No one have too look hard around Indian society to find a rather new and strong emphasise on a number of ideas that we could relate to a "neoliberal cultural complex" (Hannerz 2007 ). It includes the conviction of infinite progress and growth, a celebration of entrepreneurship, and a trust in individual self-actualization and choice. But rarely are these neo-liberal elements presented as something completely novel, that radically breaks with earlier notions. Rather the opposite. Often, it seems that neo-liberal logics are getting force by being linked to certain commonly shared cultural knowledge. Neo-liberalism is indeed a "strong discourse" that structure social and economical change in India, as in most parts of the contemporary world (Bourdieu 1998; Harvey 2005). But in line with Ong (2007), Hoffman (2006) and Freeman (2007), I also argue that neo-liberalism is not a fixed set of attributes that is spread around the world in a uniform way. In this paper I will look at some recent advertisements, TV-shows and movies in order to discuss how neoliberal ideas mingle with more established Indian discourses while being disseminated to a popular audience. The India Poised campaign from Times of India, the Lead India-show on Star One and the Bollywood film Guru, as well as other examples I will refer to, shows that selected elements of a neoliberal logic is introduced with the help of rhetoric and values from the earlier era of nehruvian-gandhian nationalism. The outcome is sometimes a rather radical reinterpretation of core ideas of Indian nationalist history. For example, the enterprising but responsible individual is strongly emphasised as the solution to make Indian society better. It seems that the nehruvian model of a self sacrificing bureaucrat has wedded with the neo-liberal “doer”, the efficient businessman. The result is a celebration of a particular figure that is highly visible in contemporary India: the “patriotic entrepreneur”. Furthermore, I intend to discuss how, in Indian popular culture today, one can observe a clear shift in temporality; the relation between past, present and future is not what it used to be. The famous speech by Jawarlal Nehru at the eve of independence is today infused with an altered meaning: we seem to have a “new trust with destiny”.


