

DEMONETISATION AND SONAM GUPTA!

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A jilted lover once wrote in Devnagari on 10 rupee note "Sonam Gupta bewafa hai" means Sonam Gupta is unfaithful. These words on the note, possibly to warn people about Gupta, the unfaithful travelled miles, moved to different cities, and finally reached some fellow who clicked a photo of it and put it up on the internet. Sonam Gupta then hit headlines first in August this year and became a huge sensation in the social media. Then as usual Sonam's betrayal was soon forgotten like all things online, it slowly faded away. But she resurfaced again after PM Modi announced the demonetisation of Rs 500 and Rs 1000 currency notes. As the prank has resurfaced, this time on a Rs 2000 note, now the buzzing social media is having a hearty laugh. Someone wrote the message once again, this time on a brand new and much coveted Rs 2,000 note! So there was no stopping of fun in the Internet. Netizens made sure, everyone everywhere knew just how deceitful Sonam has been! Currently Sonam Gupta Bewafa hai messages, memes, songs, jokes, videos, GIFs, etc are circulating on Whatsapp, Facebook, Twitter and every other social network site. Social media is flooded with these types of memes and currency notes. In tone, the message resembled the graffiti produced by thousands of jilted lovers and trampled egos across bathroom walls, classroom tables and bus seats in the country – an attempt to make notorious the name of a female who knew what she wanted, that is, not the writer of the complaint. But Who is Sonam Gupta as it is now one of the hottest topics on multiple Social Media and Nation wants to know the truth of Sonam Gupta - obviously on a lighter note! In good humour, while people called Sonam Gupta out for breaking this guy's heart, many actually wanted what she must have wanted to say. No, despite the frantic search by social media Sonam Gupta's identity could not be established. Sonam Gupta is still unknown to all! Meanwhile some feminists viewed it differently as they find this is an another cliché expression of male ego to defame women. Newspapers also reported that "while the country reeled from a cash crunch, a

group of 60 millennials gathered at a café on Hudson Lane in North Delhi on 18 November, 2016 to protect the privacy of a woman. Lawyers, students, photographers, engineers – the millennials had never met the woman, yet they felt passionately about the clarion call from a Facebook page in support of Sonam Gupta.” However, admittedly amidst the currency ban chaos, social media, as it always seems to, has found its funny bone. From looking at pictures of the long queues outside ATMs, we are now looking at memes that curse Sonam Gupta for her deceit. Sonam Gupta, in fact, represents the frustration of every Indian in today’s time as it has become taboo to honestly talk about the things we care about, things that matter, but luckily people and topics like Sonam Gupta give us the opportunity to talk about on going social scenario!