

# *Brief: Amazon's Hindu bigotry challenged!*



Protests in London by Reach India, a diaspora organisation against Amazon selling products with Hindu Symbols.

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## Context

Anti-Indian and anti-Hindu groups have continually generated systematic and organised campaigns against Sanatan Dharma. Leading technology companies play a prominent part in the same. Amazon, an American multinational technology corporation, routinely builds a negative connotation of Hindutva, a positive and tolerant way of life for millions of Hindus around the world. Amazon's removal of the book "Modi and Me: A Political Awakening" by Sourav Dutt's about India's Prime Minister Narendra Modi-related book citing "Hindutva literature" from its platform is a recent example of its Anti-Hindu bigotry that has come to light.

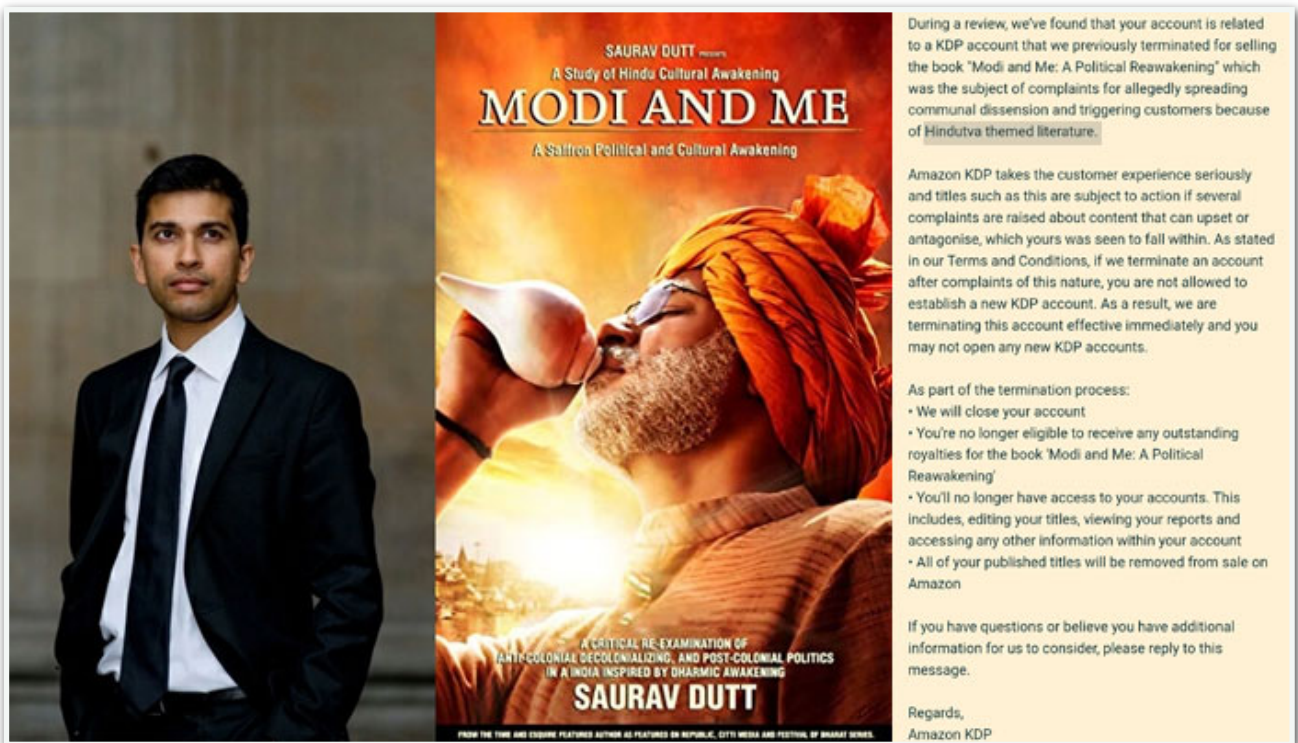
In India, Amazon.com Inc. (Amazon) owned and managed by Jeffrey P. Bezos (Jeff Bezos) operates under the name of Amazon Retail India Private Limited. It is a subsidiary of the world's largest online retailer Amazon and its India's revenue for the fiscal year 2022-23 was 17.2 billion, an 8% rise over the previous year. Despite India being one of its biggest market, Jeff Bezos appears to be oblivious towards India, especially sensitivities of Hindu population in the country. In addition, other companies owned by Jeff Bezos are working on the same path, a prime example is Washington Post Co., which continues to slander Hindus, Hindutva, and Sanatan Dharma through its publications, using unethical, prejudiced hit job writers to target Hindutva, Hindus, and Indian interests.



Amazon Kindle Direct Publishing (KDP) removal note of the book "Modi and Me: A Political Awakening" by Sourav Dutt



On February 05, 2023, TIME magazine featured author and political analyst Saurav Dutt tweeted that Amazon has removed his book "Modi and Me: A Political Awakening" citing a reason that the book was a 'Hindutva based literature' and not allowed on the platform. The author shared that his account was also deleted, on which amazon explained that the account was taken down after complaints about its contents.



