BUSINESS TRADITION IN INDIA IN THE CONTEXT OF ECONOMY

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Introduction

The majority of businesses are growing internationally due to globalization of the world. This means that businesses are increasingly working to enlarge their networks across new boundaries and cultures. The first essential aspect of doing effective business is appropriate communication. With the growth of its economy, this makes Indian business communication the most important thing. The key condition for effective communication is to comprehend and appreciate the culture of the country you are doing business with. The difference in culture therefore needs to be acknowledged, cherished and valued before the actual communication. Failing to do so may cause serious consequences and barriers to success. Sometimes appropriate things in one culture may be seen as inappropriate in other cultures.

Focus on India

The following sections emphasize the communication aspects of Indian business communication that are essential to create a positive image and succeed. You will find different developed Issues such as verbal and non-verbal communication with an emphasis on normative business etiquette. There is information about general Indian working practices and habits that will be relevant for business meetings and negotiations.

Face-to-face Indian communication

Indian people use every possible type of communications. They prefer face to face contacts to telephone or written communications. As an effect of British colonial influence, Business meetings start with a firm and friendly hand shake. Be aware, it is not always the usual thing for male and female to shake hands with each other because of religious influence. In that case, it is polite to wait for the hand when shaking hands with female. Shaking the hands is common for greetings upon arrival and departure from a meeting.Indian people appear formal and they are also very verbal. They like having discussions on cultural and historical topics. It is advisable to avoid bringing up issues concerning touchy subjects such as Kashmir, religion and Indian politics unless these topics are raised. It is then advisable to speak with caution on these kids of sensitive topics.

Business communication

Indian people like to discuss important business issues in person rather than other means. After an initial face-to-face meeting, it is then often followed by regular business visits and phone calls. However, in meetings they are likely to get down to business right away and are generally conservative and efficient in their approach. Maintaining eye contact is crucial for

Indian business communication. If you are meeting with a group of people, be certain to greet each person separately instead of greeting them as a group.

Tips for communicating

A good starting point to start a conversation can be a comment on the variety of Indian food, the Indian cricket team, Music or Indian history. Indians can spend hours talking about their country's long and rich history, food and cricket. Indian people are very expressive in their use of body language. In fact, facial expressions and gestures are crucial to convey messages. Below are some specifics which will be useful to know:

Language matters

India is a multilingual country with more than 23 languages. Hindi is the official language. It is spoken by nearly 551 million Indian people. Moreover, English is also widely spoken in India We learn it in schools from the first grade of primary school through to University.

Other languages in India include Assamese, Bengali, Bodo, Dogri, Gujarati, Kannada, Kashmiri, Konkani, Maithili, Malayalam, Marathi, Meitei, Nepali, Odia, Punjabi, Sanskrit, Santali, Sindhi, Tamil, Telugu and Urdu. The India constitution recognizes all of the previous languages. Overall, there are more than 1500 languages spoken across the country. It would be a good decision to check which languages are broadly spoken in the specific area that you will be residing.
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Business relationships

Indians often value order, privacy and punctuality. In accordance with Indian society, Indian work environments are based upon hierarchies and formalities between various levels of management. Because of the impact of hierarchical Indian social structure, most senior person present should be greeted first in a meeting, followed by the next most senior and so on.
Business relationships with Indians are often based on mutual advantage, with the overall task as the central focus. Indians are tending to be direct and straight to the point. Professional designation and rank is given by individual's performance, achievement and expertise in respected field. It is vital that you express proper respect and deference to those who have attained positions of importance, and that you show courtesy and respect at all times to all other colleagues.
Depending on the size of the business, it is usual practice not to consider a deal complete until it has been acknowledged and confirmed in writing. Thus, it is crucial to ensure that all the conditions and characteristics of a deal discussed during a meeting are included in the written document. Expect a great deal of written communication, both to back up decisions and to maintain a record of decisions and discussions. Even if you have a friendly relationship with colleagues, you should remember that on-the-job correspondence means that an e-mail is a business letter. So you should not forgot salutations and greetings.

