

India's New Capitalists



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Business in India was traditionally the preserve of certain 'Bania' communities clubbed under the Vaishya order of the classical Hindu four-order social hierarchy. The term 'Bania' even acquired a generic connotation referring to any village moneylender, grocer, wholesaler or large factory owner. But more recently, the picture has changed with the entry of businessmen from castes with predominantly scribal/administrative background (Brahmins, Khatri, Kayasthas) or with roots in farming and allied activities (Kammas, Patidars, Gounders, Nadars, etc). India's New Capitalists traces the modern-day evolution of business communities in India and captures the rise of new entrepreneurial groups with no established pedigree of trading or banking. The book also contains 15 individual case studies that embellish the general findings.

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