Banarsidas Chandiwala Institute of Professional Studies is a student centric institute, which focuses on honing the literary skills of its scholars. The annual students’ magazine ‘Expressions’ is one such effort by the students for the students.

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Message from Editorial Board

We extend our warm wishes to all the readers. We are extremely privileged to present the 9th Edition of our Annual Students’ Magazine – “EXPRESSIONS 2K19”.

The Magazine provides an opportunity to our students to showcase their literary skills. Every issue of the magazine focuses on a particular topic and this year’s theme is “Ethnic Mosaic”. The content of this edition narrates and celebrates multiculturalism. Also included in this issue is a section comprising of the winning entries of the Intra-Institute Essay Writing Competition 2018-19.

At the outset, we extend our heartfelt gratitude to our Director for guiding and supporting our team in designing and compiling the content of this magazine. A special word of appreciation to our contributors who provided the creative inputs that we have compiled in this issue. We would also like to thank our faculty mentors for their constant perusal of the magazine’s progress and valuable inputs. We hope that the readers will enjoy this issue as much as we enjoyed putting it together.
Message from the Director's Desk

It gives me immense pleasure and pride to release the 9th issue of our Annual Students’ Magazine EXPRESSIONS 2K19. Banarsidas Chandiwala Institute of Professional Studies is renowned for imparting value-based quality education which is focused on the holistic development of its students. Our endeavor is to ensure that there is a significant long term value addition to young budding managers graduating from this Institute.

This year's theme is "Ethnic Mosaic" and the idea behind it was to celebrate the multiculturalism that is fast becoming the norm around the world, although our country has embraced it since ages. I appreciate the efforts of the student contributors and the editorial board for putting together this issue. This effort by my students is definitely a feather in the cap of the Institute.

I extend my good wishes to the team and once again congratulate them on the successful release of "EXPRESSIONS 2K19".

Dr. Aparna Mishra
Banarsidas Chandiwala Institute of Professional Studies; a part of Banarsidas Chandiwala Sewa Smarak Trust Society is an Institute dedicated to imparting quality management education. Since its inception in 2008, it has carved a niche for itself as a premier centre of learning. Affiliated with Guru Gobind Singh Indraprastha University, New Delhi, BCIPS has over the years groomed students who have excelled not only in academics but also in various co-curricular and extra-curricular activities.

The theme of this year’s issue of the student magazine, ‘EXPRESSIONS 2K19’, is ‘Ethnic Mosaic’, which focuses on multiculturalism. The magazine is one of the many avenues available to our students for showcasing their talents.

We are happy to see an excellent issue of the students magazine ‘EXPRESSIONS 2K19’ and wish to compliment the editorial team of students for making this magazine a success. We hope that the 9th issue of the Magazine will be widely read and appreciated.
The Beautiful Potpourri That is India

Ethnic Mosaic is a description of a nation that considers different races, ethnicities and diverseness of its citizens essential to its existence. The mosaic is often contrasted with the melting pot, which requires all of those differences to melt together in assimilation. It also describes the existence, acceptance, and promotion of multiple cultural traditions within a single jurisdiction. The concept of multiculturalism originated in the 1970s and was used in Canada for the first time to tackle the problem of immigrants. Then it spread to other countries like Australia, USA, UK, Morocco, UAE, Africa and some countries in the European Union where immigrants of different countries of the world lived and settled.

This mosaic possess various kinds of positives like it values everyone’s heritage differences and beliefs. These differences brought together will benefit the nation to become strong and promote national integration. There will be bright cultural diversity with many different events throughout the year which celebrates different culture and religious events and each and every individual will play an integral role to maintain the culture, philosophies and ideologies that exist within the society. Let us discuss about the multiculturalism in various other parts of world. In Australia multiculturalism is today reflected by the multicultural composition of its people, immigration policies, its prohibition on discrimination and various cultural policies which promote diversity. India is also one of the countries which is filled with rich cultural diversity. The Indian culture is one of the oldest cultures of all times. Indians cherish traditions. It is a wisdom that is passed from generation to generation. India managed to keep its unity, originality and identity for the respect of its tradition. Citizens of India are very respectful of family values, and the number of divorces is extremely low in comparison with other countries. They also respect seniors in the family whose advice is a high priority.
The final word is always from seniors, as they have more experience, and the younger generation has a chance to learn from that. India is often associated with the word “diversity”. It is no wonder, as many languages are spoken, many religions are practised, and people of many races are welcomed to live freely in this country.

And so, on the list of multiculturalism in different parts of the world goes on which is full of different cultures, ideologies, languages, philosophies etc. At last multiculturalism in such countries will decrease the percentage of racial discrimination. People from one culture will be able to share information regarding their culture, which will help the other cultures to understand the rationale behind certain traditions and practices regardless of their offending nature.

It also helps promote integrated efforts to help in improving a culture that could be offending certain human rights or discriminating against people in the same culture and with all this people would be able to share their views, ideas, belief and humanism to each other in a society irrespective of any grudges between them and will promote to the cultural diversity in the world.

Sanya Kapoor
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{BBA I Year (E)}
Abridging Feelings, People and Lives: Multiculturalism

The term multiculturalism, however, has not been used only to describe a culturally diverse society, but also to refer a kind of policy that aims at protecting cultural diversity. Although philosophy could be a development with a protracted history and there are countries traditionally that did adopt multicultural policies, just like the ottoman empire, the systematic study of multiculturalism in philosophy has only flourished in the late twentieth century, when it began to receive special attention, especially from liberal philosophers.

Multiculturalism describes the existence, acceptance, and/or promotion of multiple cultural traditions within a single jurisdiction, usually considered in terms of the culture associated with an aboriginal ethnic group and foreigner ethnic groups. This can happen once a jurisdiction is made or swollen by amalgamating areas with 2 or more completely different cultures (e.g. French Canada and English Canada) or through immigration from completely different jurisdictions around the world (e.g. Australia, Canada, United States, United Kingdom, and many other countries).

The Indian class structure describes the condition and social restrictions within the Indian landmass, in which social classes are defined by thousands of endogamous hereditary groups, often termed jaatis or castes. Religiously, Hindus form the majority, followed by Muslims. The statistics (according to the Census of India 2011) are: Hindu (79.80%), Muslim (14.20 %), Christian (2.30%), Sikh (1.70%), Buddhist (0.7%), Jain (0.4%) and religion not stated (0.2%). India's state boundaries are largely drawn based on linguistic groups; this decision led to the preservation and continuation of local ethno-linguistic sub-cultures, except for the ‘Hindi Speaking States’ which is itself divided into many states. Thus, most states differ from each other in language, culture, cuisine, clothing, literary style, architecture, music and festivities.
A country’s economic potential flow above all from its talented human capital, unique culture and heritage of its people. We don’t fully appreciate the values that our immigrants represent. Too often, we take our cultural acceptability and stability for granted. According to Rochana Bajpai, India is home to policies of legal pluralism in religious family law (Hindu, Muslim, Christian, and Parsi), territorial autonomy for several linguistic and tribal groups, as well as quotas in legislatures, government jobs and educational institutions for caste and tribal minorities. Indian debates illustrate the insufficiency of liberalism as a framework for comprehending and evaluating philosophy. In Indian arguments, considerations of national unity and development, secularism and democratic values of equal status and dignity, have been significant. A multicultural theory that took place in Asia and Africa has to transcend liberal frames and grapple with a variety of traditions; religious, socialist, radical democratic- for the justification of group rights. The Indian case highlights the requirement to tell apart between doctrine rights generally and minority rights in particular. India’s multicultural federalism, that recognizes the claims to self-government of several linguistic and tribal groups, is an important example of a multicultural policy that is not a group-differentiated right, and has weakened protections for non secular and different minorities in many cases. Most of the major religions of the world such as Hinduism and Buddhism, originated in this land while others, such as Christianity and Islam, though came from outside have remained and grown in it for a thousand years and more. This great profusion of linguistic, religious and other customs and usages was associated with a multitude of castes, communities and tribes each of which were bearer of a particular sub-culture or even sub sub-culture which is transmitted from generation to generation. Multiculturalists take for granted that it is culture and cultural groups that are to be recognized and accommodated. Yet doctrine claims an embody of large variety of claims involving faith, language, ethnicity, status, and race. It can be concluded that the view that the various cultures in a society should get equal respect and scholarly interest. Multiculturalism is an unstoppable trend worldwide, and countries such as Brazil, Canada, Singapore, UK, Germany, Switzerland, India, USA, Australia and New Zealand are leading the way and India is a country which has Multiculturalism in its DNA.

Aakash Dahiya
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Different people have different views to things, like or dislike, agree or disagree. Multiculturalism is a controversial issue in America. Some people think that multiculturalism is negative, whereas some others think that multiculturalism is positive. In my opinion, I agree with the second view, that multiculturalism is positive.

Multiculturalism is diversity of two or more culture in some region or country. America is an immigrant country; most people in America are immigrants. They come from different countries and different ethnic groups; they have different languages, educational backgrounds, customs, values and religions. When they arrived America, they must communicate with other people in English. They learn English and the culture from American people or earlier immigrants who are around them. In their public activity, they must accept American cultural traditions, but in their private lives, they inevitably use their own customs, values, religions, traditional festivals and experiences to influence their behaviours. They are still retaining their own cultures.

