

Read Online The Elephant  
Paradigm India Wrestles With  
Change Gurcharan Das

# The Elephant Paradigm India Wrestles With Change Gurcharan Das

*Traces India's economic and*

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*social transformation into a  
free-market democracy,  
sharing the stories of its  
top players while weaving in  
the author's own life  
experiences as a former CEO  
for Procter & Gamble India.  
Reprint.*

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*In an unusual merging of  
academic and literary  
practices, this volume  
attempts to identify a form  
(or forms) that is congenial  
with the subject of  
interrogation: the world in  
transition, with South*

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*Africa as the main focal point. Approaching anthropology from the position of the literary writer, Oscar Hemer here takes the reader through a kaleidoscope of perspectives—a stream-of-*

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*consciousness understanding  
of "writing the city" of  
Johannesburg, embedding  
ethnography in subjectivity;  
a challenge to binaries both  
temporal and gendered in  
examining the growth of the  
IT metropolis Bangalore to a*

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*combusting mega-city; an  
auto-ethnographic  
interweaving of fictional  
reportage with a close-  
reading of anthropological  
and philosophical treatises,  
including Mary Douglas's  
Purity and Danger and*

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*Edouard Glissant's Poetics  
of Relation, among others—to  
interrogate themes of  
transition, identity, purity  
and variation in the Western  
Cape. As the form transcends  
boundaries to create a  
methodological hybrid,*

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*creolization comes to the  
fore as a theoretical  
concept and as cultural  
practice.*

*Political Sociology of  
India, is a selection of  
essays on polity and society  
which represents outstanding*



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*contributions of three generations of eminent scholars about political sociology of India. The selected authors also include some of the leading lights of the Indian Sociological Society. The*

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*papers selected for the  
volume provide a holistic  
view of the major concerns  
and perspectives of eminent  
post-colonial sociologists  
as well as the range of  
diversities in  
conceptualizing and*

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*analyzing the complexities  
of Indian social formation.  
When twentysomething  
reporter Miranda Kennedy  
leaves her job in New York  
City and travels to India  
with no employment  
prospects, she longs to*

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*immerse herself in the  
turmoil and excitement of a  
rapidly developing country.  
What she quickly learns in  
Delhi about renting an  
apartment as a single  
woman—it's next to  
impossible—and the proper*

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*way for women in India to  
ride scooters—perched  
sideways—are early signs  
that life here is less  
Westernized than she'd  
counted on. Living in Delhi  
for more than five years,  
and finding a city pulsing*

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*with possibility and hope,  
Kennedy experiences  
friendships, love affairs,  
and losses that open a  
window onto the opaque world  
of Indian politics and  
culture—and alter her own  
attitudes about everything*

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*from food and clothes to marriage and family. Along the way, Kennedy is drawn into the lives of several Indian women, including her charismatic friend Geeta—a self-described “modern girl” who attempts to squeeze*

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*herself into the traditional  
role of wife and mother;  
Radha, a proud Brahmin widow  
who denies herself simple  
pleasures in order to live  
by high-caste Hindu  
principles; and Parvati, who  
defiantly chain-smokes and*



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*drinks whiskey, yet feels  
compelled to keep her  
boyfriend a secret from her  
family. In her effort to  
understand the hopes and  
dreams that motivate her new  
friends, Kennedy peels back  
India's globalized image as*

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*a land of call centers and fast-food chains and finds an ancient place where, in many ways, women's lives have scarcely changed for centuries. Incisive, witty, and written with a keen eye for the lush vibrancy of the*

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*country that Kennedy comes  
to love, Sideways on a  
Scooter is both a remarkable  
memoir and a cultural  
revelation.*

*The Elephant Paradigm  
Understanding Cross-Cultural  
Psychology*

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*Contaminations and  
Ethnographic Fictions  
The Argumentative Indian  
The Cultural Politics of the  
Indian Middle Classes  
Strengths-Based Research and  
Perspectives  
A Comparison of the Emerging*

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***Business Giants***

The Elephant Paradigm India  
Wrestles with Change  
Contemporary Indian English:  
Variation and Change offers the  
first comprehensive description of  
Indian English and its emerging  
regional standard in a corpus-

