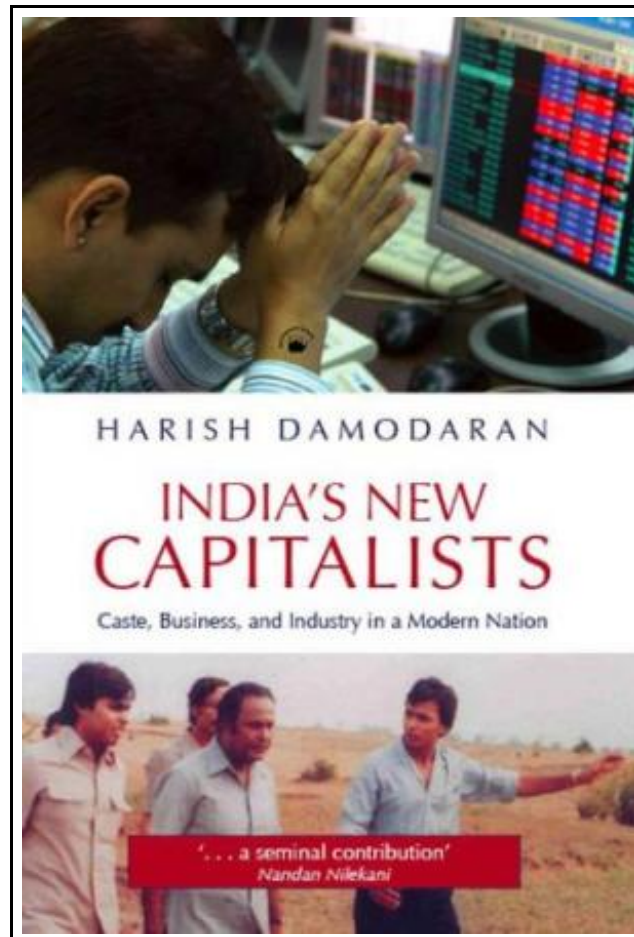


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Permanent Black, New Delhi, India, 2008. Paperback. Book Condition: New. First Edition. Who are the major new Indian business people? What is their social profile? Business in India was traditionally the preserve of certain Bania communities clubbed under the Vaishya order. The term Bania, in fact, acquired a generic connotation and could refer to the village moneylender, shopkeeper, wholesaler, or large factory owner. More recently, Indias commercial ethos has changed massively with the entry of businessmen from the ranks of Brahmins, Khatris, and other castes with a predominantly scribal or administrative background. The past four or so decades have seen a further widening of the social base of Indian capital to include agrarian and allied service castes such as Kammas, Naidus, Reddys, Rajus, Gounders, Nadars, Ezhavas, Patidars, Marathas, and Ramgarhias. As a result, entrepreneurship and commerce in India are now no longer the exclusive bastion of the old mercantile castes. The social profile of Indian business has expanded beyond recognition. And, in order to do business effectively in contemporary South Asia, it is necessary to understand the culture, ethos, and ways of doing business among the regions new trading communities. In tracing the modern-day evolution of business communities in India, this book is the first social history to document and understand Indias new entrepreneurial groups. Written accessibly, and combining analytical rigour with journalistic flair, it also contains fifteen individual case studies that embellish its general findings. Business in India has grown today to being no longer limited to a few castes or families . Damodarans book makes a seminal contribution to understanding the link between diverse entrepreneurial capital and the development of societies .NANDAN NILEKANI Damodaran presents a richly insightful analysis of the deepening of Indias business class in recent decades. The study of Indian business history has typically focused...



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