

Contents

Introduction	vii
<i>Jürgen Schaflechner</i>	
1. Urdu Debates on Modernity and Modernism in Literature: Alternate Imaginings? <i>Christina Oesterheld</i>	1
2. Reading between the Postcolonial and Transcultural in Mirza Athar Baig's <i>Ghulām Bāgh</i> <i>Aqsa Ijaz</i>	46
3. Pulp Fusion: The Art and Politics of Karachi's Urdu Digests, 1950s–70s <i>Laurent Gayer</i>	72
4. Religious Minorities: The Heart of an Alternative Narrative <i>Peter Jacob</i>	106
5. 'Forced' Conversion and (Hindu) Women's Agency in Sindh <i>Jürgen Schaflechner</i>	148
6. He Takes Care of Me: Interfaith Romantic Relations between Hindus and Muslims in a Karachi Neighbourhood <i>Syeda Quratulain Masood</i>	200

7. Negotiating a Vernacular Heritage beyond Borders: Visual Representations of Jhulelal between Pakistan and India <i>Michel Boivin</i>	219
8. From Student Organizations to Ethnic Parties: Sindhi Nationalism during One Unit <i>Julien Levesque</i>	246
9. Farmers' Markets in Pakistan: Moral Consumption for Elites? <i>Julia Pörting</i>	286
10. Challenging the Status Quo: Pakistan Tehreek-e-Insaf's Populist Politics for a <i>Naya</i> Pakistan <i>Ayesha Asif</i>	323
<i>Notes on Contributors</i>	367
<i>Index</i>	371