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linguistic framework. Drawing on a wealth of authentic spoken and written data from India (including the Kolhapur Corpus and the International Corpus of English), this book explores the dynamics of variation and change in the vocabulary and grammar of

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contemporary Indian English. The aims are to document the extent of lexical and grammatical nativization at the beginning of the twenty-first century and compare contemporary Indian English to other varieties around the world (for example British and

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American English). The results are relevant to sociolinguists, variationists and lexicologists seeking to investigate ongoing language change in emerging standard varieties of English. With its strong empirical foundation and its comparative outlook, the



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book is also of interest to anyone looking for an introduction to the corpus-based description of varieties of English.

This book examines the middle classes — who they are and what they do — and their influence in shaping contemporary cultural

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politics in India. Describing the historical emergence of these classes, from the colonial period to contemporary times, it shows how the middle classes have changed, with older groups shifting out and new entrants taking place, thereby

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transforming the character and meanings of the category. The essays in this volume observe multiple sites of social action (workplaces and homes, schools and streets, cinema and sex surveys, temples and tourist hotels) to delineate the lives of

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the middle classes and show how middle-class definitions and desires articulate hegemonic notions of the normal and the normative.

Negotiation is an important managerial skill. The ability to negotiate across cultures

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becomes even more challenging due to differences in institutional practices. This book explores how the institutional environment in India and China shapes their negotiating behaviour.

Rethinking Globalization and  
Religious Pluralism Through the

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Sathya Sai Movement

Exploring the Work of Pittu

Laungani

Poetry, Politics and Culture

Building Brands in the Indian

Market

Reconceptualizing the Indian

Village

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The Wrestler's Body

Contemporary Indian English  
Poetry and Drama

***Why should we be good? How should we  
be good? And how might we more deeply  
understand the moral and ethical  
failings--splashed across today's  
headlines--that have not only destroyed***

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*individual lives but caused widespread calamity as well, bringing communities, nations, and indeed the global economy to the brink of collapse? In The Difficulty of Being Good, Gurcharan Das seeks answers to these questions in an unlikely source: the 2,000 year-old Sanskrit epic, Mahabharata. A sprawling, witty, ironic,*



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*and delightful poem, the Mahabharata is obsessed with the elusive notion of dharma--in essence, doing the right thing. When a hero does something wrong in a Greek epic, he wastes little time on self-reflection; when a hero falters in the Mahabharata, the action stops and everyone weighs in with a*

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*different and often contradictory take on dharma. Each major character in the epic embodies a significant moral failing or virtue, and their struggles mirror with uncanny precision our own familiar emotions of anxiety, courage, despair, remorse, envy, compassion, vengefulness, and duty. Das explores the Mahabharata*

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*from many perspectives and compares the successes and failures of the poem's characters to those of contemporary individuals, many of them highly visible players in the world of economics, business, and politics. In every case, he finds striking parallels that carry lessons for everyone faced with ethical and moral*

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*dilemmas in today's complex world.  
Written with the flair and seemingly  
effortless erudition that have made  
Gurcharan Das a bestselling author  
around the world--and enlivened by  
Das's forthright discussion of his own  
personal search for a more meaningful  
life--The Difficulty of Being Good shines*

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*the light of an ancient poem on the most  
challenging moral ambiguities of modern  
life.*

*Exploding growth. Soaring investment.*

*Incoming talent waves. India's top  
companies are scoring remarkable*

*successes on these fronts - and more.*

*How? Instead of adopting management*

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*practices that dominate Western businesses, they're applying fresh practices of their own in strategy, leadership, talent, and organizational culture. In The India Way, the Wharton School India Team unveils these companies' secrets. Drawing on interviews with leaders of India's largest*

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*firms - including Mukesh Ambani of Reliance Industries, Narayana Murthy of Infosys Technologies, and Vineet Nayar of HCL Technologies - the authors identify what Indian managers do differently, including: Looking beyond stockholders' interests to public mission and national purpose Drawing on*

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*improvisation, adaptation, and resilience  
to overcome endless hurdles Identifying  
products and services of compelling value  
to customers Investing in talent and  
building a stirring culture The authors  
explain how these innovations work  
within Indian companies, identifying  
those likely to remain indigenous and*