Amazon Kindle Direct Publishing (KDP) removal email of the book "Modi and Me: A Political Awakening" by Saurav Dutt

Saurav Dutt also shared an email screenshot he received from Amazon while creating a new account on Kindle Direct Publishing (KDP). He said, "This is the message received from Amazon/ Amazon Kindle BANNING my book on Prime Minister of India because it's viewed as 'Hindutva themed literature'. This is no game; they're out for us."

Amazon Email reads, "During a review, we have found that your account is related to a KDP account that we previously terminated for selling the book "Modi and Me: A Political Reawakening" which was the subject of complaints for allegedly spreading communal dissension and triggering customers because of Hindutva themed literature. Amazon KDP takes the customer experience seriously, and titles such as this are subject to action if several complaints are raised about content that can upset or antagonise, which yours was seen to fall within. As stated in our Terms and Conditions, if we terminate an account after complaints of this nature, you are not allowed to establish a new KDP account. As a result, we are terminating this account effective immediately, and you may not open any new KDP accounts."

On the release of the book on September 09, 2022, author Saurav Dutt said, "It has become open season against Hindus. Since 2014 it has become a sin to be proud of one's Hindu faith and India's place in the world. Indian left-wing ecosystems, well-funded 'toolkits', and Western supremacist narratives have all been deployed to depict Narendra Modi as 'the brown Hitler' and all his followers as 'Bhakts' or crazy religious zealots. It is time to embrace the fact that Hindus can be proud of who they are and where they've come from and that Modi's rise to power is a major part in imbuing that sense of self and worth to a previously rudderless and confused Indian whose mind had been colonised." [1]

## Netizen's Reaction on the issue

Author Pandit Satish K Sharma said, "This is unbelievable. I'm genuinely speechless. Hindutva is indigenous people of India decolonising and resisting ethnocide at the hands of violent colonisers. To deny an indigenous voice chronicling this is everything wrong with Amazon."<sup>1</sup>



**Pt Satish K Sharma MBCS FRSA**

@thebritishhindu



This is unbelievable. I'm genuinely speechless. Hindutva is indigenous people of India decolonising and resisting ethnocide at the hands of violent colonisers. To deny an indigenous voice chronicling this is everything wrong that's with [@amazon](#). [@EHRCCChair](#)  
[twitter.com/sd\\_saurav/stat...](https://twitter.com/sd_saurav/stat...)

Author Rajiv Malhotra said, "Ridiculous! Root cause & SNAKES behind this Breaking India conspiracy exposed in #SnakesintheGanga. SOLUTION: GOI must DE-PLATFORM AMAZON."<sup>2</sup>



**Rajiv Malhotra** ✓

@RajivMessage



Ridiculous! Root cause & SNAKES behind this Breaking India conspiracy exposed in [#SnakesintheGanga](#).  
SOLUTION: GOI must DE-PLATFORM AMAZON.  
[twitter.com/sd\\_saurav/stat...](https://twitter.com/sd_saurav/stat...)

<sup>1</sup> <https://twitter.com/thebritishhindu/status/1622320028765884416>

<sup>2</sup> <https://twitter.com/RajivMessage/status/1622335693966942208>

Coalition of Hindus of North America said, "This is blatant #Hinduphobia, prejudice & gagging of free speech. Plenty of books from a variety of political/ideological/ religious/social perspectives on the platform that people strongly disagree with. Why the bias against a Hindu community member only?"<sup>3</sup>



**CoHNA (Coalition of Hindus of North America)**

@CoHNAOfficial



@AmazonKindle @amazon. This is blatant #Hinduphobia, prejudice & gagging of free speech. Plenty of books from a variety of political/ideological/ religious/social perspectives on the platform that people strongly disagree with. Why the bias against a Hindu community member only? [twitter.com/sd\\_saurav/stat...](https://twitter.com/sd_saurav/stat...)

Author and political activist Renee Lynn said, "Shame on you, Amazon for stereotyping Hindutva as communal dissension. Hindutva is Hinduism. How disgusting saying this about Hindutva and shutting down free speech. Get your facts straight and reconsider instead of acting like Communist Dictators

Shame on you @amazon @AmazonKindle for stereotyping Hindutva as communal dissension. Hindutva is Hinduism. How disgusting saying this about Hindutva and shutting down free speech. Get your facts straight and reconsider instead of acting like Communist Dictators. <https://t.co/U4HA6OeHeA>

— Renee Lynn (@Voice\_For\_India) February 5, 2023

It was also observed that numerous netizens also argued that the book was released to respond to the worldwide communist conspiracy from demonising Hindus. To ensure that Hindus around the world do not feel ashamed of their rich Dharma. The vile misinformation that Amazon is using to harm Hindus shows a more profound malice.

Many people have backed Saurav Dutt in lieu of this action. Amazon has taken down many books that advocate for or profess religious insights from its platform. This action shows how concerned the e-commerce giant is about India's resurgence. The public won't like a publicity stunt of this devilish sort created by Jeff Bezos's controlled company. It is high time we have a substitute, one that could contend with Amazon and companies of a similar nature, so they wouldn't have hegemony over any nation or its citizens.

