



Biography as Memorabilia in the Post Digital Era: Reading Lives of Bollywood Heroines of Yesteryears; Madhubala & Meena Kumari

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Abstract

In the first part of the article, I have mapped the concept of new age archiving with respect to the collection of memorabilia, in the post-digital era. The second part deals with the lacuna in the availability of archival documents especially in Bollywood film industry and its archives. Identifying how digitization has changed the concept of archiving by introducing inclusion and association both at organizational and at individual levels. The initiative to explore archival materials and their preservation both in real time and on social media platforms proves that archiving prevails in digital era as well. Since women have been bearing the burnt in the Bollywood film industry be it direction, music or acting mostly they have been kept out of the limelight. In fact, they have been the pivotal points during scandals and rumors that lacks proper relevant documentation in this digitized age. A study done to identify life writings especially biographies as memorabilia on Bollywood heroines of yesteryears, can be a potential archival reference to fill this gap. The two biographies included for reading I this article are Meena Kumari: The Classic Biography (1972) by Vinod Mehta and 'I want to live' The story of Madhubala (1997) by Khatija Akbar.

Keywords: Post-digital, Memorabilia, Bollywood heroines, Madhubala, Meena Kumari.