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*those that can be adapted to the Western context. With its in-depth analysis and research, The India Way offers valuable insights for all managers seeking to strengthen their organization's performance.*

*Indians wryly admit that 'India grows at night'. But that is only half the saying,*

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*the full expression is: 'India grows at night... when the government sleeps', suggesting that the nation may be rising despite the state. India's is a tale of private success and public failure. Prosperity is, indeed, spreading across the country even as governance failure pervades public life. But how could a*

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*nation become one of the world's fastest-growing economies when it's governed by a weak, ineffective state? And wouldn't it be wonderful if India also grew during the day—in other words, if public policy supported private enterprise? What India needs, Gurcharan Das says, is a strong liberal*

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*state. Such a state would have the authority to take quick, decisive action, it would have the rule of law to ensure those actions are legitimate and finally, it would be accountable to the people. But achieving this will not be easy, says Das, because India has historically had a weak state and a strong society. About the*

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*Author Gurcharan Das is a well known author, commentator and public intellectual. He is the author of the much acclaimed The Difficulty of Being Good, and the international bestseller India Unbound, which has been translated into many languages and filmed by the BBC. His other works include the novel, A Fine*

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*Family, a book of essays, The Elephant Paradigm, and an anthology, Three Plays, consisting of Larins Sahib, Mira and 9 Jakhoo Hill. Gurcharan Das writes a regular column for a number of Indian newspapers including the Times of India and occasional guest columns for Newsweek, Wall Street Journal and*

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*Foreign Affairs. Gurcharan Das graduated from Harvard University and was CEO of Procter and Gamble India before he took early retirement to become a full time writer. He lives in Delhi. How are brands built? Is an advertising campaign capable enough to build a brand? What are the criteria for making*

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*a brand successful? Is building and managing a brand in India different than elsewhere? How Customer Relationship Management shapes a branding paradigm? Do extensions dilute the master brand???? Many more intriguing questions answered in this book by researchers, academicians, CEOs, brand*



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*gurus and consultants.*

*Bridging East-West Psychology and  
Counselling*

*Life and Love in India*

*Readings in Indian Sociology*

*Promise to Practice*

*Changing Canons and Responses*

*Caste, Social Inequality and Mobility in*

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*Rural India*

*Variation and change*

A Nobel Laureate offers a dazzling new book about his native country India is a country with many distinct traditions, widely divergent customs, vastly different convictions, and a veritable feast of viewpoints. In The

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Argumentative Indian, Amartya Sen draws on a lifetime study of his country's history and culture to suggest the ways we must understand India today in the light of its rich, long argumentative tradition. The millenia-old texts and interpretations of Hindu, Buddhist, Jain, Muslim, agnostic, and

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atheistic Indian thought demonstrate, Sen reminds us, ancient and well-respected rules for conducting debates and disputations, and for appreciating not only the richness of India's diversity but its need for toleration. Though Westerners have often perceived India as a place of endless

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spirituality and unreasoning mysticism, he underlines its long tradition of skepticism and reasoning, not to mention its secular contributions to mathematics, astronomy, linguistics, medicine, and political economy. Sen discusses many aspects of India's rich intellectual and political heritage,

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including philosophies of governance from Kautilya's and Ashoka's in the fourth and third centuries BCE to Akbar's in the 1590s; the history and continuing relevance of India's relations with China more than a millennium ago; its old and well-organized calendars; the films of

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Satyajit Ray and the debates between Gandhi and the visionary poet Tagore about India's past, present, and future. The success of India's democracy and defense of its secular politics depend, Sen argues, on understanding and using this rich argumentative tradition. It is also essential to removing the

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inequalities (whether of caste, gender, class, or community) that mar Indian life, to stabilizing the now precarious conditions of a nuclear-armed subcontinent, and to correcting what Sen calls the politics of deprivation. His invaluable book concludes with his meditations on pluralism, on dialogue



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and dialectics in the pursuit of social justice, and on the nature of the Indian identity.

