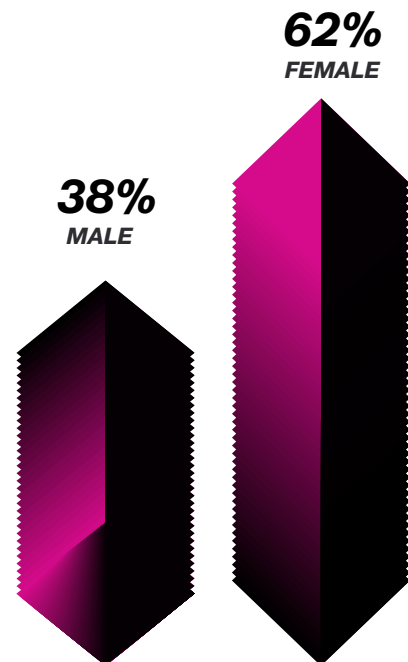
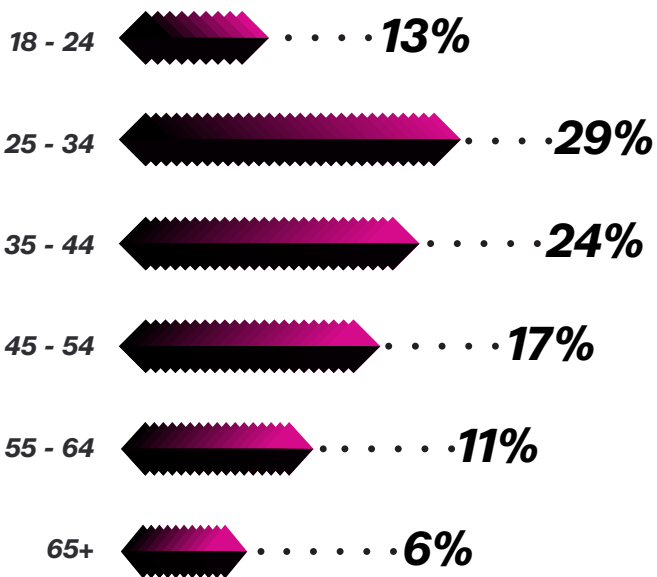
Feminism on the Rise

Audience Size

3.8
crore

Consumers who exhibit and connect with Feminism on the Rise

Demographics



Opportunities for Marketers





FMCG

Make your brand **champion the cause of gender equality** by aligning with feminist values.

Promote inclusivity that connects with the thinking of modern consumers.

Craft powerful campaigns to showcase gender balance within households, challenging traditional gender roles and promoting a sense of empowerment and inclusiveness.



Automotive

Challenge stereotypes around women and driving by portraying women as empowered drivers, adventurers, and decision-makers.

Break away from traditional marketing narratives and unleash powerful messages that ring true with a growing section of independent female consumers.



Hospitality

Promote **women-centric travel experiences** and showcase your brand's commitment to women's safety and comfort.

Thereby attract a customer base that seeks **safe and empowering journeys** that reflect their values.

Transform your brand into a friend, creating an **inclusive and nurturing environment** that gives a sense of security and empowerment for female travellers.



Retail

Create inclusive marketing campaigns that celebrate beauty in all forms, **promoting self-expression and instilling confidence** among consumers.

Embrace feminist values while **standing for authenticity and empowerment**, attracting customers who appreciate brands that prioritize inclusivity and say 'Yes' to individuality.

Become a **brand that is a force for positive change**, inspiring individuals to embrace their unique beauty.



