

Digital Memory in Motion: (Re) Creating and (Re) Posting of “Gaja-gamini walk” Reels as a Collective Feminist Practices on Instagram

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Abstract : This paper investigates the phenomenon of (re) creating and (re) posting of what is popularly known as "gaja-gamini walk" on instagram as a form of digital feminism, examining how these reels (short videos) make meaning in digital spaces. The study analyzes xyz “gaja- gamini walk” reels created by Indian influencers and instagram users, employing qualitative textual analysis, close readings, and digital ethnography to analyze the interplay between media, memory and digital spaces. The research highlights how “gaja-gamini walk” reels, characterized by an assertive presentation, redefines female body aesthetics, re (orients) sexual gaze to provide layered, interwoven and contested narratives. These reels facilitate a unique form of engagement by allowing users to re-share and participate in feminist discourse and allowing reels to function as sites of memory. The paper also discusses the social dynamics of these reels, their intertextuality with cultural narratives, and the limitations of the format for sustained feminist action. Through this analysis, the paper contributes to understanding the role of digital memory in contemporary feminist movements in context of Indian feminism.

Keywords : instagram, gaja-gamni walk, female gaze, digital feminism

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