The aim of this book is to analyze the nature of European and North American firms' business experience in India with a particular emphasis on understanding the causes of their

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successes and failure. Part of this is due to the fact that although India resembles the West in some ways, the institutional environment is radically different from that of Euro-American societies. Differences in culture, politics, the economy, and business structure all make it difficult for a

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Western manager to act accordingly. This book strives to offer Western managers the knowledge they will need to succeed in business in India. This unique textbook eloquently introduces students to international perspectives on cross-cultural psychology (both Eastern and Western

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cultures), adopting a truly accessible narrative approach throughout. The main thrust of the book's content is to discuss the framework of culture, family structure, health, and bereavement. Intercultural interaction—and all of their intersections—and consideration are

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also given to methodological and ethical research issues and their application to differing cultures.

The 'Indian Techie' has become a global icon, taking its place alongside McDonalds and MTV as one of the key symbols of contemporary globalization. India and the IT

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Revolution explores the contemporary emergence of cosmopolitan, high-tech India as marking the arrival of a truly global cyberculture. It argues against the notion that globalization is a process of 'Westernization', which radiates out unilaterally from the core, imposing itself upon a passive,

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backward periphery. Instead, it  
conceives of global culture as a  
dynamic, innovative network, which  
proceeds primarily from its edges.

Contemporary Indian English

The Indian Way

A Play in Three Acts

An Introduction to the Philosophies &

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Religions of India

International Negotiation in China and  
India

The Great Indian Novel

Police, Order, and Security in India

Personal and National

Destinies in Independent

India is an innovative



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analysis of the interface between individual lives and national history, between citizen and state in modern India, as reflected in contemporary fiction. It critiques the selected works of a host of distinguished

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Indian English novelists  
such as Gurcharan Das, Arun  
Joshi, Rohinton Mistry,  
Arundhati Roy, Meher  
Pestonji, Kiran Desai, Vikas  
Swarup, David Davidar,  
Aravind Adiga, Manjula  
Padmanabhan and Tarun

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Tejpal. The author offers a new interpretation of twelve major novels with reference to the enormous framework of nearly seventy years of the history and politics, culture and economy of independent India. This is a

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study of fiction that re-writes the grand Indian narrative from a genuine, subaltern point of view and pays tribute to the heroism of ordinary Indians in times of extraordinary transformation. In these

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times of conflict and disparity which threaten democratic values, these novelists advocate an inclusive and humane India with a strong moral core instead of aggressive or elitist nationalism. They

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represent an era of painful introspection, an attempt to keep the soul of the nation alive. This unique project would be of interest to students and scholars of Literature, Political Science and History,

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especially Post-colonial studies. The vast scope of the time period, geographical expanse, social groups, writers and works covered here makes the work comprehensive and contemporary; very few such

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works on recent Indian history and fiction exist as of now.

There is no other book that explains both the philosophies and religions of India in their full historical development. The



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Indian Way is accessible to beginning students, and does justice to the Indian tradition's richness of religious and philosophical thought. Clear and powerful explanations of yajna and dharma, and appealing,

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intimate descriptions of Krishna, Kali, and Shiva allow students to read some of the great Indian texts for themselves.

Over just a decade in India, the mobile phone was transformed from a rare,

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unwieldy instrument to a palm-sized staple that even poor fisherman can afford. Assa Doron and Robin Jeffrey investigate the social revolution ignited by what may be the most significant communications device in

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history and explore the whole ecosystem of cheap mobile phones.

In this award-winning novel, Tharoor has masterfully recast the two-thousand-year-old epic, The Mahabharata, with fictional but highly

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recognizable events and characters from twentieth-century Indian politics.

Nothing is sacred in this deliciously irreverent, witty, and deeply intelligent retelling of modern Indian history and

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the ancient Indian epic The Mahabharata. Alternately outrageous and instructive, hilarious and moving, it is a dazzling tapestry of prose and verse that satirically, but also poignantly, chronicles the struggle for

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Indian freedom and  
independence.

A Novel

Essays on Indian Texts and  
Contexts

Strong Families Around the  
World

Trends and Transition

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Eastern and Western  
Perspectives

The Riddle of Desire

The Great Indian Phone Book

The strengths of families from culture  
to culture, when compared to each  
other, are remarkably similar and give



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us common ground around the world upon which to unite and develop mutual understanding. Strengths-Based Research and Perspectives: Strong Families Around the World, provides a conceptual framework for global family strengths, discussing the

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diverse strengths and challenges that families face regardless of location.

