India in Transition
Global Gatherings

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Few Words at the Beginning

Thanks for the opportunity
We are not experts
Our personal observations
From Southeastern India
We speak Tamil, a Dravidian language
Part of FSU International Center: Global Gatherings
Purple links give credit to original sources

About the Speakers
• Thayumanasamy Somasundaram [Soma]
• FSU Assoc Research
• In the US since 1989
• Ph.D in Chemistry
• Raised in India till 30
• Born in Rural India

• Gnanabhanu Somasundaram [Gina]
• Leon County Library
• In the US since 1992
• Engineer
• Raised in India till 25
• Born in Urban India

Which India?: Rural or Urban

• Rural/Urban: 70/30%
• Father of India
  Mohandas Karamchand Gandhi (Gandhiji)
  “India does not live in her cities, … … she lives in her villages” – M.K. Gandhi, 1931.
  My Grandfather
  Sardar A. Vedaratnam Pillai
  “India can attain self-sufficiency only when rural women have education & economic status.”

Which India?: National Geographic or Business Week

1997 National Geographic
2003 Business Week

National Symbols of India

Truth Alone Triumphs
Geographic Features of India

- India (Bharat)
- South Asia
- One of the Oldest Civilizations
  - 2nd Populace Country
  - ~1/3 US size
  - ~3 time more people
- Himalayas in North
- Indian Ocean (S), Bay of Bengal (E) & Arabian Sea (W)
- Sri Lanka (S), Myanmar & Bangladesh (E), Nepal, Bhutan, & China (N), & Pakistan & Afghanistan (W)

Environment of India

- North: Himalayas
- South, East, & West: Seas
- Latitude (E-W): 10 to 32°N
- Longitude (N-S): 70 to 90°E
  - Tallahassee (30°N; 84°W)
- Summer: March to June (Hot Humid Summer)
- Monsoon: June to October (Rainy Season)
- Winter: October to March (Mild Winter)

Government

- Independent British Colony: August 15, 1947
- Democratic Republic: January 26, 1950
- President
  - Head of the State
- Prime Minister
  - Head of Government
  - Parliament
  - Council of Ministers
- Supreme Court
  - Independent Judiciary

Government of India (State)

- States are Semi-Independent
- Head of State
  - Governor
- Head of Government
  - Chief Minister
- Cabinet of Ministers
  - Members of Legislative Assembly (Elected)
  - Members of Legislative Council (Appointed)
- Regional Parties (DMK, TID)
- National Parties (Congress, Janata Dal)

Government of India (Central)

- President
  - Dr. A.P.J. Kalam, Scientist
- Prime Minister
  - Dr. Man Mohan Singh, Economist
- Cabinet of Ministers
- Members of Parliament (MP)
  - Lok Sabha (People’s House)
    - MP elected by people
  - Rajhya Sabha (State’s House)
    - Appointed by Status

Economy of India

- Traditional
  - Agrarian
  - Textile
  - Raw Materials
  - Spices
  - Jewelry
- Modern
  - Knowledge-Based
  - Information Technology
  - Communication & Media
  - Customer Service
  - Manufacturing

Back of 5 India Rupees
Back of 1000 India Rupees
Economy of India

- Traditionally Rich
  - Family Fortune
  - Tata, Birla, Balma, Bajaj & Godrej
  - Industrialists
  - Retail Merchants
  - Land Owners
  - Modern Millionaires
  - Premji (Software)
  - Mittal (Telecom)
  - Shanghvi (Pharma)
  - Maran (Media)

- Traditionally Poor
  - Infuse IT
  - Bharati Airtel
  - ICICI Banking
  - Oil & Natural Gas
  - Reliance Diversified
  - Public Sector Firms
  - Natural Resources

- Modern Companies
  - Infosys IT
  - Bharati Airtel
  - ICICI Banking
  - Oil & Natural Gas
  - Reliance Diversified

Education in India

- Traditional
  - School (Elementary | Middle | High)
  - State or Local
  - Local Language
  - College
    - BA | MA | Professional
    - Mostly in English
    - Many Public Colleges
    - Emphasis on Diploma

- Current
  - School
    - State or Local, More Private
    - English & Local Language
    - College
      - Professional
      - Private Colleges
      - Emphasis on Jobs/Skills

Science in India

- Inadequate Labs
- Modern Gadgets

- Science Power in the Making

- 2006 C&EN News | Amanda Yarnell

Religion in India

- Secular Country | No State Religion
- Major Religions
  - Hinduism: 75% (Many Ministers)
  - Islam: 12% (President of India)
  - Christianity: 6% (Chief Minister)
  - Sikh (Prime Minister), Jain, Buddhist, & Jews: 7%
- Hinduism is non proselytizing
- Ironically Religion is an Uniting Feature
- Most People Tolerant
- Very Private
- Becoming Less Important

Languages in India

- Twenty-two (22)
- Official Languages:
  - Hindi
  - Language of the State
  - English
- Languages Demarcate
  - North India
    - Sanskrit (like Latin)
    - Indo-Iranian-Germanic Branch
    - Hindi, Bengali, Gujarati, & Marathi
  - South India
    - Dravidian Branch
    - Tamil, Malayalam, Telugu, and Kannada

Health Care in India

- Traditional
  - Public Health Services
    - Covers 20% Population
    - Government Doctors & Facilities
    - No Pain! But Wait!!
    - Pervasive Corruption
    - Lack of Amenities
- Current
  - Private
    - Private Doctors & Facilities
    - Pay for Service
  - Government Doctors & Facilities
    - Good Service
    - Attracting Foreigners
    - But Poor Go only when sick

