

## A Scholarly Discussion on Many Lives of Gold in India

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The paper provides a comprehensive examination of the cultural, economic, and regulatory aspects of gold in the Indian context. It sheds light on the intricate relationship between gold consumption and various societal factors, such as weddings becoming more lavish despite changing marriage dynamics and the persistent presence of dowry practices. The document also underscores the critical role of gold in the lives of individuals involved in India's Micro, Small, and Medium Enterprises (MSME) sector, highlighting how over two-thirds of India's gold is held in rural areas.

The paper also discusses the conscious consumption of gold in the context of a rising India, as seen through events like a major conference at Harvard among diasporic young Indians. It touches upon the evolving branding and advertising strategies that promote gold as a socially and environmentally conscious choice. It delves into the impact of state regulations on the domestic gold economy, illustrating how these regulations have influenced the perception and utilization of gold as an asset in India. It offers a nuanced perspective on the multifaceted nature of gold in India, exploring its significance beyond just a commodity and delving into its deep-rooted cultural, economic, and regulatory implications.