This book presents 43 expert authors from 18 countries in all seven major areas in the world who explain what it means to be a family in the context of their country and the challenges their

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country faces in the world today. Focusing on the latest studies of similarities between strong families of different cultures, Strengths-Based Research and Perspectives: Strong Families Around the World presents a wide variety of disciplines, including

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family studies, family education,  
family therapy, modern languages,  
psychology, social work, sociology,  
cultural anthropology, and nursing.  
This insightful text centers on the  
Family Strengths Perspective, a  
paradigm that not only recognizes

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that there are problems in families today, but demonstrates clearly how these can be dealt with successfully. This valuable resource provides case study examples, quotations from literature and cultural mythology, tables, figures, and extensive

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references to give readers an in-depth understanding of the issues from strengths-based perspectives. Topics in Strengths-Based Research and Perspectives: Strong Families Around the World include: an introduction into the Family Strengths Perspective

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the International Family Strengths  
Model the propositions of the Family  
Strengths Perspective how the Family  
Strengths Perspective fits with other  
conceptual frameworks families from  
a global perspective a conceptual  
framework for understanding global

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family strengths and challenges  
Strengths-Based Research and  
Perspectives: Strong Families Around  
the World is useful as a text in  
marriage and family relationships  
classes, cross-cultural family patterns  
classes, strengths-based practitioner



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training classes, and family therapy and family educator training classes. This valuable resource will also be of great interest to family educators, family therapists, psychologists, social workers, nurses, and religious counselors.

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This edited volume reconsiders the conventional wisdom, which argues that comparative performance (in economic, social, political, as well as diplomatic arenas) of China has been superior to that of India. The book brings together 'new paradigms' for

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evaluating the comparative performance of two countries. Essays show that if not outright wrong, conventional wisdom has proven to be overly simplified. The book brings out the complexity and richness of the India-China comparison.

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Caste, Social Inequality and Mobility in Rural India: Reconceptualising the Indian Village investigates and presents a holistic view of today ' s rural India by analysing different social aspects such as caste, migration, mobility, education and inequalities.

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It further studies the village social structure comprising peasants, artisans, weavers and the middle class, and the role of education in reshaping the social life of rural people. It challenges current conceptualisation and understanding of caste as a

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system, caste mobility, caste – class polarity and country – town divide. This book also argues that caste as a system has ceased to exist, but caste persists discretely as a non-systemic means of appropriation for political and social ends. This interdisciplinary

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dynamic study reconceptualises the 'village' by explaining the emerging social trends and patterns of social stratification in contemporary rural India.

This anthology of essays maps the divergent issues that have become

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relevant in contemporary Indian English poetry and drama. By providing a clear idea about the new themes, techniques and methods used by the Indian English poets and playwrights to address the issues emerging in the changing socio-



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cultural scenario, particularly during the post-globalization period, the essays offer insightful observations on canon formation and its reception. It is high time to consider afresh whether the canons of Indian English poetry and drama have widened their

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scope to include innovative forms of writing or whether they have evolved significantly to generate novel perspectives. These questions, which are linked with the issue of canon formation and its reception are intricately woven into the fabric of

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these essays. This anthology will respond to the scholarly interests of inquisitive students, research scholars and academics in the field of Indian English literature.

Modern and Contemporary  
Movements

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India Grows At Night

India Unbound

Networks of Global Culture

Hinduism in India

How India's Top Business Leaders

Are Revolutionizing Management

Personal and National Destinies in

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Independent India

Through a multi-sited ethnography in an online-offline community, Parmesh Shahani examines how Internet technologies, the media industry, audiences and broader socio-historical contexts shape gay

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identity in contemporary urban India. He realizes that the identity of a gay man in the community is negotiated on the stability of the idea of Indianness. For readers across the world focused on India, Gay Bombay will serve as a

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memorable journey through various transitions in urban India. The Wrestler's Body tells the story of a way of life organized in terms of physical self-development. While Indian wrestlers are competitive athletes, they are also

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moral reformers whose conception of self and society is fundamentally somatic. Using the insights of anthropology, Joseph Alter writes an ethnography of the wrestler's physique that elucidates the somatic structure of the



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wrestler's identity and ideology. Young men in North India may choose to join an akhara, or gymnasium, where they subject themselves to a complex program of physical and moral fitness. Alter's first-hand description of

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each detail of the wrestler's regimen offers a unique perspective on South Asian culture and society. Wrestlers feel that moral reform of Indian national character is essential and advocate their way of life as an

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ideology of national health.