Making Contact

The Indians are conservative when it comes to physical gesturing such as hand movements. When speaking with Indians, make sure to be well aware of your expressions and body language, as much importance will be involved to it. You should avoid some gestures such as putting your feet up on the equipment, hands on the back or folded arms. Keep in mind that constant eye contact is not essentially usual, specifically when talking with female and someone with a lower organizational position. Do not back away while somebody is talking to you as it is considered rude and inappropriate. While greeting, it should be limited to handshake only as kiss is not a tolerable greeting type in Indian business culture. Moreover, some signs like a Western hand wave from side to side means 'go away' or 'no' in India. Indian people are reluctant in directly saying 'no', so instead of 'no' they will reply with 'I will try'..

Personal titles and Indian business communication

Personal titles are vital in India. The common title is 'Sir' for the male and 'Madam' or 'Mam' for the female. Indians tend to use first names quite early in business relationship. So it is appropriate and well acceptable if you call them by their first name followed by social or academic title.To find out how to address an associate with proper title, you need to use the email address or the business card. If he or she has a title in front of the name, then you should address the person by their title following by the name. Academic and hierarchy titles are highly recommended when talking with the senior person.

Indian business etiquette

The culture of a country represents their people's ethics, morals, attitude and values. This evolving culture helps the country to develop more and more. Although, cultural influence and ethics may vary from one part to another part of country but it provides a bridge to connect all the people within the country. This guide provides all of the essential information about Indian business etiquette.
It is important not to involve humour while doing business with Indian counterparts. Business is a serious thing in India so make sure your behaviour does not affect your business relationships. Indians can sometimes seem argumentative, emotional and expressive – to a certain level they are but this is normal so should not always be seen in any negative way.

Being aware of India's culture

It is important therefore to be mindful of India's culture, customs and history to be successful when visiting India. Cultural adaptation and flexibility should be the directing mindsets to do business in India. People face several cultural discrepancies such as attitude towards growth of business relations and regularity, gift giving customs, significance of things and negotiation styles. This guide therefore will be an good asset when you are dealing with Indian people. Business behaviours and methods, religious customs and the importance of family are all covered in the following sub-sections.

Corporate Social Responsibility (CSR)

The Indian government takes social and economic issues very seriously and this is an important thing to bear in mind for Indian business etiquette. It is the main reason that India is the first country in the world to make Corporate Social Responsibility (CSR) mandatory. Another motive for insertion of CSR is to involve the businesses in national development agenda. In which businesses have to invest their profits in areas such as poverty, education, infrastructure and rural development.

The Indian government is also concerned about environmental issues. Therefore, Indian government launched projects like National mission for clean Ganga (NMCG) and policies regarding environment. Furthermore, Indian government encourages and provides subsidies to the users of renewable energies such as solar power and wind power.

There is still it's a long way to go. In the matter of environmental laws and policies, India is reluctant to introduce laws like in some European countries such as Denmark and Netherlands. Moreover, current environmental problems are not due to a lack of legislation, but there are other factors as well which are contributing to the current situation.

Punctuality : rule in Indian business etiquette

In general, time-keeping is significant for Indian in business arrangements. If you have a meeting at one o'clock, your counterparts may arrive on time or little early. It is very disrespectful if you arrive late for a business meeting without any reason. Moreover, you should give suggestion to postpone the meeting to a new time or day in case of a long delay.Make sure you consider various reasons to be late including India's scowling traffic jams, because sometimes it can leave cars crawling at under 5 kilometers an hour.

Meanwhile, attending social gatherings or non-business events is totally different. For social events, guest may arrive about twenty to thirty minutes after the specified time. While travelling in metro cities you need to be careful, as road traffic will cost you much more than the expected time. Public transport such as buses and trains may also get late due to bad weather conditions. It is recommended therefore to allow some extra time, especially travelling in metro cities like Delhi or Mumbai. Moreover, your host may take you on social gatherings or weddings to show some Indian traditions and customs.

Gift giving and indian business etiquette

It is not common to bring gifts and presents in first business meetings. In Indian business etiquette, gift giving is not a customary part. Once a relationship has flourished, gifts may be exchanged. Reciprocation is a respectable practice when gifts are received. In India, many organizations and government encourage their employees not to accept any form of gifts to prevent them from the legal consequences. However, it is essential to ensure that the gift is not expensive enough to be considered as bribe or inexpensive as to be considered as an insult.