Since the 1960s, the American government has admitted, encouraged and supported cultural diversity. Fair policies allowed all citizens to have the right to preserve their cultural inheritance. Public school has bilingual education programs for new immigrant children. Under the laws, racism, discrimination and prejudice are significantly decreased. The relationships of people in the country are friendly and harmonious, and people’s lives have become rich and colourful.
Thanks to multiculturalism, we can learn and understand from each other more easily than before. We can eat different cultural style foods. We can enjoy the celebration of different country’s festivals. Kids growing up in this multicultural background are easy to accept different views, values and behaviours of foreign countries. Especially, following the advent of the Internet and wireless communication technology, the distance from country to country and people to people has becomes closer, and the economies between regions and countries are connected more closely.

The whole world became a global village. Multiculturalism is becoming more important than at any other time in history. In conclusion, multiculturalism is a good thing for society and people, so it is positive. We need to inculcate multiculturalism in our lives.

_Tarleen Kaur_
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{BBA II Year (M)}
India – The Original Melting Pot

India is a land of rivers, gods and multiple cultures. It has people of different ethnicity living in twenty nine states. Languages, religions, dance, music, architecture, food and customs differ from place to place within the country making it “incredible” and a perfect example of “unity in diversity”. It is the birthplace of various religions like Hinduism, Buddhism, Jainism, Sikhism, Zoroastrianism and many more.

Culture defines the way we behave with others, our understanding towards values, ethics, principles and beliefs. Although India is a secular Hindu-majority country, it has a large Muslim population. Being a multi-cultural, multi-ethnic and multi-religious society, people celebrate holidays and festivals of various religions with joyful abandon. Festivals are celebrated on the basis of prevalent religions and linguistic demographics. Sikhs celebrate Gurupurab, Christians celebrate Christmas, and Muslims celebrate Eid etc. Some common festivals like Diwali, Holi, Rakshabandhan, Dussehra, Janmashtmi, Vasant Panchmi etc., are celebrated by people across communities. Some festivals are more popular in specific geographical regions, for instance. Durga Puja in Bengal, Chhath Pooja in Bihar, Ganesh Chaturthi in Maharashtra, Pongal in Tamil Nadu, Onam in Kerala etc. However, with work taking people all over the country, many of these festivals are now celebrated by smaller groups of people in other parts of the country as well. In fact, in the present day many foreigners visit the country during a particular festival in order to soak in the cultural experience.
The cultural diversity extends to food as well, India’s culinary heritage is as diverse as the country itself. Indian cuisine is renowned across the world for its mind boggling variety. Harold McGhee, the American food writer, states “for sheer inventiveness with milk itself as the primary ingredient, no country on earth can match India”. Indian cuisine varies from region to region, reflecting the local produce, cultural diversity, and varied demographics of the country. *Makki ki Roti* and *Sarson ka Saag*, Chicken tikka masala, from Punjab, *Biryani, Haleem* and *Kheema* from Hyderabad, *Rossogulla, Mishti doi*, and varieties of fish based dishes from Bengal, *Litti Chokha* of Bihar, *Undhiyo* of Gujrat are but a few examples. Food is an integral part of various cultural practices, with food not only being offered to God and then distributed among people as prasad, but many people following the practice of having sweetened yoghurt or “*dahi-cheeni*” before they venture out of the house on an important errand.

India is globally recognized for her wide variety of textiles and clothing styles as well. Saree is the most common dress worn by the women in India. Woven sari patterns like *Banarsi, Kanjivaram, Patola, Chanderi, Maheshwari* etc., are very famous. In fact every state in India has more than one unique textile weaving, dyeing or printing style. However, women across the country today opt for a mix of traditional and Western clothing in their daily life and sarees are often reserved for special occasions. These are but a few examples of multiculturalism in the country and its essence is truly reflected in the tagline “*Incredible India*”.

Garima Ganda  
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Ethnic Pluralism

The concept of multiculturalism originated in the 1970’s and was used in America. The term multiculturalism has a range of meanings in context of sociology, of political philosophy and of colloquial use.

In sociology and in everyday usage it is a synonym for “ethnic pluralism” with the two terms often used interchangeably, for example cultural pluralism in which various ethnic groups collaborate and enter into a dialogue with one another without having to sacrifice their particular identities.

People talk a lot about multiculturalism, whether to praise it or condemn it. But standing alone the term is too vague to be supported or opposed. Multiculturalism is defined as the state of co-existence of diverse cultures. It is the diversity of two or more cultures in some region or country.

An Indian example can be that a decade ago, an abandoned child was discovered by a Muslim tea-stall owner. In spite of not knowing the child’s caste at birth and origin, he took him in and raised him as one would one’s own child. He even helped the child further investigate his lineage and after finding that the child was a Hindu, he still fought for the child’s custody and after winning the case allowed the child to retain his own method of prayer.

This case has proved that harmony and peaceful co-existence is only possible if there is tolerance and mutual understanding among various religious, ethnic and cultural groups. In conclusion, multiculturalism is a good thing for society and people so it is positive. We need to enhance and develop multiculturalism in our lives.

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(BBA II Year (M))
A Glimpse of Multicultural World

What is multiculturalism? It is a situation in which all different cultures & societies have equal rights and no one is ignored. Multiculturalism is a policy of maintaining diversity of cultures in the community. It is the view that cultures, races and ethnicities, particularly those of minority groups deserve special acknowledgement of their differences within a dominant political culture as a whole, a demand for special protection under the law for certain cultures. Multiculturalism occurs when a society is willing to accept the culture of immigrants and their backgrounds. It gives society that is less insular the experience of living in a but more vibrant. Multiculturalism is creating a society where no-one has to sacrifice their identities. That acknowledgement can take the form of recognition of contribution to the cultural life of the whole, a demand for special protection under the law for the people of particularly neglected cultures. Government has been taking different actions to maintain a society with multiple cultures often contrasted. Two different strategies Inter-culturalism - this strategy focuses on increasing interaction and communication between different cultures. It refers to support for cross-cultural dialogue and challenging self-segregation tendencies with cultures. It involves moving beyond mere passive acceptance of multiculturalism, it is all about interaction between cultures. Second one focuses on diversity and cultural uniqueness which leads to ethnic conflicts. Multiculturalism stands as a challenge to liberal democracy. As in liberal democracies all citizens should be treated equally under the law by abstracting common identity of “citizen” from the real social, cultural, political and economic positions and identities of real members of society. Multiculturalism has affected the social and political spheres particularly in North America. Canada is
the perfect example of multiculturalism. Canada adopted policy of multiculturalism officially during 1970's and 1980's. In the 21st century, Canada is often characterised as being very progressive and diverse. Till 1940's Canada was seen in terms of English and French cultural identities but a century later the compromises made between English speaking and French speaking communities set Canada on a path of bilingualism and this in fact termed into bi-culturalism and acceptance of diversity.

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By:- Mukul Verma

PC: Mukul Verma – MBA II Year (A)
The Flip Side of Multiculturalism

The true embodiment of multiculturalism is when people of different religions get together and works towards only one goal i.e., achieving peace and harmony. India is a perfect example of multiculturalism, as all the cultures, languages, and religions find acceptance, recognition and respect here. We Indians love our culture. We have our own cultural identity which is deeply rooted in our nation’s DNA.

The practice of multiculturalism starts with school, where children from the same class and are taught varied cultural, religious and ethnic backgrounds. Also, our academic curriculum includes information about the history, culture, religion and languages. These all combine as a bunch of knowledge about multiculturalism. Children also learn from their friends and teachers and apply it to their daily lives.

It continues in offices where people coming from different walks of life work together towards a common corporate goal, and irrespective of their background, they celebrate achievements or mourn losses collectively.

However, while this multiculturalism has many advantages, it has also been a disadvantage for our society in some ways. There have been many riots, fights and terrorist attacks in the past on the basis of caste, color and religion. Unfortunately, the fear persists that this sad state of affairs is likely to continue as these incidents repeated across the country. One can only hope that better sense will prevail.

There are also the practical difficulties due to language and cultural barriers, when people visit different states or regions. People often find it very difficult to adjust outside their native region not only because
of language barriers but also because food habits vary drastically across the nation. So we can see that while the world is in awe of India’s wide variety, this very multiculturalism can make it challenging for Indians to move from one part of the country to another.

In spite of all these challenges that cannot be ignored one cannot deny that a majority of our countrymen are prone to friendly and harmonious behavior. Most of us are understanding and willing to learn about new cultures from each other. We involve ourselves in one way or other in each other’s cultural mores, adapting their clothes, food, festivals and languages. Despite being different on so many levels, we inevitably get painted in the same color as each other - playing dandiya during Navratri, relishing kheer or sewai on Eid, exchanging sweets during Diwali, playing with colors on Holi – are but a few examples. Despite having such diverse cultures, we are united by the religion of humanity. We help our neighbors in need. We sit and share food with our colleagues. Multiculturalism makes Indians closer and used to a diverse population. Better connection and relationship is the most important thing for society to grow and develop and India has that advantage. India has the power of diverse ideas, coming from people brought up differently which makes India unique and one of its kind in this world.