Everyone is called on to become a wrestler and build collective strength through self-discipline.

Over the last decade, globalization has had a tremendous and far reaching impact on Indian

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management culture, policy and leadership styles. Management in India presents the first comprehensive and indepth examination of the emerging changes in Indian management culture both at the macro and

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micro levels and their impact on domestic and multinational businesses based in India. Drawing on the talent of outstanding contributors, the editors of this book analyse how the Indian business scenario is changing

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rapidly, while the attitude towards and orientation and practice of management has been correspondingly slow to change. Indian managers have found it difficult to change policies both at the enterprise and the employee

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level to match an increasingly  
global and international  
environment.

Policing as a global form is often  
fraught with excessive violence,  
corruption, and even  
criminalization. These sorts of

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problems are especially  
omnipresent in postcolonial  
nations such as India, where  
Beatrice Jauregui has spent  
several years studying the day-to-  
day lives of police officers in its  
most populous state, Uttar



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Pradesh. In this book, she offers an empirically rich and theoretically innovative look at the great puzzle of police authority in contemporary India and its relationship to social order, democratic governance, and

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security. Jauregui explores the paradoxical demands placed on Indian police, who are at once routinely charged with abuses of authority at the same time that they are asked to extend that authority into any number of both

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official and unofficial tasks. Her ethnography of their everyday life and work demonstrates that police authority is provisional in several senses: shifting across time and space, subject to the availability and movement of resources, and

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dependent upon shared moral codes and relentless instrumental demands. In the end, she shows that police authority in India is not simply a vulgar manifestation of raw power or the violence of law but, rather, a contingent and

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volatile social resource relied upon in different ways to help realize human needs and desires in a pluralistic, postcolonial democracy. Provocative and compelling, Provisional Authority provides a rare and disquieting

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look inside the world of police in India, and shines critical light on an institution fraught with moral, legal and political contradictions.

Kama

Philanthropy in India

Elite and Everyman

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Winged Faith

Provisional Authority

Comparing China and India

A Study of Selected Indian English  
Novels

*This edited volume in honour of Dr  
Pittu Laungani, one of the leading*

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*cross-cultural psychologists of the West, brings together renowned names in the field of Psychology who critique Dr Laungani's contribution from various angles. It explores the nature of cross-cultural psychology, counselling and psychotherapy, specifically attempting to build bridges*



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*between Indian philosophy and the Western approaches and methods. The various chapters consider interesting and challenging questions like culture and stress, traditional healing and Hindu spirituality, and caste, class and culture and their relationship to counselling psychology.*

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*The book will be of great interest to those teaching and studying courses on cross-cultural counselling and psychotherapy and also multicultural social work.*

*A vivid account of philanthropic practices in the Indian context.*

*Philanthropy has a very long tradition*

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*in India. All practicing religions embody the idea of philanthropy and the concept of daanworks across religions and cultures. This book provides unique sociological and empirical perspectives, contrasting what is happening in India vis-á-vis other countries. It documents various*

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*government policies that have influenced philanthropy and identifies successful strategies practiced by the general population as well as organizations. Through case studies, narratives and interviews of philanthropists, the book examines various modes of giving—formal and*

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*informal, religious and secular, charitable trusts and foundations, NGOs and corporates, diaspora as well as social media platforms—that shape the practice and promise of philanthropy in India today.*

*This Handbook gives an overview of India's international relations, given*

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*the development of India as a major economic power in the world, and the growing interest in the impact of Asia on the international system in the future. Edited by David Scott of Brunel University, and with chapters written by a variety of experts, the Handbook of India's International Relations*

