



# The Shaadi Story: Behind the Scenes of the Big Fat Indian Wedding

Amita Nigam Sahaya is a social entrepreneur and gender activist. She is the director and founder of three NGOs including the Women Work & Health Initiative. She has authored and edited seven books on women and gender issues and translated to English the Hindi classic Jhansi ki Rani, Lakshmibai by her great-grandfather Vrindavanlal Verma. Amita is co-founder of the Sweden India Gender Network (SIGN) and of India and Beyond (a dialogue series) and has established two community education and development centres for the underprivileged in Delhi.

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#### What makes the Big Fat Indian Wedding so central to our lives?

The wedding is the most celebrated event in Indian society. It forms the heart of a multi-billion-dollar industry driving fashion, food, music, entertainment and our desire for companionship.

In *The Shaadi Story*, social entrepreneur Amita Sahaya takes a fascinating look at the history, religious traditions, societal attitudes, industry and modern adaptations of the North Indian Hindu wedding and beyond. Across seven chapters structured like the traditional ritual of the saptapadi, this book illuminates the seven different aspects of the quintessential Indian wedding. Drawing on ancient Sanskrit scriptures, western philosophies, Bollywood movies and the voices of young Indians, this book is an in-depth examination of our evolving ideas of love and relationships through the prism of our society's most elaborate celebration.

Enlightening and entertaining, *The Shaadi Story* is a remarkable exploration of Indian weddings and marriages and what makes them tick.

#### AUTHOR DETAILS

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