Multiculturalism needs to be owned, and developed in our lives, for this is the culture of India – “Unity in Diversity”.

Manya Sinha
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{BBA III Year (E)}
Life of a Bakarwal

What makes India distinct as a country are the wide variety of indigenous tribes, who even to this date lead largely secluded lives far removed from the rapid modernization and economic development that has gripped the nation over the last couple of decades. They own their individuality as Adivasis, having their own language, religious practices, festivals, cuisine, dance and music.

The spirited tableau of the tribal groups in India stretches from the remote villages tucked within the chain of mountains up North to the Southern parts of the county, and from the far reaches of North East India to the deserts of Rajasthan. The tribal groups in India cover just about 15% of the country’s population and the majority is found in central India.

One such Tribe is the Bakarwals. The Bakarwal is a principally Muslim mobile tribe based mostly within the Pir Panjal chain of Mountains of South Asia. ‘Bakarwal’ springs from "bakra" which means goat or sheep, and the “wal” which means "one who takes care of something”, it could also mean “rakhwala” in Hindi language. So essentially they are the caretakers of the goats or shepherds.
They primarily reside within the entire Jammu and Kashmir region between India and Pakistan. The economy of the Bakarwal tribe is based on the rearing of sheep and goats. To fulfill day to day desires, a Bakarwal trades sheep and goats with the Mutton traders within the native areas. They also provide sheep and goats to the traders in bulk throughout the season of Eid-ul-Zuha.

The Bakarwals alternate with the seasons between high and low altitude regions of the mountains. In summer, these teams migrate to higher reaches of the mountain to provide the flocks with suitable weather conditions and in winter, they take their flocks to the lower areas of the natural depression to shield them from the cruel cold. Bakarwals use skins of sheep and goats to store foodstuffs throughout while migrating and transport it on the rear of their Mules or horses.

The tribe chucks wheat, corn, or whichever grain grows on the land. Since they keep moving through the year according to the suitable weather conditions their kids lack access to education, therefore most of them are illiterate.

In recent years, some Governmental restrictions, development pressures, and sheer economic considerations have caused some Bakarwallahs to settle in one place and adopt agricultural practices in addition to animal husbandry. If this continues, soon their way of life is likely to be erased from the cultural fabric of India.

Himanshi Bisht
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(MBA II Year(A))
Multiculturalism: Two Sides Of A Coin

Multiculturalism is a concept whose meaning changes under sociology and political science and in everyday use. In sociology and everyday usage, its meaning revolves around ethnic diversity and cultural pluralism, which sometimes also includes the race. Cultural pluralism, such as, is a scenario where different ethnic groups enter into dialogue and collaborate with each other without having to sacrifice their particular identities.

Multiculturalism was seen as essential for nation-states after World War 2, especially in the West but many countries like Australia and South Africa continued with policies which were aimed at preservation of the majority’s ethnic group’s culture. Slowly, through the 70s and 80s, due to liberalization in the political and social space, multiculturalism was attempted by several nation-states around the world, an experiment which is still ongoing.

Studies and some sociologists have pointed out that multiculturalism reduces discrimination, hatred, violence, and prejudices among different ethnic groups in a region. Additionally, some studies and corporations have said that multiculturalism increases efficiency, reduces discrimination and leads to a better work environment and culture. For this reason, several companies and political groups see multiculturalism as an essential practice to make sure peace, harmony, and dialogue between ethnic groups.

However, in practice, multiculturalism, in many cases, has shown to increase violence, discrimination, and prejudices between ethnic groups. Ethnically diverse regions like Southeast Asia, the Middle East, Africa, to mention a few, have seen several conflicts between ethnic groups arising from a failure to accommodate and integrate with each other. In most cases, these conflicts have turned violent with governments and other humanitarian groups failing to curb them and ensure peace. For example, the conflict between Rohingyas and Buddhists in Myanmar, Tamils, Marathis and Kannadigas in India. In Western countries, multiculturalism has also led to increasing distrust and prejudices between groups. For example, Western European countries allowed migrant from several different ethnic regions to settle but these Europe’s traditional ethnic and cultural populace were unable to adapt with them and vice versa.
Given these failures, many experts and politicians have advocated for assimilation and integration of ethnic groups into a region’s conventional culture. Similarly, in predominantly diverse regions like Southeast Asia, there have been attempts to create homogenous elements among ethnic and cultural groups to form some sort of unity. However, many experts argue that this erodes cultural uniqueness and identity of ethnic groups. Analysis of political sentiments in the current world suggests that most people prefer a traditional homogenous culture and ethnic identity in their regions.

Hence, whether multiculturalism as a concept can be successfully practiced remains to be seen.

Tanmay Seth
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{MBA II Year (B)}
The Isolated Sentinelese Tribe

The Sentinelese also known as the Sentinels & the North Sentinel Islanders, are indigenous people who inhabit the North Sentinel Island in the Bay of Bengal of India. They are a tribe of hunter gatherers that depend mainly on domestic agriculture and fish gathering. They are assumed to not eat any animals apart from fish as they have been recorded to attack people from previous expeditions for killing native animals from the island, for either sport or food.

The island and the tribe residing on it have been named after the word sentinel due to its strategic location at the horn of Bay of Bengal and the intersection of the same with The Indian Ocean. The Sentinels are believed to be the direct descendents of migrants from Africa some 50,000 years ago as proved using the ‘great human migration’ and ‘continental drift’ theories. They have been known to react violently to expedition by either foreign exploratory researchers or by Indian authorities and have hence been decided to be left alone by all in isolation to preserve their unique identity although India has completely taken over the protection of the island as a territory of its dominion.

There are various reasons as to why they have reacted violently to exploration and resist contact with the outer world and have subsequently been allowed to live in isolation. The first is that due to centuries of isolation, the islanders are not resistant enough to modern common ailments and might get affected when in contact with the modern population.

The second reason could be the aspect of cultural preservation. As proven by history itself the Dravidians in the south of India at the time of Aryan invasion were resistant to contact from their northern neighbours due to a fear of rise in cultural impurity. Cultural impurity is a term coined to explain the phenomena of mixing of a foreign culture with an indigenous one and either of the two loosing their own unique identity.

The final reason might be ‘communication’, or the lack of the same. Due to complete isolation, neither the islanders nor the authorities are familiar with each other’s scripts or dialects and hence communication is a major hurdle.
If we observe closely, on Google Maps the northern cape of the island shows a small structure parked sideways on its shore and covered in vegetation. It is a ship from the 18th century that crash landed on the island's shores due to a sea storm in the Indian Ocean. It is speculated that due to isolation and the resistance to cultural migration the people of the Sentinelese tribe may not have advanced in metallurgy and hence were remnants of the Stone Age and the ship had introduced them to metals.

They have shown to be expert archers as they are able to target flying objects with ease (which is considered to be a difficult skill) as shown by their ability to target Indian helicopters and damage their integral components when the govt. sent a friendly expedition to map the island. The tribe, due to not knowing about modern fabrics and textiles use decayed animal skins and large sized vegetation as a sort of cover for their bodies. They are assumed to follow a local religion which praises the earth itself along with its provided creations and nature as opposed to the deities of ancient mythology.

They have recently been the centre of attention for the world due to the killing of a 26 year old American missionary named John Allan Chua, who wanted to spread Christianity to the island but travelled illegally to the islands even after prohibition.

At the end, the modern civilisation should be wise enough to leave the tribe as it is and avoid contact unless initiated otherwise. Like any rational human would not prefer to have their home be invaded by others and their lifestyle destroyed, the same applies to the tribe of North Sentinel Island, as is their irrevocable right.

Saksham Asthana
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Multiculturalism: The Essence of a Successful Society

Multiculturalism – “The existence of several distinct cultural or ethnic groups within a society”. People have no control over the gender, race, culture, caste that they’re born in, however, they are regularly segregated on these basis. It is usually overlooked how probably the best of nations can credit much of their prosperity to multiculturalism.

Giant superpowers like the USA, the UK and emerging superpowers like India are filled with people coming from different ethnic groups, culture and religion. While in the case of USA and UK much of the multi-ethnicity is due to recent immigrants, India has had this ethnic diversity from long.

In case of the USA, most of the immigration was due to land where people moved their families. In fact construction in that Chinese labourers. however, aspire to live the educated and preferring to move in standard of living.

In case of India it was the influx of raiders, marauders or people fleeing from persecution in their own lands, or simply travellers who all finally chose to settle down once they reached this land, that has contributed to its multi-ethnicity over the years. This trend continues to the present day as well as can be seen in the asylum that India offers to people from Tibet and Afghanistan. In fact Tibet’s government in exile operates out of Dharamsala, a city in North India.

Countries that are more exposed to other cultures are more understanding of people and coordinate well in groups.
It makes them be all the more tolerating of the other individual's perspective. Individuals get the chance to learn new things and are acknowledged more. Even the homogeneous population like Norway and Sweden require the additional exertion of sending their students and working population to foreign countries so that they can be exposed to the world beyond theirs.

