

A comprehensive ongoing research study titled

An Illustrated History of Indian Business

Proposed technical details of forthcoming research-based pictorial book which will be published by the mid of 2022

Book size : 13" x 9.50", finished : 13" x 19" open

Pages : 500 pages + 8 end pages + plc + jacket, colour : 5+5

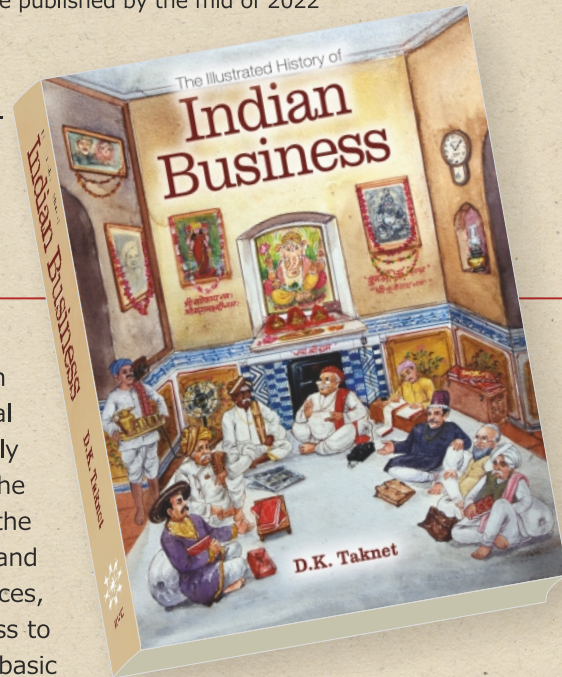
Rare visuals : 763 like paintings, b&w photos, line sketches, maps, documents etc.

Paper : plc & jacket : 150 gsm matt art paper, text : 100 gsm renaissance

End pages : 190 gsm renaissance, fabrication plc : matt lamination & raised uv

Jacket : matt lamination & raised uv

Binding: section sewn & perfect bind with case



The emergence of business history as a distinctive branch of social sciences is a relatively recent development. Although, there has been considerable debate centred around Indian business over the past several years, historical research in this area has been relatively sparse. It was only later that some scholars began to make an objective assessment of the achievements of Indian business. This richly illustrated book covers the historical roots of Indian business and highlights the entrepreneurial and business acumen of Indian traders under a variety of testing circumstances, demonstrating their skills, astute economic understanding, and willingness to explore their mettle against severe odds. This publication provides a basic understanding of the stages in the growth and development of Indian business.

This book is lavishly illustrated with rare visuals and charts the business history of India from the dawn of civilisation, across the Harappan, Mauryan, Mughal, and British periods, to the construction of the globally recognised 'India Inc.' brand. Today, the roots of Indian entrepreneurs are deeply enmeshed in the social, cultural and economic fabric of India. They have inherent potential to innovate, adapt to new technologies, and diversify into new areas.

India's pre-eminent position as one of the world's fastest growing economy, owes much to the pioneering spirit, vision, and tenacity of the nation's entrepreneurship.



The narrative is enriched by case studies of successful pioneers in the fields of business, manufacturing, and trading, thereby, illuminating their role in the evolution of business in India, and its spread across the world. It will also examines the enormous inroads into the global business scenario



made by these visionaries. Both the private and public sector have emerged as an important driving force in the new millennium and will be the benchmark of global standards of quality and competitiveness. The response of Indian business to the winds of globalisation and liberalisation, and the emerging business potential of India in the new millennium is presented in an analytical form up to present times.

India has always looked forward, and in the twenty-first century, it is uniquely positioned to emerge as one of the foremost economic superpowers of the world. It is a commendable factor that the new generation of business community continues the Indian legacy of excellence and the future that it weaves will certainly bring greater prosperity and stature to our nation. They have achieved several milestones in these seven decades and produced global Chief Executive Officers. They dream big and plan to build on the foundations their forefathers envisaged and have continued to grow from strength to strength, marching ahead towards new horizons. Their entrepreneurial and professional skills have played a phenomenally successful role in several economic and business sectors which are indicative of the inborn Indian spirit of enterprise and the tradition of business it has fostered.

The younger generation has efficiently explored opportunities that have come their way to expand their business across national boundaries. They too have realised their vital responsibility towards the country's socio-economic development, and encouraged merely for their economic contributions, business strategies, and for their humanistic value systems.

Equipped with high education and exposure to the best global practices, their quest for growth and utilisation of their rich pool of resources, and the right social network has strengthened them for new and sustainable ventures. Pioneering minds have given due importance to consistent quality, productivity, research and development, customer satisfaction, and optimal use of resources, both human and material, woven around the concept of the welfare of the community.

Their innate psyche of giving back to society has prompted them to donate generously. The concept of philanthropic activities, parting with a portion of one's surplus wealth for the welfare of society is neither modern nor a Western notion transported to India. It was well said: 'Wealth and knowledge not shared are useless.' The Skanda Purana advocates that one should use a certain percentage of justly earned income on good deeds or work for public benefit. Another important aspect inculcated from the Vedas is that earn from a hundred hands and distribute to thousands. The spirit of dana, hospitality and social welfare has always been an integral part of the Indian business which will be covered in detail.

At the helm of most successful entrepreneurial enterprises, Indian corporates focus more on innovation and technological advancement which has helped governments of several countries to seek their advice on economic growth. The coffee table book has rich cameos of some of these great business tycoons who deserve salutation for their praiseworthy contributions not only for the country but for the world as a whole.



'I cannot forget the services rendered by the commercial class, but I want you to go a step further ... You should regard yourselves as trustees and servants of the poor. Your commerce must be regulated for the benefit of the toiling millions.'

Mahatma Gandhi