Moreover, when you are invited to social gathering or functions, you should bring a bouquet or convenient gifts such as nice perfumes, sweets or jewelry items. Make sure you give gift with either the both hands or either with right hand and not only with the left hand as left hand is considered as unclean. When giving money as gifts, make sure it is an odd number of money, such as 21 Rupees or 51 Rupees instead of 20 or 50 rupees.

Business Dress Code

Traditional clothing varies massively in different parts of India. Shirt and trousers are common for man and a sari is common for women. Meanwhile, it is common to see wrapped, graceful and modern outfits for everyone nowadays. Formal shirt, suit, tie and trouser are common business outfit for males. Many corporations have their own uniform with company style to look corporate. It reflects the certain image of the company for Indian business etiquette. New generation startups are adopting a smart dress code, which are comfortable to wear and also gives an expert image for the company. For females formal yet covering outfits are acceptable all over the country.

Jeans or denims for men and tank tops or revealing clothes for women are not acceptable in business meetings. Make sure your clothes are neat, clean and do not have any stains or wrinkles as it may create bad impression. Employees wear formal clothes whereas senior manager wears a suit. Branded, designer suits and tuxedos are quite popular amongst high ranking officers. Overall, a well-dressed man always catches the eyes of people.

Bribery and Corruption

As per the report from www.transparency.org, with a score of 40 out of 100, India is ranked 81st out of 176 countries according to the corruption perceptions index (CPI). Corruption is one of the prime issues that badly affect India's economy. Flourishing corruption in the country has inhibited the country's progress. It has held the economy from reaching new heights. India is suffering from a high level of political, social and managerial corruption. There is a huge list of participating entities in the corruption. List includes schools, universities, hospitals, politicians, police and many more.

Corruption in India

Corruption is a result from the lack of transparent laws from government, less public involvement and poor public administration. Another causes for corruption includes complicated tax system, government monopoly on some sectors and excessive regulations. Meanwhile, explicit anti-corruption policies are in circulation especially in the government sector. It is the prime cause for corruption. Stricter rules are imposed which is reducing the participation level in illicit activities and corruption. Still, bribery continues to be a hindrance to India's development. However, people understand the dangers of bribery and the number of people, NGO's and businesses that are ready to participate in anti-corruption activities is growing. Corruption is huge concern in public sector, these people may ask for extra money to get the work done. Visitors should be well aware of corruption that prevails in India. If somebody asks for the bribe, you can directly contact the relative anti-corruption bureau office.

Conclusion

Today we can talk about exciting times for the Indian emerging market economy. India is one of the most attractive desti-nations for business and investment opportunities. The Indian paradigm in management is also prominent. It is important to stress that India is expected to

grow fastest among emerging economies in 2016 and 2017 with a focus on sustainable developmentnterest in Indian business and management increases considering the important fact that India is becoming the world's fastest growing economy (Kleintop, 2015). As regards economic prospects, manufacturing is expected to receive a boost from the government's flagship "Make in India" programme, which aims to induce businesses around the world to invest in manufacturing by providing infrastructure and streamlining regulations (Asian Development Bank, 2015). The needs ofadvanced economies would provide a boost to tradable services. Support for infrastructure is needed to realize the full po-tential of industry and services to create forward and backward linkages and so achieve inclusive growth.

It is important to keep in mind the expansion of managerial education today in India. Similarly, there is strong focus on man- agement research, along with the desire for further development of original business models and management methods, which would emphasize the Indian culture. On the one hand, new premises and values are accepted, as global compa-nies are becoming more present in India, and, on the other hand, Indian companies are more engaged in a global frame- work. Also important are change management and performance management, especially in conditions of changes in the global environment and strong competition. In the recent period there has been a growth in the management consulting industry in India.Changes are expected for further development of information and communication technologies and knowledge-related in- dustries. There are evident challenges for the Indian management oriented towards realizing business success at a global level in the future, along with a proactive and innovative approach.

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