Culturally, although cultural biases and racism is still a very prevalent thing in today’s world, it ought to never be taken as an excuse to not venture out of our usual range of familiarity. No country was ever, not accepting of people from different parts of society. Every country had some form of foreigners added to its population. If people of those days could be tolerant of the diversity, people of this generation have no excuse to discourage such activity.

Himanshi Bisht
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{MBA I Year (A)}
Hoping for the essence to last,
That’s living in everybody’s heart,
Essence of being together,
And the essence of being apart,
Food and festivals, dresses and rituals,
All are in sync, for the love is perpetual,
Something that makes us a symphony of live art,
The essence of being together,
And the essence of being apart,
All for the love of humanity,
Not indulging in racial duality,
“United we stand divided we fall” is the soul of our being after all,
The spirit of the assorted cultural path, Is where we all start,
All in the world so uniquely bloomed,
Where affection for all has enough room,
The essence of being together,
And the essence of being apart,
It all rests at being united at heart.

Meghna Sharma
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{MBA I Year (A)}
What Makes Us Unique?

Some black
Some white

And some brown
But we live in the same town

Difference, we do have
But, we aren’t different

Every finger isn’t the same
Every joke isn’t a lame

Every Muslim isn’t a terrorist
Every priest isn’t a priest

Everything, everyone is different
And that make us unique

Divided, we fall
Together, we reach the peak

Gandharva Pahwa
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Multiculturalism: The Backbone of India

India, a multicultural nation, is a land of many languages, ethnic groups, distinct cultures, various traditions etc. There is a popular saying that depicts the multiculturalism in India rather well: “Kos-Kos par badle paani, chaar kos par baani”; which means the language spoken in India changes every few kilometres, just like the taste of water. According to the Ministry of Human Resource Development there are 23 officially recognised languages in India which include Assamese, Bengali, Dogri, Gujrati, Hindi, Kashmiri, Kannada, Konkani, Marathi, etc. Also two official classical languages are included namely Sanskrit and Tamil. Apart from these scheduled languages 13 different scripts are used with a variation of over 720 dialects (with an estimated 420 million speakers -according to the 2001 census records).

As India is a multicultural nation, there are number of festivals celebrated here with huge participation and due respect. That is why India is also known as country of festivals. Diversity is a facet of human existence that can't be eradicated by act of terrorism or war or self-overwhelming hate. It can only be conquered by recognising and claiming the wealth of values it represent for all. We are increasingly recognising, accepting and celebrating our cultural diversities. People living in a country like India, need to know them first then only they can accept others and their cultures, unless we have a tendency to learn to understand ourselves, we run the danger of destroying ourselves. Here people are okay with others celebrating their festivals; moreover we indulge ourselves in their joy too. We feel like it’s our festival, it’s our joy. Where humanity sows’ faith, hope and unity, joy’s garden blossoms.

Though, many people would never accept the fact that we are all the same, it’s just the tag we get after the birth that separates us, we all have the same blood, skin & bones. If the concept of captivated those whom you have got been instructed to recognise as your enemies is just too overwhelming, consider more deeply the observation that we are all much more alike than we are not alike. One may not reject
the culture of others but should be prepared to listen, to see, have dialogue, and to possibly accept the others culture without compromising one’s own.

People with a philosophical system background, tend to own an open mind concerning things, and find other cultures interesting. We need to assist students and care for and preserve their ethnic and cultural diversity that nourishes and strengthens this community and this nation. Everyone should start their day by quoting Mother Teresa- “I can do things you can’t, you can do thing I can’t. Together we can do great things”.

There are many cultural differences between us, but I think we’ll find a lot of similarities too. Always keep in mind that appreciation for cultural diversity is important for our co-existence. We are a unit, a philosophical system’s country, always have been, and to our credit, always will be. It is one thing that we must always be terribly pleased with and embrace.

Ranjana Gupta
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{BBA II Year (M)}
The Multifariousness of Indian Festivals

India is a land of diverse cultures. People belonging to different cultures coexist in India. Culture includes racial, religious, linguistic, etc. which may have differences and distinctions in customary behaviours, cultural assumptions and values, patterns of thinking and communicative styles. India is known to respect all cultures and people have been living in a unified way since ages. There has always been unity and diversity in India.

Each state in India has its own unique identity and follows a different culture which includes diversity in language, festivals, dresses, beliefs, architecture and customs which are several millennia old. The culture of India has been shaped by its long history, unique geography, and diverse demography.

When we speak of multiculturalism, the foremost thing that comes in our mind is the beautiful festivals that are celebrated all over India which speaks of its vast culture. Indian festivals are as varied as the people themselves. Various festivals like political, religious and seasonal are celebrated here. All religions are given equal importance and respect in society.

National festivals like the Republic Day, the Independence Day, Gandhi Jayanti etc. are celebrated with great patriotic zeal. These days have been declared as national holidays and are celebrated in all parts of the country with a lot of enthusiasm. The capital New Delhi is the seat of national celebrations on such occasions. It witnesses one of the most majestic parades on the Republic Day.

Diwali is the most prominent of Hindu festivals. It is the festival of lights. On this day Hindus celebrate the return of Lord Rama to Ayodhya after the victory over Ravana. The houses are cleaned and whitewashed; people wear new clothes and businessmen start their new accounts. Sweets are distributed and people from all walks of life light up their homes. Ram Navami is celebrated as the birthday of Lord Rama. Janmashtami is celebrated as the birthday of Lord Krishna. Durga Pooja is celebrated in Bengal, Assam, Orissa and some other parts of India. Goddess Durga is worshipped for
five days and on the fifth day, the statue of the goddess is immersed in water. In North India, Dussehra is observed as *Vijaya Dashmi* which celebrates the victory of good over the evil.

In Maharashtra, Ganesh Chaturthi is celebrated. People worship Lord Ganesh and rejoice in these holy days. Holi is a festival of colours. People throw colours at each other and celebrate it in the honour of *Prahlad*. *Chhath* is celebrated in Bihar and also in other parts of India. Sun God is worshipped early in the morning on this day. Sweets and fruits are offered to the sun God. Guru Nanak Dev birthday is celebrated by Sikhs and members of other communities. On this occasion religious congregation is attended, lamps are lit and crackers are burst. The days of martyrdom of Guru Arjun Dev and Guru Teg Bahadur also of special significance to the community. Christmas is the most important festival of Christians. It is celebrated as the birthday of Lord Jesus Christ on 25th December. On this day the Christmas tree is decorated with artificial stars, lights, toys etc and prayers are offered in Church. Cakes and puddings are served. Jews celebrate their festivals in a similar fashion as those of Christians. They go to the synagogue to pray before the Almighty. The *Parsis* celebrate *Navroz* during August-September each year. It is the beginning of their new year. *Eid-ul-Fitr* is an important Muslim festival that marks the end of Ramadan, the Islamic holy month of fasting. The seasonal festivals are celebrated in different ways all over the country. *Bihu* is celebrated with great pomp and show in Assam. *Baisakhi* is celebrated as a mark of harvesting the wheat crops in Punjab. *Onam* is celebrated in Kerala as a harvest festival. *Pongal* is also a similar festival celebrated in Tamil Nadu. *Basant Panchami* is celebrated throughout North India and West Bengal. These festivals are an identity of India and hence need to be preserved and celebrated. This makes the people of India come closer and live in a unified way.

*Bhavya Pandit*
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“Colour is the place where our brain and the universe meet”, impactful words indeed by American author Paul Klee. Colours are present all around us and are involved in every aspect of our life. Life would have been dull and meaningless without colours, for our choice of decoration and clothing is so dependent on colours. Colours can portray many different feelings, moods and even thinking. One can know a lot about the preferences of a person by looking more into depth in the colours of the things that the individual may choose to include in his everyday life.

Colour is an important aspect of every culture; they carry deep meanings and symbolism in different cultures. Every free nation of the world has its own flag. It is a symbol of a free country and the best example of how colours are so influential in a culture. The Tiranga, Or tricolour flag of India, features three solid bars of colours – saffron, a bright orange-yellow shade that’s considered sacred in Indian Culture, represents courage and selflessness; the middle bar is white, which stands for honesty, purity and peace, it’s a constant reminder to Indian political leaders to strive for a peaceful country; the bottom bar is green which means faith and prosperity. In the centre of the white band is a 24-spoked navy blue wheel which represents the chakra, which states that all those who work under the Indian flag should adopt ‘Satya’ (truth) and ‘Dharma’ (Virtue) as their guiding principles. The blue colour represents calmness and intuition.

Indian culture is known for its use of vibrant colours and not just for ornamental purposes. The use and meaning of colour can vary by region, religion, and ethnicity because India is a large and diverse country. Colours in India have connections to every detail attached in our day-to-day lives, they are highly incorporated into festivals and celebrations. Wedding celebrations across the country, for instance, are marked with a liberal use of colours whether it is in the decorations, the variety of food, the outfits of the guests, or the bride’s trousseau.

