

A LOVE STORY OF FANTASY AND FASCINATION: EXIGENCY OF INDIAN CINEMA IN NIGERIA

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Abstract. The prevalence of Indian cinema in Nigeria has been very interesting since early 1950s. The first Indian movie introduced in Nigeria was “Mother India”, which was a blockbuster across Asia, Africa, central Asia and India. It became one of the most popular films among the Nigerians. Majority of the people were able to relate this movie along story line. It was largely appreciated and well received across all age groups. There has been a lot of similarity of attitudes within Indian and Nigerian who were enjoying freedom after the oppression and struggle against colonialism. During 1970’s Indian cinema brought in a new genre portraying joy and happiness. This genre of movies appeared with vibrant and bold colors, singing, dancing sharing family bond was a big hit in Nigeria. This paper examines the journey of Indian Cinema in Nigeria instituting love and fantasy. It also traces the success of cultural bonding between two countries disseminating strong cultural exchanges thereof.

Keywords: Indian cinema, Bollywood, Nigeria.

Introduction: Backdrop of Indian Cinema

Indian Cinema (Bollywood) is one of the most vibrant and entertaining industries on earth. In 1896 the Lumière brothers, introduced the art of cinema in India by setting up the industry with the screening of few short films for limited audience in Bombay (present Mumbai).

The turning point for Indian Cinema came into being in 1913 when Dada Saheb Phalke considered as the father of Indian Cinema. He made the first feature (silent) film "Raja Harishchandra" publicly screened in Coronation cinema in Mumbai. Inspired by the silent movie - "The Life of Christ" [1].

After the success of Raja Harishchandra, Dada Saheb Palika made nearly 95 movies and 26 short films in a span of nearly two decades of his career as filmmaker. He made movies including - Satyavan Savitri, Mohini Bhasmasur, Lanka Dahan, Kaliyamadan etc.[2]

Later Ardeshir Irani ended the era of silent movie paving way for talkies and made the India's first audio-visual film. “Alam Ara” and the first colour

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¹ <http://www.factsninfo.com/2013/07/dadasaheb-phalke-facts-biography-father-of-indian-cinema.html>

² <http://rollingframes.org/2016/07/13/the-father-of-indian-cinema-dadasaheb-phalke/>