Technology

*Support diversity and inclusion initiatives, **championing female role models in tech**, and highlight how your products and services address the unique needs of women.*

*Spread the good word of feminist principles and appeal to socially conscious consumers who value companies that prioritize **diversity and inclusion**.*

***Build unbreakable connections** with a diverse consumer base that values the pursuit of gender equality.*



Financial Services

*Highlight the importance of **financial independence for women**.*

*Showcase how your services cater to their unique needs by showing the importance of the woman's role in **decision-making and wealth management**.*

*Make your brand trustworthy, attracting a **growing segment of financially empowered female consumers**.*



05

Trend



Masculinity Under Threat

4.6
crore

Audience Size

***Consumers who exhibit
and connect with
Masculinity under threat***

Masculinity Under Threat

*With the rise of **female empowerment and gender equality**, masculinity in India today finds itself questioning what it takes to 'be a man'.*

Data shows 2 key responses are on the rise:

- 1. Men believe it's time to **re-assert traditional notions of masculinity** even harder than before, through national pride and open expressions.*
- 2. Men now **seek new definitions of masculinity**, or soft masculinity (care, shared parenthood, partners in the kitchen etc), and create new metrics to validate their masculinity.*



Masculinity Under Threat

Trending searches show Soft masculinity measured as a new level of progression and success. Verbalizing ambition and drive as a way to cope with change.

There is a nascent discourse (led by Tier 1) that challenges traditional notions and aesthetics of masculinity. From floral wear, to slim (non-gym) silhouettes, creative influencers



Parenthood, for both of us; and fatherhood, for me, has been the proverbial life-changing experience. It was an explosion of emotions, fear, anxiety, love, celebration and what not. What the whole experience has taught me is that women are supreme. We men, cannot even come halfway close to what they are capable of.

In the sphere of relationships with women, and in parenthood, there is also rising attention to the notion of a "gentleman" or a progressive father who celebrates emotional ties and gender equality in parenthood roles with his wife.

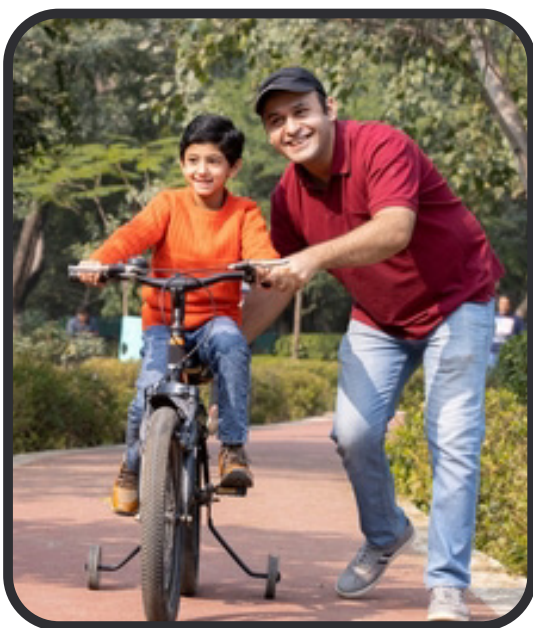


Die with memories, not dreams!



It reads "Dad \ 'dad \ noun
1. Holder of the wallet, keeper of advice, dryer of tears, and fixer of all things.

See also: that guy who's always right.". That's a pretty big job description. Even though it does not come with a user manual.



It's a lot easier nowadays to be yourself and society isn't as harsh on you as they were in 2006/7 and that's a sign that we are indeed progressing.



My daughter is my teacher. She teaches me how to say 'NO' and mean it.

We adults are always confused between saying 'YES' and 'NO'