The human eye, in fact, is the window to a world of colours. When we opened our eyes for the first time, we saw the calmest and brightest colour of our lives - our mother. Everything around us is an array of colours from the ground we walk on to the sky above. From a personal viewpoint, I just love green and not just any shade of green, its emerald green for me.
My colour preferences often change depending on the occasion, but the colour green is a constant favourite and I consider it the colour of my personality. In fact, the first uniform I ever wore was green! The colour green is omnipresent, we can see trees, grass and plants all around us. In fact we cannot live without the greenery around us, the millions of plants around us makes me feel fresh and healthy. Psychologists believe that people who wear green often like the outdoors and I would agree with them. I believe going outdoors makes people happy, so I’m all for loving green and staying happy! How about you, what colour describes you best?

Shireen Aftab
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Management and Multiculturalism

In the world, multiculturalism is omnipresent. Every country and society was formed by different people and different cultures. The term multiculturalism refers to the coexistence of different groups in the same society. They can differ in their cultures, language, and religion. Multiculturalism is a vast subject, with differing point of views that are in constant evolution.

By travelling, working and studying in different countries people discover varied cultures, notice the different customs of those cultures, and learn how to deal with multiculturalism. It is widely believed that those who travel to different cultures are broad-minded and willing to use doctrine as a strength not solely in their everyday lives, but also in their jobs.

Nowadays our world is more closely connected. It is easier and cheaper to travel today and millennials are considered to be more mobile than earlier generations. The trend around the globe is currently to travel and discover about new societies and cultures. The phenomenon of multiculturalism is rewarding but also challenging, as people have to make a conscious effort to understand and accept other cultures.

Today, Multiculturalism is widely observed in organizations and has a great impact on organizational practices and performances as well. Companies face business challenges as a matter of norm; however, multiculturalism brings to the table a variety of unique challenges. Managing a team, for instance, is a big responsibility and managing one in a multicultural organization can be especially challenging.
Even though not all aspects of a person’s cultural background is evident in the work environment, there may be certain unique aspects that other members of the team may need to adapt to. Interactions may be even more difficult if an individual attempts to use the foundations of their own culture to interpret the behavior of a person from another culture with completely different rules. Thus it can be challenging to work in a multicultural team, and this is where team managers can play an important role.

It has been observed that well managed multicultural teams are more productive and efficient than similar homogeneous teams. This may be because multicultural teams are more competitive because of the sheer diversity of its members. Another advantage of a multicultural team concerns knowledge. Working with different cultures makes employees more respectful and careful with each other. They also use what they learn from the other culture to be more efficient in their work.

In an increasingly globalized environment however, multicultural teams are essential and beneficial for corporations as well as society in general. Such teams allow people to think differently, and provide them an opportunity to know and interact with people with differing backgrounds and points of view. In the long run heterogeneity in corporations is beneficial and companies that do not encourage this are destined to stagnate.

Gazal Agarwal
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{MBA I Year (A)}

“If you hire only those people you understand, the company will never get people better than you are. Always remember that you often find outstanding people among those you don’t particularly like.” - Soichiro Honda
India is renowned across the world for its hospitality and acceptance of people who belong to different castes, religions, races and communities over the centuries. The famous Indian quote “atithi devo bhava”, literally meaning ‘Guest is God’, not only describes the revered status of guests, but also supports the idea of providing best hospitality and service to the guests.

The varied nature of our culture has always been an advantage for our country, as it has granted the nation an ability to adjust and coordinate with other diversified thoughts from all around the globe.

Our country is a geographically diverse amalgamation of 29 states and 7 union territories which represent different cultures, languages, habits and religions. This diversity makes India colourful and also helps people in establishing a bond with one another as we are so accustomed to seeing a variety around us.

This unity in diversity is the core strength of the Indian Culture. Moreover, the culture of India is not at all rigid, it has been an elastic one since forever. Indian culture is actually an outcome of several external influences throughout its history so that today the country is a mix of different faiths, coordinating harmoniously with love.

Talking of food habits, Indian cuisine is so heterogenic, with such a large assortments of dishes, that it’s difficult to describe a ‘typical Indian meal’. The traditional food of India has been widely appreciated for its fabulous use of herbs and spices, in fact Indian chefs across the world are often referred to as ‘Masters of Spices’. So many dishes in India trace their origins to outside the country but we have adapted and made them our own. Thus like our culture, our food has also been influenced by various traditions and customs which never fail to satisfy one’s taste buds.
Coming to civilization, it is another thing to cherish when in India. We are a perfect mix of religions, beliefs, and customs. Our message of unity in diversity creates an impact all over the globe. Being a part of this culture we must try to contribute to its upkeep by practicing the tolerance that has been exhibited by our forefathers. In fact the best way to pay tribute to this beautiful cultural heritage that we are so proud of, would be to inculcate the same values in our coming generations as well.

If, however, I were asked to choose just one significant attribute of our nation, it would be the practice of secularism. It is a beautiful thing to witness, how the people of our nation live in harmony and peace by respecting each other’s religious beliefs and cultural practices. Let us continue to rejoice in this and not let a few misguided people destroy the idea of India. May we celebrate every festival with the same excitement and zeal of togetherness.

Geeta Garg
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{MBA II Year (A)}

“We Indians are known for our hospitality across the globe. It is part of the “code of conduct” for Indian culture. For us, Guest is equivalent to God.”

- Anonymous
Imprints of Multiculturalism in Indian History

It has been exactly 71 years since the British Empire decided to decolonize India. Well, to put it perceptive, it has been exactly 71 years since India won its long fight for Independence. It has since been established that out of all the commonwealth states, India stands proud and tall with its enriched culture and diversity. From the beautiful range of the Himalayas in the north to the tip of the Indian peninsula in Kanyakumari in the south, it’s phenomenal to see the variation in cultures.

Let’s know the little history about India. During the time of India’s independence, only 17 provinces existed, as a matter of fact, India was technically not declared a ‘nation of democracy’ until after 1950. Afghanistan, Pakistan, Nepal, and Myanmar were also the part of this multicultural land.

A country’s existing ideology is a reflection of its history. India is one the oldest civilization known to mankind. The coexistence of different ideologies and philosophies dates back to the Indus valley civilization, which is known to have taken place in 3000 BC. The civilization involved people traveling from different parts of the world, mainly Pakistan and Afghanistan and that’s when the flux of varying ideologies began. It is known that multiple countries tried to colonize India much before the British Empire did. Different nations with different ideologies and philosophies traveled and tried “contributing” their knowledge of food and economy to the Indian empire. As too many of our spices like red pepper have known to come from Mexico.

Indian people have learned to live with their differences over a certain period the time. It is astonishing to see how the current 29 states seek to exist with their differences.

One of the most important philosophies which India celebrates today is Astika, which means one who believes in existence. Yoga is an important example. Today India believes in the ideology of togetherness. Here, families grow together which may come of as a bit of a taboo to other countries.

In conclusion, there is no accurate answer as to how different ideologies and philosophies co-exist in the same nation. The answer is hidden behind the struggles of our freedom fighters, behind the walls of
the ‘Red forts’ and ‘Taj Mahal’, in the rivers which convince us to share our borders with nation provided even if they are not our allies, in the 22 beautiful languages spoken across the nation, and last but not the least behind the lyrics of ‘Jan Gan Man’ which somehow finds its way to melt our hearts every time its sung.

Shradha Saxena
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Multiculturalism - A Helping Hand in the Development of a Nation

Multiculturalism is a concept in which all the different cultures or racial groups have equal rights and opportunities and none is ignored. It is a policy of maintaining a diversity of ethnic culture within a community.

Many countries around the world have benefitted from multiculturalism. A multicultural environment educates children about equality and thus develops a positive attitude towards people of different race. In organizations, employees coming from diverse cultural backgrounds are likely to bring an equally diverse bouquet of ideas for problem solving. A Company that practices diversity in recruitment is more likely to capture global markets and increase customer base across nations because it is equipped to understand different need better.

One of the gifts of multiculturalism is that of a variety of languages which India is blessed with. Apart from the national language i.e. Hindi, several other languages are widely spoken in the country like English, Tamil, Punjabi, Sanskrit, Urdu, Bengali etc. In the southern parts of the country, English is more frequently used by non-native speakers and serves well for communication. Though it is one single nation has a large number of different languages in each and every state.

Earlier, most people led culturally insulated lives, where they strictly followed their own rituals and observed and were distantly respectful of other cultures. Over the past few decades, however, we Indians have started intermingling with, and adopting, practices from other regions and cultures as well. Individuals participate and celebrate with equal enthusiasm in the festivities of other cultures as well.

Along with the festivals, different fashion or clothing are also used by everyone. Indo western attires are now an integral part of today’s style statement. People enjoy each and every culture and the most
important part is the food. Popular dishes from different parts of the country are easily available across the nation with north Indians enjoying south Indian delicacies and vice versa. Cuisine is not only pan-Indian but also some versions of Chinese, Thai, Continental, American and many other varieties are easily available in all urban areas of the country. In fact Chinese as a street food can also be had in many areas of rural India as well.