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*offers an up-to-date, unbiased and comprehensive resource to academics, students of international relations, business people, media professionals and the general reader. There is a pre-publication price on this title, the price rises to £150 three months after publication.*

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*This majestic novel by the author of India Unbound is the extraordinary chronicle, rich in passion and incident, of a Punjabi family that is uprooted from its settled existence in Lyallpur by the violence of Partition and forced to flee to India. Everything is lost in the transition, but when a son is born into*



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*the family, hopes revive of rebuilding  
the family's fortunes, the efforts  
towards which mirror those of India  
itself as it struggles to build itself  
anew.*

*The Difficulty of Being Good*

*Southern Crossings*

*Identity and Ideology in North India*

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*Environment, Development and  
Sustainability in India: Perspectives,  
Issues and Alternatives*

*Gay Bombay*

*On the Subtle Art of Dharma*

This book maps the journey of the  
Indian poetic imagination—in Hindi,  
Panjabi and Indian English—from its

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original quasi-spiritual longings to its activist interventions in the public domain. As Indian poetry of the post-1990s gravitates towards a non-Orientalised postcolonial nationalism, it seeks to rewrite and disseminate the shifting coordinates of nationalist imagination in terms of the dissent of

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the subaltern discontents of the nation. The book is interdisciplinary: it studies Indian poetry from the new emerging imperatives of postcolonialism, new historiography (subaltern, dalit and diasporas), nationalism, and cultural studies. Covering the two major north Indian

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languages—Hindi and Punjabi—along with poetry in Indian English, the book is a close textual study of about 150 poetry collections in these languages. It is path-breaking in its study of secular poetry written in the so-called vernaculars, with critical attention to its participation in the

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political as well as cultural processes of nation-making. This cutting-edge book should be of interest to scholars of Indian writings in English, Hindi and Panjabi, gender studies, dalit and diaspora studies, postcolonial poetry and to students reading South Asian literature and culture.

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Social changes in contemporary India. "Tulasi Srinivas shows a superb ability to juxtapose contemporary theoretical concerns among scholars of globalization and transnational theory with ethnographic work done on a growing Indian tradition. Adept at negotiating the intricacies of many

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academic dialogues. Srinivas shows she is a polyglot intellectual."---Deepak Sarma, Case Western University The Sathya Sai global civil religious movement incorporates Hindu and Muslim practices, Buddhist, Christian, and Zoroastrian influences, and "New



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Age"-style rituals and beliefs. Shri Sathya Sai Baba, its charismatic and controversial leader, attracts several million adherents from various national, ethnic, and religious backgrounds. In a dynamic account of the Sathya Sai movement's explosive growth. Winged Faith argues for a

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rethinking of globalization and the politics of identity in a religiously plural world. This study considers a new kind of cosmopolitanism located in an alternate understanding of difference and contestation. It considers how acts of "sacred spectating" and illusion, "moral stake-

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holding" and the problems of community are debated and experienced. A thrilling study of a transcultural and transurban phenomenon that questions narratives of self and being circuits of sacred mobility, and the politics of affect. Winged Faith suggests new methods

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for discussing religion in a globalizing world and introduces an easily critiqued yet not fully understood community. "This is a wonderful book that can be read on two levels. One: as the fascinating story of how a religious movement spread from India throughout the world, with many

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vignettes that will stay in one's mind. And two: as a very instructive demonstration that cultural globalization is not a oneway process dominated by the West, but an interaction between cultures, with some processes going from East to West."---Peter L. Berger. Boston

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University

The Elephant Paradigm: India  
Wrestles With Change Is, Quite  
Simply, About An Ancient  
Civilization's Reawakening To  
The Spirit—And  
Potential—Of Its Youth.  
Following Up On The Success Of India

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Unbound, Which Took Up The  
Process Of India's  
Transformation In The 1990s From A  
Closed To An Open Economy, The  
Elephant Paradigm Ranges Over A  
Vast Area—Covering Subjects  
As Varied As Panchayati Raj, National  
Competitiveness, And The Sacred And