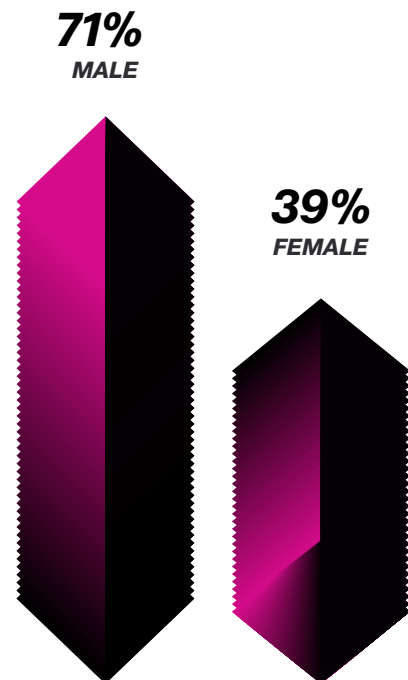
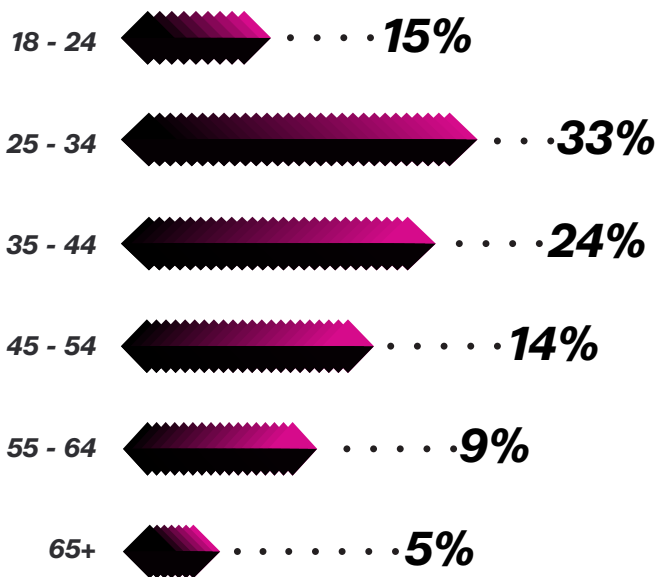
Masculinity Under Threat

Audience Size

4.6
crore

Consumers who exhibit and connect with Masculinity under threat

Demographics



Opportunities for Marketers





Personal Care

Your brand can champion this trend by **reasserting masculinity through a progressive lens.**

Challenge stereotypes and promote a **more inclusive image of masculinity** through grooming products that stand for diversity of self-expression.

Make your brand stand to gain a new audience of **men that are confident in their individuality.**



Automotive

As one of the **primary objects of men's desires**, the automotive sector is in a unique position to capitalize on this shift in the definition of masculinity.

Leave the traditional projection of toughness and replace it with men using their vehicles for progressive purposes like **caring, nurturing, and being responsible.**



Health and Wellness

*Inject new life into your Health and Wellness brand by addressing **men's mental health and emotional well-being** as part of your brand's offerings.*

*This is an opportunity to promote initiatives that encourage men to seek help, **talk openly about their feelings**, and challenge the stigma surrounding mental health issues.*



Fashion

*Stitch a new narrative for your fashion brand by expanding collections **to feature a broad spectrum of masculinity**.*

*celebrate men who express themselves boldly through fashion, set new norms for men to follow and **embrace a unique sense of style** beyond traditional stereotypes.*



Technology

*Having played a pivotal role in the emergence of this trend, technology brands are in a unique position to **leverage the positive aspects of modern masculinity.***

***Caregiving, emotional intelligence, and collaborative problem-solving** are just a few of the ways technology can engage men in fulfilling and meaningful conversations.*



Alcohol and Beverage

*Pour your brand a glass of progressive perspective by vowing to **avoid harmful stereotypes** related to masculinity in marketing.*

*Instead, **promote responsible drinking and positive social interactions**, focusing on sensitivity and camaraderie rather than excessive machismo.*



06

Trend



Discovery And Adventure

4.6
crore

Audience Size

*Consumers who exhibit
and connect with
Discovery and Adventure*

Discovery And Adventure

India has traditionally been more famous as a land to be explored, than a home to explorers. Past 'explorers' of India were usually of an elite class, such as Bimal Mukherjee or Rabindranath Tagore.

But not today. Global media has highlighted the notion of exploration and travel, and Indians are democratizing the act of discovery, challenging the typical limitations put forth by age, geography, class, and life stage.