In fact ethnic diversity is so deeply ingrained in our subconscious that many a times we wonder what all the fuss is about. Multiculturalism is what defines our nation and our heritage. In the words of K.V. Dominic -

"Multiplicity and diversity
   Essence of universe
   From atom to the heavens
   Multiculturalism reigns
   This unity is diversity
   Makes beauty of universe"

Hemant Yadav
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Multiculturalism: An Identity

The diversity of the world is the major essence of its beauty and every country in the world contributes their major essence. Each country's identity is defined by what is unique to that nation and therefore a source of wonder or awe to the rest of the world. Most countries are known for their power, contribution to global knowledge, military prowess, economic status, geographical beauty or simply for the abilities of its people. India is a country which holds all these identities due to its nature of being highly diverse or multicultural.

India is majorly known for its multiculturalism, which means the coexistence of diverse cultures which include different language, beliefs, thinking pattern, perceptions, values of different people within a group of people. While India also welcome immigrants, like many other countries, it already has an ethnic mix that has existed for centuries. In India people speak 122 major languages and almost 1600 other languages.

Unity in diversity is the beauty of India. Irrespective of people's caste, religion, region, colour, gender the constitution of India provides equal rights and facilities and duties to all the people of India. Also, unlike other multicultural countries like USA and Canada where Multiculturism is generally not reflected in their physique that's where India shows so much of distinctions in the physique, food, festivals, dress, dance and music, history, ethics and many things.

While Multiculturalism presents numerous challenges in our country and can sometimes lead to conflicts between certain sections of society, on the bright side it is this ethnic diversity that most Indians are proud of. The idea that a nation is a uniquely identifiable geographical area comprising of people of one belief or culture is belied by the truth that is India. The notion that belonging to different community or culture can be an obstacle for peace in a country is contradicted by India, and we are proud of it.

Shristi Rao
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India – A Melting Pot of Cultures

When I hear the word multiculturalism, INDIA, our country comes to the top of my mind. The culture of India refers collectively to thousands of unique cultures of multiple religions and communities present in India. India’s language, religion, dance, music, architecture, food, and dresses differ from place to place within the country.

The country can also proudly boast of being the birthplace of many religions. Indian origin religions include Jainism, Buddhism, Sikhism, and Hinduism all of which are based on the concept of Dharma and Karma.

Sometimes a question is raised whether multiculturalism is a failure in the country, but we can see that in India many cultures have not only coexisted over the years but are also flourishing. Here, no one is forced to follow one culture, one language, one dress code, one philosophy, one religion etc. All can practice any culture as long as it is humane, empowering, enlightening, conforming to rightful behavior and parameter set in the constitution and law of India.

It is unfortunate that misguided people from certain sections of society are beating up and even killing others in the name of religion, ethnicity or culture. Recently, many cases of mob lynching were in limelight, behind which were false rumors and all propagated in the name of religion.
To deal with such situations the Government needs to bring in strong legislation, backed by strict implementation, which can prevent any such incidents. Sometimes, political will may be lacking to bring in change as dividing people on the basis of caste and religion may suit their purpose. In such cases the citizens of the country must come together and bring about pressure on the government to improve things. One must not allow political selfishness to destroy the multicultural fabric of the nation.

I believe it is our responsibility, as individuals, as families, as responsible members of society, to protect the unique culture of India which is currently under threat because as someone rightly said “A Forest With Diverse Species Of Plants And Animals Will Always Survive Longer”.

Garima Yadav  
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Reality Behind Embracing Diversity

Multi-cultures is not a concept anymore; it is applied more or less everywhere. The world has mostly changed in every prospect we can think on.

Now, we consider everyone equal and respect their lifestyle choices, culture and traditions.

But in my thinking, I would like to see a slight change in the perspective of people as we all are equal for sure but we need to embrace the fact that we all are different and everyone should be comfortable in being different from one another.

Aside from hiding our real and actual views and gossiping about it later, we can just learn to present our thoughts in a respected manner.

We live in an era, in which we respect each person on the front, but backstab our own persona by burying it deep enough just due to the fear of society.

To specifically talk about India, there is a visible change in the stances of youth, we are becoming more and more acceptable, but we still need to transform our backward thinking.

After globalization, Indians know now, that they can earn well just by giving people pocket–sized respect but we need more than just to focus on our monetary benefits.
Indians treat foreigners inversely, and yes, it’s a proven fact because the experiences seen by the people having ‘a fair complexion’ are treated well, but people with ‘dark complexion’ are treated adversely bad, a tourist said that, people laugh at him, call out names etc.

This is how our hospitality differ from one skin colour to another, its not something we just grasp instantly, but we are taught this differentiation from the beginning. A chart used by children literally had a picture of a girl with a fair complexion said to be ‘beautiful’ and another picture of a girl with a dark complexion deemed as ‘ugly’.

After this, how can we expect our future generation to respect everyone and their differences? Taking initiatives to change this behavior is definitely a difficult road to walk on, but we need to start somewhere and somehow, and one man’s initiative could bring about a social transformation.

Sakshi Gupta  
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Multiculturalism is defined as the state of co-existence of diverse cultures. Culture includes, racial, religious, linguistic, etc. which may have differences and distinctions in customary behaviors, cultural assumptions and values, patterns of thinking and communicative styles. It conjointly aims at the preservation of various cultures and their identities inside a unified society as a state or nation.

With diverse cultures, languages, religions and communities, multiculturalism has its reflections in every sphere of social life in India. Multiculturalism’ is now used not only to define disadvantaged and marginalized groups like tribals, linguistic-cultural-religious minorities, LGBT, disabled, etc., but also immigrants who may come under ethnic, religious minorities as well as minority nations and indigenous people. Multiculturalism is applied by the government, philosophers, politicians, writers, critics and scholars for human society alone, but to me it includes ‘alive but non-human beings’ such as plants and the planet itself.

As we are saying that kinsfolk in an exceeding society or nation ought to live as members of a family no matter their race, religion, caste, language or gender, it is necessary that we should always sleep in harmony with different beings, both animals and plants. To many, this universe may be a huge concert or symphony, a harmony of various notes. All creations play their role in concordance. But man plays a discordant role/ note due to his greed and intolerance destroying the overall harmony of nature.

Multiculturalism is something that we could draw strength from, especially in the context of our contemporary global market, which is in an ever expanding mode, with the proliferation as well as increased application of Information and Communication Technology; faster and cheaper connectivity in terms of travel, transport; easier and faster movement of people; easier and reduced restrictions for international business, export and import.

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Is Multiculturalism Positive or Negative?

Multiculturalism is the diversity of two or more culture in some region or country. Multiculturalism is now used not only to define disadvantaged and marginalized groups like tribal, linguistic-cultural-religious-minorities, disabled, etc., but also immigrants who may come under ethnic religious minorities as well as minority nations and indigenous peoples.

India is the best example of a multicultural society where people speak 122 major language and 1599 other language. Unity in diversity is the beauty of India, each state has its own culture and religion and language. Fair polices allows all the citizens to have the right to preserve their culture inheritance. Under the laws, racism, discrimination and prejudice are significantly decreased. The relationships of people in our country are friendly and harmonious, and people’s lives have become rich and colorful.

Unlike other multicultural nations like Canada, Australia, USA, where people of different culture look very much like in their physical size and facial features, dress, language, food habit, religious practices, way of life etc. people of India show clear distinctions in their physique, dress, language, food habits, religious practices and rituals. This unique unity of India in the midst of multicultural diversity and enjoying unlimited freedom as the largest democracy in the world is the beauty of India, which is a wonder to the world.
We eat different cuisines, celebrate different festivals in multicultural society. Kids growing up in multicultural background are easy to accept different views, values and behavior of foreign countries.

The development in the technology sector, the wireless communication technology and the internet, the distance from state to state, country to country and people to people has become closer. The whole world has now become a global village. Multiculturalism has become more important than any other thing in history.

In conclusion, multiculturalism is a positive thing. We need to enhance and develop multiculturalism in our lives.

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A discussion on multiculturalism would be incomplete without talking about the various tribes that exist across the globe. The Cambridge English Dictionary defines tribe as “a group of people, often of related families, who live together, sharing the same language, culture, and history, especially those who do not live in towns or cities.” In other words, tribal culture refers to the traditional way of living that is closer to nature, and less intruded by technological development, as compared to the modern way of living.

The different tribes which exist all around the world have one of kind rituals and have traditions which are culturally rich. There is a lot that one can learn about them and from them. Its breath taking how these tribe members are able to lead their lives totally disconnected from the modern day urban living styles. They believe in living out their lives by following their ages old cultures and traditions. Though some of these tribes today mingle with the rest of the region’s populace for the purpose of livelihood, there are still quite a few tribes across the globe that even today prefer not to interact with anybody other than their community members.

Talking specifically about India, there are a large number of tribes that exist across the length and breadth of the country. The Bhils in Rajasthan, the Santhals in West Bengal, the Gonds in Central India, the Gaddis in Himachal Pradesh, the Khasi, Garo and Angami tribes from the North-Eastern states of India are but a few of them. In fact the North East part of India, along with the Andaman and Nicobar islands, has a rich tribal heritage that flourishes even today. The Soligas, are one such indigenous tribe from the Southern Indian state of Karnataka. Soligans are called as ‘Children of Bamboo’ because the word originated from bamboo itself. The people of this community are believed to be shy when compared to people from other tribes.
Initially, Soligans were dependent on hunting and agricultural activities. Down the generations members of this tribe have inherited a great knowledge of the forests and hence they know a lot about judicious use of medicinal plants and non-timber forest produce like honey, gooseberry, lichen, tubers, etc. They are extremely good at identifying animals through pug marks and smells which not only protects them from predators but also helps them hunt for food.

