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Archives

ectory of



MAY							1954		JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT		
30	31	✿	✿	✿	✿	1	✿	✿	1	2	3	4	5		
2	3	4	5	6	7	8	6	7	8	9	10	11	12		
9	10	11	12	13	14	15	13	14	15	16	17	18	19		
16	17	18	19	20	21	22	20	21	22	23	24	25	26		
23	24	25	26	27	28	29	27	28	29	30	✿	✿	✿		

The beauty soap  
of the film stars



LUX TOILET SOAP

The **India Memory Project** publishes an excellent **Directory of Archives**. This is organised by country, according to the geographical area of interest, with all archives relating to South Asian history. There are sections for India, Pakistan, United Kingdom, Germany and more. *Directory of Archives* is an update-able comprehensive list of Archives & Collections that reference, include South Asian history.

[Indian Memory Project](#) is an online, curated, visual and narrative based archive that traces a history of the Indian Subcontinent, via photographs and letters found in personal archives. Contextualised with narratives, the photographs & letters (contributed by people all over the world) reveal a powerful and historical palimpsest of a largely undocumented society and sub-continent.

With personal images serving as evidence, each post on the archive reveals valuable information about people, families & ancestors, cultures, lifestyles, traditions, choices, circumstances and thereby consequences. Indian Memory Project is a personal memory of the world – a sociological and photographic history, remembered, realised and experienced by its own people.

Search the [Directory of Archives](#)

*Image: Calendar page for Lux Toilet soap featuring actress Meena Kumari, 1954. Priya Paul Collection, New Delhi. From archive [Tasveer Ghar](#) - a trans-national virtual “home” for collecting, digitizing, and documenting various materials produced by South Asia’s exciting popular visual sphere including posters, calendar art, pilgrimage maps and paraphernalia, cinema hoardings, advertisements, and other forms of street and bazaar art.*

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