RASHTRA JYOTI

ANALYSIS BRIEF
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# Suniel Shetty's Boycott Plea and Bollywood's Refusal to Listen

Original analysis by **Swati Goel Sharma**

The author argues that Bollywood's response to the boycott movement ignores viewers' objections to its films. The article cites Suniel Shetty's request for help stopping boycott hashtags, dismissive comments by other industry figures and scenes in Thank God that the author says mock Hindu worship.



A still from Sunil Shetty's talk yesterday

## THE ESSENTIAL POINTS

- The Bollywood meeting with Yogi Adityanath was intended to discuss opportunities connected with Noida Film City in western Uttar Pradesh.
- Shetty raised Boycott Bollywood hashtags and asked Adityanath to seek Prime Minister Narendra Modi's support in bringing those hashtags to an end.
- The criticism identifies selective activism, mockery of Hindu customs, star arrogance, weak creative effort and plagiarism among the reasons for audience alienation.
- The proposed response is direct conversation with influencers driving the boycott, while the criticism condemns abuse of those critics on social media.

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Updated from an original written by Swati Goel Sharma in January 2023. Summary prepared by Rashtra Jyoti Staff. Facts refer to the original reporting date.