

A long, narrow wooden bridge with a complex lattice structure of dark wood. The bridge is covered with numerous colorful prayer flags in shades of blue, yellow, red, green, and white, strung across its length. The bridge leads towards a mountain range in the background, with a large, prominent mountain peak visible under a blue sky with some clouds. The overall scene is bright and scenic.

5 Things To Remember About India

A Journey Through India

Education



Lack of Soft Skills Orientation

Indians focus heavily on careers in engineering and medicine – and the education system focuses on science & maths. Few people have liberal arts exposure, and even fewer have developed soft skills through school / university.

Respect!



Authority & Obedience

One of the defining factors in social interactions in India, respect is demanded by age, seniority, status, hierarchy and even race / colour. Discipline and obedience are valued traits for youth, juniors and women.

Respect prevents people from talking back, arguing, critiquing or saying “no” outright. Which is not to say that your mentees will do what you suggest, even when they appear to agree.

The Market



Show Me The Money

With over 1.15 billion people, including 52 dollar billionaires, 100,000 dollar millionaires, 470 million people in the labour force and a high population density, Indian cities are huge markets.

But did you know that the fastest growing disposable income is in the “B class towns”, and not the metros?

Language

क घ ख ड ग

च छ ज

झ ञ

Speaking in Tongues

India isn't so much a nation as a group of nations. With 22 official languages and a national language that isn't spoken in about a quarter of the country, English is the lingua franca.

But "Indian English" is as close to English in the UK as chalk to cheese. Do you understand "Hinglish", (English with the liberal use of Hindi words) or peculiarly Indian idioms?

Attitudes to Time



The Meaning of Time

The west believes time is linear – a moment past never comes back again. Indians think of time as circular – the same moments in time repeat again and again.

Can you imagine what this means for punctuality, deadlines and decision-making?

Thanks.

These 5 slides are excerpted from “50 Things To Know About India”, from the Engage training programme. For more information, contact pragna@thinkplank.com or annette.kramer@thinkplank.com