Discovery And Adventure

Trending searches show exotic travel creates exclusive cultural capital, a new status differentiator domestic discovery fuels a sense of accessible exploration



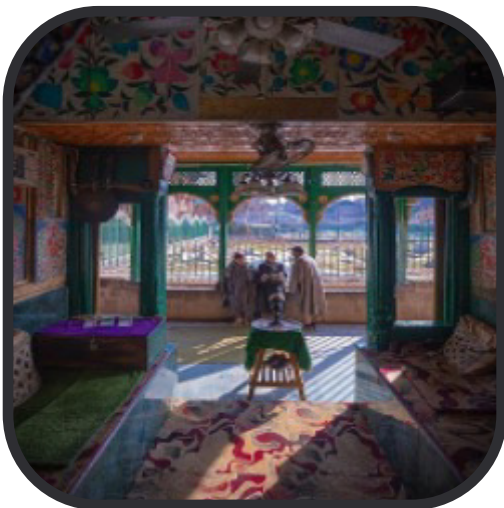
This old flour mill in Bela Krajina region of Slovenia is the perfect day out. Did you know that flour was an expensive ingredient back in the day
#Sloveniawithlove #femaletravelblogger



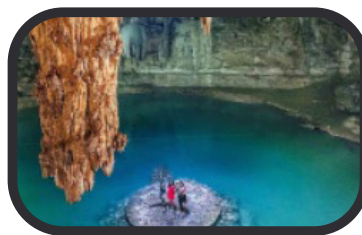
It took me just one day to fall in love with the city of Salvador! It is beautiful, with great architecture, rich history and culture, and has the most chilled out people ever.



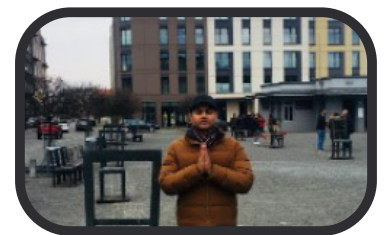
Addicted to blue! #malta #bluegrotto #wanderlust #traveldiaries2019



Srinagar, Jammu, Kashmir: "Let the waters settle and you will see the moon and the stars mirrored in your own being" ~ Rumi



Cenote Suytun, another iconic cenote we visited in the Yucatan Peninsula of Mexico. A few stone stairs lead to this marvellous cave!!



#prayers #Krakow#namaste #Europe #europediary#travel #travelblogger #traveling #travel #meditation #peaceandtravel

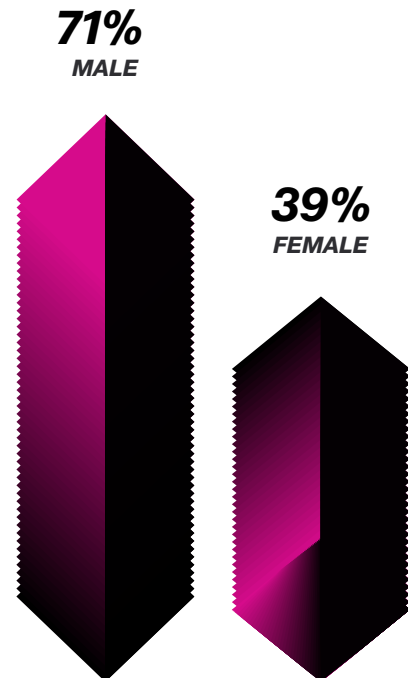
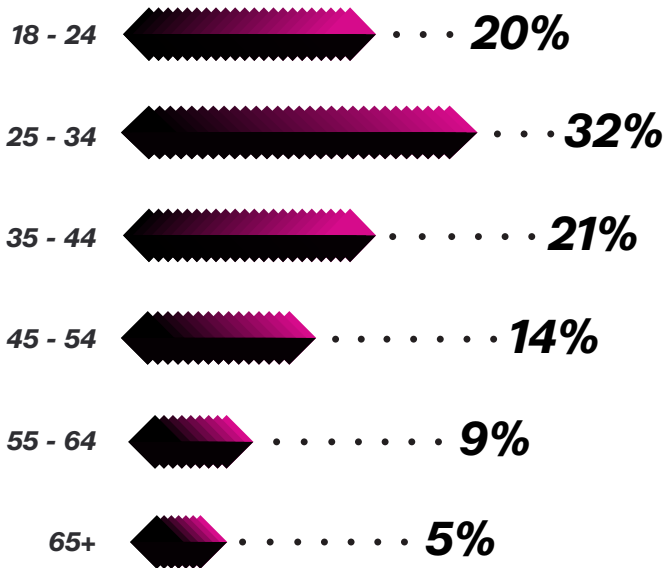
Discovery And Adventure