<sup>3</sup> <https://twitter.com/CoHNAOfficial/status/1622361922879242242>

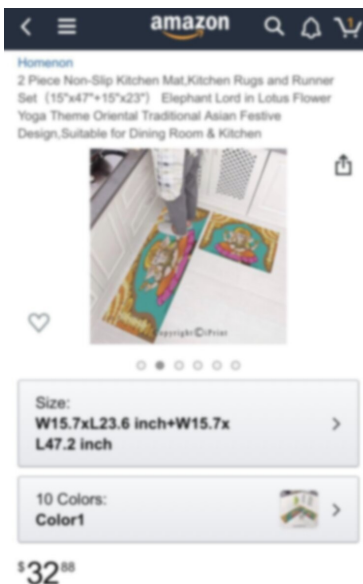


## Previous Anti-Hindu case studies

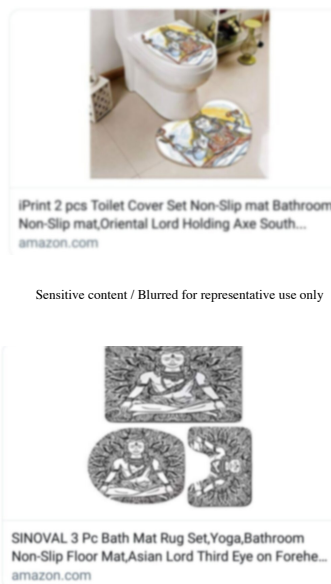
1- Amazon OTT platform Amazon Prime in a Web series 'Tandav' directed by Ali Abbas Zafar characters Lord Shiva wearing a suit and talks about getting fewer followers on social media as compared to Lord Ram and what he should do to increase followers in the name of comedy.[2]



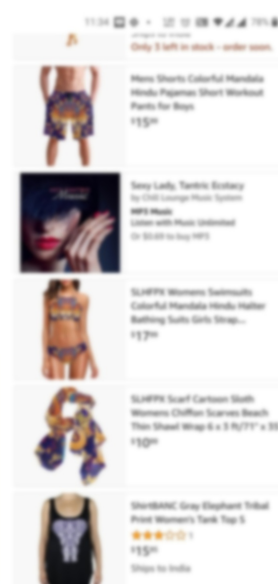
2- Amazon listed bathroom and toilet rugs with pictures of Hindu gods like Ganesh. Similarly, the company has also listed rugs with India's flag, shoes with Idols pictures, and toilet commode covers with Lord Shiva.[3]



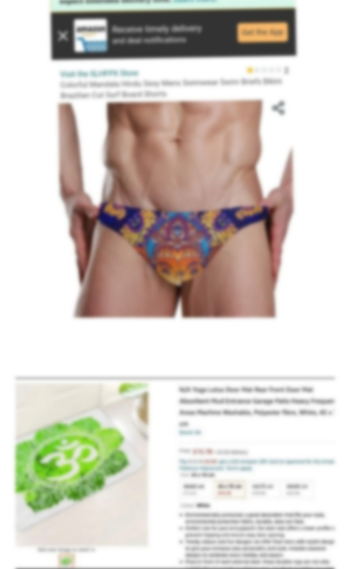
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3- In October 2019, people staged protests against Amazon in parts of India and abroad as the company was selling inner wear, footwear featuring Indian flags, Gandhi Images, Hindu gods alongside items like books and jewellery. The protesters said that these symbols were being deliberately used to promote religious animosity.



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As a part of its regular PR approach, the company issued statements in December 2019 suggesting it had a policy of respecting all religions and would take action against any seller found in violation of the policy. However, the statement further argued that Amazon works closely with its sellers to ensure that all its products comply with the law. However, repeatedly time after time Amazon hits the news by engaging in same derogatory promotion of Blasphemous Anti-Hindu and Anti-Hindutva rhetoric and displays.

## Key Findings and Observations

- Amazon, an American technology company, is noted to demonstrate institutional bias against Hindus, Hindutva, and the Hindu Faith.
- As evidenced by the preceding case studies, Amazon owned by Jeff Bezos, consistently and systematically attempt to ridicule, alter opinion about the Hindu Faith and Hindutva.
- Intriguingly, despite the fact that Amazon Corporation expects and estimates that a portion of its largest revenue will come from India, which also contributes a sizeable portion of its talent, staff, and customers, its attempts to mock Hindu lifestyles and gods by promoting blasphemous material and rationalisation raise concerns about its ethics and true intentions.
- Amazon keeps making blatant attempts to damage India's reputation. It appears that Amazon wants to utilise its monopoly and online dominance to sway the discourse and the narrative in favour of its narrowly prejudiced and motivated worldview.
- In the current case, Amazon has abused and ignored the feelings of the citizens of India. This action by the platform has fostered anti-Hindu prejudice and violated free speech by displaying how huge technology companies misuse their monopoly to limit Hindu views.
- The fact that Amazon, a major player in the e-book business, has ill-informed institutional beliefs on Hindutva, as well as censorship of books explaining Hindutva and support for anti-Hindu insensitive products and opinions, highlights a pattern of bias and hatred for Hindus and India. This is cause for concern and clarification; public action on this issue is obligated.

