
Fat Activism in Indian Podcast *Fat. So?* (2019–2022)

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Abstract:

Fat activism in Indian media emerged within the Bollywood film industry around 2010 and became more radical as it found space in the newly expanding podcasting landscape. Owing to its fluid, conversational, and serial format, podcasting enables sustained engagement with diverse fat-related concerns and offers nuanced counter-narratives to dominant body norms. This study examines the podcast *Fat. So?* (2019–2022), co-hosted by Ameya Nagarajan and Pallavi Nath, as a key media text in the evolution of Indian fat activism. As one of the early Indian podcasts to address fat shaming and body politics directly, it foregrounds women’s lived experiences within urban contexts. Using textual analysis guided by an intersectional framework, the study explores embedded ideologies, social hierarchies, and cultural negotiations around fatness. Fatness is conceptualized as a political variable intersecting with gender, age, class, and the urban–rural divide. The findings suggest that while Indian fat activism is becoming more assertive and visible, it predominantly represents “small fat” women, leaving “large fat” women marginalized from mainstream narratives and normative social roles.

Keywords:

Podcasting, Fat Activism, Feminism, Intersectionality, Indian Media.