- Life Expectancy: 63 (M) | 65 (F) (74 & 80 US)
- Infant Mortality: 60/1000 live births (6/1000 US)

Population

- 1.03 Billion | 5.3 person/household (2001)
- Literacy Rate
  - Male: 75% | Female: 54% (2001)
Family in India

- **Traditional**
  - Family Comes First
  - Joint Families
  - Individuals Less Important
  - Patriarchal System
  - Divorce Rare
    - Social Pressure
    - Economically Dependent
    - Children (4-5)

- **Current**
  - Familial Connections Less
  - Nuclear Families
  - Prominent Individuality
  - No Change Here!
  - Increase in Divorces
    - Social Reality
    - Economically Independent
    - Children (1-2)

Women in India

- **Traditional**
  - Took Care of Family
  - Kept Family Together
  - Education Not Emphasized
  - Rarely Worked Outside
  - No Financial Standing

- **Current**
  - Family Still Important
  - Nuclear Families
  - Education IS Emphasized
  - Many Work Outside
  - Financially Less Dependent
  - Divorces Tolerated

Travel in India

- **Travel**
  - Dozen International Airports
  - Distant Travel by Train
  - Local Travel by Bus
  - Cars Prevalent

- **Food**
  - Vegetarian Food
  - Bottled Water

- **People**
  - Friendly
  - Violent Crime Rare
  - But Petty Crime Common

Tourism in India

- **North India**
- **South India**
- **Coastal India**

Monuments: All Religions

- **Sanctum, BhuDDhat, 3 BCE**
- **Church Our Lady of Health, 18th Cent.**
- **Kangikonda Cholapuram Hindu Temple, 11th Cent.**
- **Agra Fort, 16th Cent.**

Monuments: Temples & Sculptures

- **Lord Bahubali, 11th Cent, Jainism**
- **Haldar, 12th C., Sculptures**
- **Maha Bhandara Temple, 11th Cent, Jainism**
- **Palace**
Customs and Traditions

- Food:
  - North India
    - Wheat
    - Tea
  - South India
    - Rice
    - Coffee
- Dress:
  - North India
    - Kurtha
    - Pajama
  - South India
    - Vasshti
    - Sari

- Traditions
  - North India
    - Influenced by many cultures
    - Less traditional
    - Wide range in rural and urban
  - South India
    - Very little outside influence
    - More traditional
    - More uniform

- Caste
  - Based on Family Tradition
  - Maintained in Family level
  - Not in work place

Customs and Traditions: Dress

- Cotton, Silk, & Polyester
- Traditional & Casual
- Colorful & Ornamental

- South India
  - Dhoti, Sari
  - Silk Shirts & Sari
  - 22 Ct Gold Jewelry
  - Shirts & Pants
- North India
  - Kurtha, Pajamas
  - Sari
  - Salwar Kameez
  - Silk, Cotton, & Wool
  - Gold & Silver Jewelry

Customs and Traditions: Jewelry

- South India
  - Doti, Sari
  - Silk Shirts & Sari
  - 22 Ct Gold Jewelry
- North India
  - Kurtha, Pajama
  - Shirt, Pants
  - Silk, Cotton, & Wool
  - Gold & Silver Jewelry

Customs and Traditions: Food

- Use of Spices, Lentil, & Herbs
- Practicing Vegetarians

- South India
  - Idli, Dosai, Vadai
  - Sambar, Chutney, Vegetables
  - Rice, Pickle, & Yogurt
  - Coffee (Milk + Sugar)
- North India
  - Roti, Chapati
  - Lentils, Cheese
  - Sweets, Yogurt
  - Tea (Milk + Sugar)

Entertainment: Movies

- Largest producer of movies
- About 1000 movies/year
- Bombay (Bollywood)
- Chennai
- Kolkata
- Hindi, Bengali, Tamil, Telugu, and others
- Songs and dances are important
- Story line range from banal to serious

Entertainment: Television & Radio

- Slowly Replacing Movies
- Doordarshan (State owned)
  - National and Regional
- Other Television Stations
  - Private
  - Corporations
- Hindi, Tamil, English language programs
- News, Sports, Drama, Mini Series
- Regional (Sun TV)
- Radio is losing popularity
  - Urban Stations Popular
  - All India Radio
Entertainment: Dance

- Traditional (Natraj: Shiva)
  - Bharata Natyam
  - Katha Kali
- Popular Dance
  - Movie Dance
  - Western Rock & Roll
- Spectators

Entertainment: Music

- Traditional Music
  - Hindustani (N India)
    - Vocal
    - Instrumental
  - Carnatic (S India)
    - Vocal
    - Instrumental
- Popular Music
  - Movies
    - Very Popular
    - Professionals
  - Western Pop Music
    - Urban Areas
    - Clubs

Conclusions

- India is in Transition
- Gaining Middle Class
- Widening Gap Between Rich and Poor
- Social System is Not Ready
- No Economic Safety Net
- Young Entrepreneurs
  - Technological Empowerment
  - Embrace Rural Folks
  - Not Flaunt Wealth But Spread It
- Government
  - Micro Lending
  - Better Education
  - Job Skills

Which India?:
1007CE or 2007CE

Tanjore Temple 1007CE

2007 Business Week | Namas Bhajan