Audience Size

4.6 crore

Consumers who exhibit and connect with Discovery and Adventure

Demographics



Opportunities for Marketers





Travel

Arm your brand with this new trend by **promoting off-the-beaten-path destinations and unique experiences** that cater to adventurous travellers.

Highlight activities like trekking, wildlife safaris, and cultural immersions, **enticing travellers with the promise of memorable and transformative journeys.**



Automotive

Automotive brands can shift their marketing campaigns into high gear with ideas that promote the **spirit of adventure.**

Consider more showcases of how your **vehicles enable people to embark on richer journeys**, explore remote landscapes, and embrace the thrill of discovery.



Sports

Sports brands can supercharge their marketing efforts with the *spirit of discovery and adventure.*

Promote daring athletes and adrenaline-fueled activities that inspire consumers to do what mankind does best: *push their physical and mental boundaries.*



Outdoor

Adventure gear brands can truly capitalize on this trend by emphasizing the importance of their *quality and reliability in supporting travel experiences.*

Target adventure enthusiasts and thrill-seekers, *positioning products as essential companions for memorable escapades that become stories to tell for a lifetime.*



Technology

Tech brands can showcase how their gadgets and innovations enhance exploration and adventure.

Position your products as essential tools for capturing and sharing experiences, creating a deep connection with a community that thrives on new experiences.



Alcohol and Beverage

Align your brands with this trend by launching unique thirst-quenching experiences and exotic flavours from different cultures.

Emphasize on how your products contribute to the sense of exploration and discovery, make wining and dining experiences as exciting as visiting lands unexplored.



Concluding Thoughts

*Executive summary of how the marketing
community can leverage these trends*

6 mega cultural trends and its implications to CMO's

	1 <i>Personal Empowerment in Mental Health</i>	2 <i>Embracing a Tech infused Tomorrow</i>	3 <i>Interplay of Tradition and Self-Expression</i>	4 <i>Feminism on the Rise</i>	5 <i>Masculinity Under Threat</i>	6 <i>Discovery and Adventure</i>
 FOOD & BEVERAGE	<i>Food and its impact on mood</i>					
 PERSONAL CARE & BEAUTY		<i>Skin tech adoption</i>			<i>Men's Grooming products</i>	
 HEALTHCARE	<i>Fusion of mindful exercise experiences</i>				<i>Men's mental health</i>	
 TRAVEL		<i>Immersive experiences</i>	<i>Spiritual travels</i>	<i>Rating for women safety</i>		<i>Off beaten place deals</i>
 E-COMMERCE	<i>Self care products</i>	<i>AI driven personalized recommendations</i>				
 GAMING			<i>Traditional games</i>		<i>Emotional intelligence</i>	<i>Multi player game</i>
 SPORTS						
 FINANCE	<i>Tailored financial advice</i>					
 AUTOMOTIVE		<i>Connected safety</i>		<i>Empowered driver</i>		<i>Spirit of adventure</i>
 FMCG			<i>Traditional craftsmanship</i>	<i>Gender role reversal</i>		



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