The Soligas faced a lot of problems after the Biligiri Rangana Hills, their original residence, was declared as Biligiri Rangaswami Temple Wildlife Sanctuary in early 2015, as this meant that the area would be protected under the Wildlife Protection Act of 1972, thus adversely impacting their ability to live off the forests. The government proposed that the tribe be relocated, which came as a shock to all the community members as they believed that they were not harming the natural habitat of the animals in any way.

The Soligas, who numbered about 20,000, fought for their rights and successfully won a ruling later that year that got community forest rights (CFR) under the Forest Rights Act (FRA) of 2006. As part of these rights the members of the tribe have access to minor forest produce (MFP) from the reserve.

Although it was a time consuming process, the tribe members were able to convince the law makers that their way of life was a sustainable one and in no way interfered with the wildlife protection objective of the government. Most tribes in our country, unfortunately, are not large enough, or aware enough, to fight for their rights and the rapid development around them is either forcing them to change their ways or they are becoming extinct. One can only hope from the success of the Soligas that India will find a way to protect this often ignored heritage of hers – the tribal culture – as she marches forward on the path of development and glory.

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Essay Section
Positive Attitude Will Make You a Winner

In life in order to achieve a target all we need is hope and determination. Determination is a way to success, it is the will to achieve and not wish to achieve. A person who is determined will always work to his/her best day and night to achieve his target. The determination can only occur when he has a positive approach in life. A person with positive thoughts tends to work more effectively then somebody with negativity and a disturbed mind. The mind is our strongest resource, if used to its best. A subconscious mind used effectively is the key to success, our mind and our thoughts affect our health but also our capability to learning and adapt changes in this dynamic environment.

First of all, attitude is the way that we behave and the way we react to the daily activities; consequently, a positive attitude may influence our life and its aspects in a deep way such as how we think, socialize, and even how our health is. All these aspects might be affected by a positive attitude. Actually, it is proved that successful people have been influenced by the way they see the circumstances in their life. In other words, successful people see those circumstances with a positive attitude. Successful people see circumstances as a challenge to beat and not a punishment to suffer. Therefore, these people will be more likely to fight and have success in their life, rather than the ones who see their life as a punishment. Positive attitude might be the key to all the people who want to fulfil their dreams. If everyone would apply these concepts in their lives, they would become happier because they will see that everything, including their life, situations, and problems, is under their own control. After all, a winner is one who adapts himself to the changing environment without social constraints and difficulties, his positive attitude or approach lets him nurture according to the situation. He has a very positive outlook towards the environment that he tends to change accordingly without experiencing blemishes or issues.

A person with a positive attitude has this quality of being approached by everybody. We all love to be around people who are positive in life, nobody likes somebody who has negative thoughts and somebody who gets chased and troubled by small issues. We all look around for somebody that encourages us and brings out the best in us. A positive attitude person makes other people feel good about themselves and also teaches them to adapt their behaviour to achieve goals in life.
Positive attitude is not just about having self-confidence or pride in oneself but also having a mind-set that is focused and happy about small things in life. It’s the small moments that matter and makes the change.

Negative attitudes come from thinking negative thoughts over and over until they become part of your subconscious, part of your personality—they become habitual. You may not even realize you have a negative attitude because it’s been with you for so long. Once you have a bad attitude, you expect failure and disaster. And that expectation turns you into a magnet for failure and disaster.

Then it becomes a vicious cycle: You expect the worst, so you get the worst. Your negative beliefs are reinforced.

Attitude gets formed from experience. They are formed over the years either from observation or from experience. They can be learned in a variety of ways. Even a simple advertisement could influence you and may even have a change on your thoughts about a particular product. This kind of attitude formation is known as classical conditioning. Another kind of conditioning is the Operant Conditioning where the attitude develops from other people’s thinking. Sometimes people around us could make an impact on our behaviour and change ourselves. And finally attitudes could be developed by observing people around us. A simple example of this kind of attitude development is, kids trying to be what their parents are. This is just observation and imitation, that develops into an attitude later.

Attitude does influence one’s behaviour. It is said people behave according to their attitude under certain conditions. Condition like when expecting a favourable outcome, due to personal experience are some of the examples. Attitudes could be changed. Attitudes do impact our behaviour, but they are not imposed within us. They could be changed for betterment.

Attitudes could be changed in two ways. Either they get motivated or they get influenced. In both the ways they do think about the messages that they have observed and this could mark a difference in their way of thinking.

Scenarios in life could be made good or worse, based on one’s attitude to the situation. Even if you are in a very bad situation, and you hold a positive attitude, you may come out, however even if you are in a moderate situation and you hold a negative attitude, you could worsen the situation and create discomfort not only for you, but for people around you.
A winner is not born overnight, a winner is the person who has been working since the day he saw a target, which he had wished to achieve. His attitude throughout his journey has led him to his target. To achieve a target huge efforts are required with the will to achieve and not wishing like others do. This is what differentiates us from being a normal person having wishes and a winner achieving targets. A normal person does not put his determination to its best and also gives up easily when an obstacle comes by his way while a winner keeps all this aside and focuses on achieving the target with all his strength.

It takes efforts, but adapting anything of value takes efforts. In order to have a new attitude, you have to change your subconscious thinking. How? By analysing every thought you have until positive thinking becomes habit. You’re merely replacing an old habit with a healthy habit, like replacing drinking with exercise.

You can’t just stop being negative—you have to replace those negative thoughts with positive ones. Some people would say, “But negative situations are a reality. They just show up in everyday life.” This is absolutely not true. Situations are a reality: yes, they do show up: yes. It is your attitude that makes a situation positive or negative. It’s time for you to realize that you are in control of how you think and feel—no one else on earth has this power unless you give it away. Take control of your attitude, your state of mind and you take control of your results.

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Positive Attitude Will Make You A Winner

"Keep your face always towards sunshine and the shadow will fall behind you." One should have a positive attitude towards life. A positive attitude can change a person's life entirely. A positive attitude removes negative thoughts from our mind, gives us motivation, strengthen our power and purifies our soul entirely. A positive attitude plays a vital role in a person's life in attaining success. A positive look towards the life can bring the huge change in a person. For example - Mahatma Gandhi once came with the idea of "Satyagraha" or "Dandi March" then many people laughed at him. Even he struggled and experienced many bad phases in his life. Even though he gathered all his strength, motivate others and at last played a very important role in making India independent and he made us free from the rule of britishers. So, positive attitude is the key to success. There are many other people who have set examples like - Walt Whitman, Bill Gates, Sachin Tendulkar, Mary Kom, etc. A positive attitude towards our goal opens many opportunities but one should not be afraid of the obstacles that come in their path of success instead one should face all those obstacles courageously. One will be a winner and will be applauded and praised by others. For example- In the movie "Dangal", the father of Geeta Phogat faced many problems but his positive attitude towards life gave him strength and kept him motivated. At last when his daughter won World Championship, she was applauded and appraised by whole country. So one should always keep a positive attitude towards life.

"A positive attitude can fill our empty brain with positive thoughts and one can do wonders." It will help in developing one's personality and will help us in becoming a better person. A positive attitude can help a person in coming out of all his depressed situations of his life. "Neither anyone nor our loved ones, it is 'us' who can change ourselves". It helps us to build self-confidence and keeps the person determined in achieving the goals. One will shine like a shining star if he has will power, strength and if he do hard work in his life and all these can be achieved through positive attitudes towards life. For example - An ant collects his food to store it for future use and for this it do a lot of handwork and struggled a lot. A lot of pebbles come across their path but they do not lose hope instead they keep on trying and trying until they achieve their goals. So, a person should become like an ant and should never lose hope in his life. A life is a very precious gift which a person has received so, it should be utilized properly and should not be wasted by committing suicides.
All such crimes can be avoided if a person keeps a positive attitude towards his life. Despite of the failures, one should never lose hope and should be determined to achieve their goals then only a person can become a winner.

"Education is such a powerful weapon which a person can use to change his life." By educating more and more people, one will become aware of all his rights and duties towards society and can achieve his goals. It just an attitude which helps a person in doing such wonderful things in his/her life. It also helps us to remain healthy because a positive thought will keep a mind healthy which ultimately leads to healthy life and it keeps us away from many diseases like mental and heart diseases. So, one should have a positive look towards life. It will take best out of us and will make us a better person. It will create a unique creativity which again is applauded and appraised by all the people. So at last but not the least, one should have a positive attitude which makes our future bright and will help us to shine like a shining star.

It is truly said that "**POSITIVE ATTITUDE WILL MAKE YOU A WINNER**". It gives us the strength to face all hindrances that come across our path in achieving our goals and then no one can stop us from becoming a winner.

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FDI in Multi Brand Retail Sector of India and Its Effects

"If you see around the globe, there are very few countries where you have three important factors of economy together. They are: democracy, demography and demand. In India, we have all the three together”

- Narendra Modi at the India-Korea Business Summit.

