Culture and People of India

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People of India

DIVERSITY

DISPLAYED IN THE ENVIRONMENT

FOOD, LANGUAGES, CLOTHING, RELIGIONS
People of India
Languages in India

- Malayalam
- Kashmiri
- Assamese
- Konkani
- Santali
- Urdu
- Maithili
- Telugu
- Hindi
- Oriya
- Tamil
- Bengali
- Manipuri
- Nepali
- Marathi
- Dogri
- Sanskrit
- Bodo
- Sindhi
Clothing in India
Religion Across India

- A LAND OF POLYTHEISTIC FAITH
  - Places of worship

- 6 MAJOR RELIGIONS
  - 80% of population practice Hinduism
  - Mumbai
  - Muslims, Christians, Sikhs, Buddhists, Jains
Food of India

- **Varied uses of spices**
  - Enhances the flavor of a dish
  - Creates unique flavors and aromas

- **Cuisine**
  - Influenced by various cultural groups
  - One of the most popular cuisines across the globe
Food of India
How does this help us?
India: Economy & Business Practices

Sara Balram
Justin Neustadter
John Doung
David Kosecoff
Nicholas Nemirsky
Businesses in India

- Prana Studios Pvt. Ltd.: 3D animations and visual effects for movies.
- TATA Motors: India’s top automaker.
- Mastek Ltd.: Top 20 software exporter.
What Makes India’s Companies Successful

- Able to handle complicated projects
  - Mastek: Reduction of London’s traffic
  - Prana: Deliverable to Disney
- Skills in technical areas
- What US must do to stay competitive
  - Expand and promote business relations
  - India should not be recognize for its cheap labors.
Qualities of Business in India

- More Segmented Markets
- Focus on Word of Mouth Marketing
- Target India for its Emerging Technology Industry
- Opportunity for large business to enter market
- Alter advertisements to better reach customers
Qualities of Consumers in India

- Work hard to gain customer loyalty
- Develop mobile marketing plans
- Advertise in multiple languages
- Find better ways to reach customers
- Innovate manufacturing processes for less expensive products
Government Effects on Business

- Liberalization Reforms in 1991
- Deregulation, decrease in tariffs, tax reforms, and privatization aided in allowing business to expand without government interference
- Foreign investment was encouraged
- Vastly increased the GDP
- Growth in the middle class
Government Effects, cont...

- India has been able to maintain it’s GDP growth every year due to the continual expansion of the business sector
- Growth in the following industries
  - Steel
  - Automobiles
  - Clothing
- Free text messages in India
- Very affordable cell phones
Influence in Global Economy

- Showing resilience to US & UK’s failing markets
- Attention from MNEs in
  - Services
  - Computers
  - Telecommunications
- Upgraded from 15th to 2nd most attractive foreign direct investment destination
- Indian economy stands out for its innovative ideas and motivated workforce
Indian Businesses will gain a Competitive Edge in the Global Market

- Build up technological and entrepreneurial capabilities
- Increased contribution in R&D
- Global branding and building international relationships

“The next wave of India’s economic expansion will be the development of complex projects and the adding of value to products”  -Mastek
What Are Some of the Obstacles that Businesses Must Overcome in Order to Expand?

- Most major companies are concentrated in major cities (i.e. Mumbai, Bangalore)
- 70% of Indian population live in 600,000 villages
- Adult literacy rate in India is about 59%
- In rural areas, the number of telephone lines per 100 people is less than 1.5%
How Are Businesses in India Reaching the Rural Population?

- Entrepreneurs developing virtual governments
- Providing rural citizens with public kiosks
- Kiosks have internet access and software tailored to the regional language
- Online buying and selling facilities
- Optimize farming practices
- Online education tools
- E-mail, voicemail
Thank you donors & Dean Wei!
GTI Group 4
Energy and Renewable Resources in India

Danny Gutierrez
Patricia Julien
Arturo Navarro
Michael Turrin
A. J. Wilson
Nuclear Power in India

- Brief history
- Energy consumption and electricity production
- Larsen Toubro (Mumbai)
- Pune-based engineering companies
Solar Power in India

- Solar
  - India has a high concentration of solar insulation, allowing for efficient conversion of solar energy to electrical energy
  - The Indian government plans to install 20 GW of solar power by 2020
  - Corporate projects aimed at incorporating useful solar power such as the Solar Lantern Project and Solar Water Pump Project are partially subsidized by government
Recycling Efforts in India

- Recycling
  - High Population = Lots of WASTE!
  - India is lacking an effective system to recycle and dispose all its waste.
- Larsen & Toubro, Mumbai
  - 366,762 tons/yr recycled and used for roads and building materials
- Tata Motors, Pune
  - Waste Water is treated, sediments are reused in brick materials.
Wind Energy in India

- 20 years old
- Rapid growth rate
- Top 5 in the world for Wind
- MNRE: Ministry of New & Renewable Energy
  - C-WET: Centre for Wind Energy Technology
  - IREDA: Indian Renewable Energy Development Agency
- Larsen & Toubro, Mumbai
Government Involvement

- High capacity for renewable energy sources
- MNES (Ministry of Non-Conventional Energy Sources)
  - Created in 1992
  - First Ministry of Its kind in the entire world
- Numerous policies, tax incentives, and low interest rates
- Remains to be seen how much India can do
How Will We do Business Differently?

- Awareness – What is happening elsewhere
- Global Economy – We need to work together
- Strong work force
  - India graduates 370,000 engineering students per year
  - Most students study engineering or medicine
- New, developing market
Environment of India

Group 3

GROUP 3: Joel Bruhns, Mike Murray, Reuben Thibodeau, Ken Truong, Mark Turner
Waste Management
Water Resources

Lack of clean water
Air Pollution
Environmental Effects on Human Health

- Environmental degradation is the main cause for many health problems including communicable and chronic diseases.
- There is a lack of infrastructure to support dense urban populations.
Developmental Progress
Environment & Human Development

Chart

Map

Gapminder World

Cumulative CO2 emissions (tonnes)

HDI (Human Development Index)

1980

United States 1980

China 1980

India 1980
Larsen and Toubro

Ranked in the Top 5 sustainable companies

- 65% Wind powered
- Natural & LED Lighting
- Real time power tracking
- Rain water collection tanks
- Zero discharge waste water
- Community Education & Outreach
- World Water Day!
Tata Motors

• Expansive reforestation
• Water reclamation

• Tata Nano:
  – Coming to the US: 61 mpg
Thanks for Listening!