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Cover: Narratives presented in trucks and buses provide entertainment, information, humour, sermon etc. and represent familiarity with culture and philosophy of trucker's life. (for details see pp. 65-70)

Top: A sermon *Pado aur age baro* (Learning helps progress) is displayed on the truck. Bottom: Text written on the diesel tank of a truck *Iraq ka pani* (Water of Iraq) is both humorous and informative