Narendra Modi projected the ‘Look East’ policy in regards to encourage the conceivable outside speculators to take a gander at India as a conceivable market for development. It acted as a major source for the economic development of the country. Since that time period, many multinational brands – the likes of Wallmart purchasing Flipkart or the introduction of IKEA to the Indian consumers took Foreign Direct Investment in Multi Brand Retail Sector to newer heights, countries like Mauritius, US and the UK being large investors in India.

According to the Department of Industrial Policy and Promotion (DIPP), the total FDI investments in India April-June 2018 stood at US$ 12.75 billion, indicating that government’s effort to improve ease of doing business and relaxation in FDI norms is yielding results. Huge goliaths like these companies has brought in quality standards to the Indian market and also managed to understand what exactly is the Indian consumer ready to pay for (In these cases, economical models). Cheaper products are being brought to them but are better in many aspects than some of the domestically produced goods – Chinese products being the biggest example. They follow the trend of fast fashion and are automatically filling up the minds of the Indians to look up to foreign goods as the standard and not accepting anything subpar. This has also motivated and formed a benchmark for the domestic produce. Chinese mobile companies are assembling and manufacturing smartphones in India as part of Make in India initiative. - Xiaomi in Sri City; Andhra Pradesh, Lenovo in Chennai; Tamil Nadu, Oppo in Noida; Uttar Pradesh, Vivo in Greater Noida; Uttar Pradesh, Huawei in Chennai; Tamil Nadu.

Modi however pushed the ‘look east’ policy not only to focus on FDI, but to also acknowledge the small scale producers of the country and give them some leverage over the big brands. These measures can be congregated into measures to protect these companies from already existing large companies and foreign competition, promotional measures and setting up of several institutions or related agencies for the provision of liberal and multifaceted assistance to the small scale industry sector.
Plastic Products Manufacture, Printing Business, Paper Cup Making Business, Jute Hemp & Mesta Textile or Basic Metal Products, Food Processing Business or Vegetables & Fruits products like Jam, Pickles etc., Soft Drink Making Plant, Cleaning Washing Powder Making Plant, Restaurants, Local or Residential Hotels, Electronic component or an assembly are some of the areas where the small scale industries profit. It also aimed at producing jobs for the already living in unemployment youth of the country. The tertiary sector has benefited the most. This however hasn’t turned into a win-win situation. The impact of FDI on all the sectors of the Indian economy has not been evenly distributed. Different sectors witnessed different fates. Big brands use machines to produce goods. India lacks severely on skilled labours which not only effects the unemployed youth but also the small scale domestic producers who are not able to cope up with the abundance of products thrown in by these MNC’s in their way. Technologically, many domestic companies fail to stand at par with these companies. It is only the giants who are able to afford the technology and overtake these foreign companies.

The situation is tough as it comes in like a gamble. There are people who win and there are people who loose. Some benefit from their companies, for example: - many organic growth based companies have learned from their foreign counterparts on how to understand and find their customers, which place is the best to promote their products and how to do it. Some successful ventures are Juicy Chemistry, Soultree, Kama Ayurveda etc. This not only introduced the consumer to the term organic, but also managed to convince them to why is there a need for them to use their products. By keeping track of competition from foreign companies like The Face Shop, Estee Lauder, etc. they’ve managed to make their success last longer. Sadly, numerous makers are not having a similar case. After Wallmart failed to source 30 percent from small suppliers in India, it dissolved its partnership with Bharti Enterprises and took the step of buying the already established Flipkart, who has been a big contender of multinational giant like Amazon. Likewise IKEA opening in Hyderabad conceivably debilitates the achievement of Pepperfry and numerous other furniture creators in the furniture making business by providing the comfort to the customers to look, feel, compare, transport and assemble the products themselves.
Knowledgeable co-workers are also available to the customers when needed. Steps are being taken as to tackling ways where the FDI increases, but not at the cost of domestic companies failing. A thought of patriotism is also brought to the minds of people – Hero with its “Hum me hai Hero” tagline but it is only time which can determine if both the big brands and domestic brands a stay in harmony because in the market everyone is a competition. As said by Charlie Munger, “the big money is not in the buying or selling, but in the waiting”, Indian companies should be more observant of their foreign counterparts and aware of the government policies which are in their favour and then carefully make their space in the market.

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FDI in Multi Brand Retail Sector of India and its Effects

Till 1991 India followed closed economy policy or “no free trade”. As it was a hard earned freedom, ministers and delegates were not ready to accept the idea of foreign powers taking over the control or economy again. Hence in 1991 historic decision was introduced by our argus-eyed Prime Minister Narsimha Rao to make India’s Trade open.

The agreement was signed in order to prevent extreme poverty and ghettoes as there was hardly an expenditure left in India to survive for 15 days. Many policies and MOU’s were signed to make free trade like- Globalization, Liberalization, Privatization, FDI’s etc. These transforms boosted up our economy and growth rate, in such a way that today India is a developing countries and even surpass the economy giants such as USA, Japan, Germany, Sweden etc. The latest GDP growth for 2018-19 is recorded as 8.2% which is unexpected after major transforms like GST and customs.

Nowadays government highly focuses on Indian Trade and exports to increase the income and self reliance for youth. ‘Make in India’ by PM Modi is one such initiative. Make in India, a type of Swadeshi movement covering 25 sectors of the economy, was launched by the Government of India on 25 September 2014 to encourage companies to manufacture their products in India and also increase their investment. As per the current policy, 100% Foreign Direct Investment (FDI) is permitted in all 25 sectors, except for Space industry (74%), defence industry (49%) and Media of India (26%). Japan and India had also announced a US$12 billion "Japan-India Make-in-India Special Finance Facility" fund to push investment.

After the launch, India received investment commitments worth ₹16.40 lakh crore (US$230 billion) and investment inquiries worth ₹1.5 lakh crore (US$21 billion) between September 2014 to February 2016. As a result, India emerged as the top destination globally in 2015 for foreign direct investment (FDI), surpassing the USA and China, with US$60.1 billion FDI. Several states launched their own Make in India initiatives, such as Vibrant Gujarat, "Happening Haryana" and "Magnetic Maharashtra". India received US $60 billion FDI in FY 2016-17, while the latest data says Foreign direct investment in India increased to USD 61.96 billion in 2017-18.
Combined with other initiatives by the end of 2017, India rose 42 places on Ease of doing business index, 32 places World Economic Forum’s Global Competitiveness Index, and 19 notches in the Logistics Performance Index.

This initiative converges, synergises and enables other important Government of India schemes, such as Bharatmala, Sagarmala, Dedicated Freight Corridors, Industrial corridors, UDAN-RCS, Bharat Broadband Network, Digital India.

After the major economical transformations the introduction of foreign stores and retails could be felt in the start of 21st century. FDI or Foreign Direct Investment is a prudent policy that allows foreign giants to invest in our stores to provide their services. For example Recently, Walmart an international e-commerce giant has struck a deal to acquire Flipkart Pvt Ltd, an Indian e-commerce company based in Bengaluru, which caught everyone’s eye. Walmart, the largest e-commerce giant acquired a controlling stake of 77% in Flipkart (India’s largest e-commerce company by market share) by investing $16 Billion. Walmart has a strong global physical presence in retail space but lacks in e-commerce. This deal can spur their online presence in Indian markets. Flipkart has the largest market share in e-commerce, so with this acquisition Walmart can achieve next leg of growth in India with Flipkart’s 175 million registered user base. Walmart will expand across their verticals which will boost output growth and increase employment opportunities. With positive business sentiments, it will be an impetus to economic growth and capitalism. The deal will be subject to tax in India so revenue gains shall add to domestic revenue receipts. Although some economists say that Small Players (Mom and Pop stores) will be hurt by this as market spaces shrink due to cut throat competition which force small firms to exit. In an attempt to survive in the market, firms practice excessive price cutting at the cost of viability and profitability which leads to inefficiency.

Being second most populous country India provides a huge customer base and cheap labors. Moreover India has become one of the hotspots for Giant firms to invest in. FDI not only benefits the firm but also to our working class whether ‘white collar’ or ‘Blue collar’.

FDI is continuously giving a head start in each sector of Indian Economy.

Talking about Demographics Economist very know what a consumer anticipate. Most people in a market like India want to use variety of Producers in a cheaper rate, hence he or she prefers a foreign cheaper good over Indian classics which are a bit costlier. There are
shocking facts about these giants such as “McDonald’s opens a new store in every 4 minutes around the world.” And this can be seen in India and in our local markets too.

In conclusion FDI is making positive effects and generating a much good revenue for our government too although it can be seen as a threat for our small scale industries which people fear can suffer and strangulate to death. These SSIs have been existing for a long time in the form of small business. Culture or habits like sweets making, toy making woodworks which can hardly survive with the competition given by multi brand retail sectors. Although to facilitate them Government has provided SEZ (Special Economic Zones) for them which provide them free or low cost facilities. Prime Minister Employment Generation Programme and Other Credit Support Schemes is one such schemes where government provides the loan and training to the budding entrepreneurs, there are several programs listed on the websites too. Performance and Credit Rating Scheme, Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTMSE) etc.

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