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Philosophical Concerns Of The  
Average Indian Consequent To  
India&Rsquo;S Entry Into What The  
Author Calls The &Lsquo;Age Of  
Liberation&Rsquo;. While India May  
Never Roar Ahead Like The Asian  
Tigers, Das Argues, It Will Advance  
Like A Wise Elephant, Moving Steadily



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And Surely, Pausing Occasionally To Reflect On Its Past And To Enjoy The Journey. Gurcharan Das Employs The Essay Form To Sew Together Varied Facets Of This Remarkable Transition. Divided Into Three Sections, The Book First Establishes A Context For The Changes That Have Occurred, And

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Then Assesses How We Have  
Changed—Or Not  
Changed—In Our Public And  
Private Lives. As He Sweeps Over The  
Major Political, Social And Economic  
Developments, He Does Not Forget To  
Examine The Individual Beliefs And  
Aspirations That Underpin The

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Process. Crisp, Insightful And Witty,  
These Essays Capture Both The  
Disappointments And The Joys That  
Resulted From The '90S  
Revolution And Serve As An Essential  
Guide To The New India. &Nbsp;  
Handbook of India's International  
Relations

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Larins Sahib

Globalization, Love and (Be)longing in  
Contemporary India

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*A major contribution toward the ongoing debates on the nature and history of Hinduism in India Is Hinduism coherent, or should it be viewed as a conglomeration of many distinctive traditions? What were (or are) its most important and central*

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*teachings? When did the idea of  
“Hinduism” first arise and what have  
been the consequences? What were the  
effects of British rule on the religion  
and what are the effects of continuing  
modernization? This book responds to  
all such debates surrounding Hinduism*

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*in the colonial and contemporary periods. It emphasizes on Hinduism as it arose and developed in the subcontinent itself—an approach which facilitates greater attention to detail and an understanding of the specific context in which new movements and*

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*changes have taken place.*

*The Elephant Paradigm: India  
Wrestles with Change is, quite simply,  
about an ancient civilization's  
reawakening to the Spirit---and  
potential---of its youth. Following up  
on the success of India Unbound,*



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*which examined the process of India's transformation in the 1990s from a closed to an open economy, The Elephant Paradigm ranges over a vast area---covering subjects as varied as panchayati raj, national competitiveness, and the sacred and*

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*philosophical concerns of the average Indian consequent to India's entry into what the author calls the 'age of liberation'. While India may never roar ahead like the Asian tigers, Das argues, it will advance like a wise elephant, moving steadily and surely,*

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*pausing occasionally to reflect on its  
past and to enjoy the journey.*

*Gurcharan Das employs the essay form  
to sew together varied facets of this  
remarkable transition. Divided into  
three sections, the book first  
establishes a context for the changes*

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*that have occurred, and then assesses how we have changed---or not changed---in our public and private lives. As he sweeps over the major political, social and economic developments, social and economic developments, he does not forget to*

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*examine the individual beliefs and aspirations that underpin the process. Crisp, insightful and witty, these essays capture both the disappointments and the joys that resulted from the '90s revolution and serve as an essential guide to the new India.*

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*This book provides a comprehensive account of asymmetric linkage in the trilogy of environment, development and sustainability and its impact on society. It examines varied perspectives and issues of development related to environmental destruction and*

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*sustainability challenges. By examining the recent trends of development and recording the dilemmas which are creating ecological imbalances, it explores some alternative ways of development to achieve sustainability. Divided into three parts, it has a broad*

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*canvass. The first section examines critically the 'perspectives' on ecology, practice and ethics, rural development and man-forest interaction in the metropolis. 'Issues' of dams, river, agricultural distress, environmental migration, eco-tourism,*



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*ecological conservation and land acquisition are assessed in part second. 'Alternative' means of development is explored in part third by incorporating chapters on the constructed wetland, biofuels, subsistence economy, water and*

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*traditional knowledge practice. This interdisciplinary book is of immense significance to academicians, researchers, postgraduate and graduate-level students of social sciences and environmental studies; policymakers, development*

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*practitioners and NGOs working in the  
area of environment and development.*

*Writings on Indian History, Culture  
and Identity*

*Management in India*

*Sideways on a Scooter*

*India Wrestles with Change*

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*The India Way*  
*A Fine Family*