Sameer Dua’s “Declaring Breakdowns” was released by Dr Kiran Mazumdar Shaw, Chairperson and Managing Director, Biocon in the presence of Mr T V Mohandas Pai, Chairman, Manipal Group Education Services, Mr Tarun Katial, CEO, Reliance Broadcast Network and Mr Vivek Mehra, Managing Director and CEO, SAGE Publications at an event held in Bangalore.

Prof Prabhat Patnaik, Professor Emeritus, Centre for Economic Studies and Planning, School of Social Sciences, JNU released “Economic Challenges for the Contemporary World” edited by Dr Mausami Das, Prof Sabyasachi Kar and Dr Nandan Nawn in the presence of Dr Dipankar Dasgupta, former Professor of Economics, Indian Statistical Institute, Dr Pulin B Nayak, former Professor of Economics, Delhi School of Economics and Dr Pronab K Sen, Country Director, India Central Programme, International Growth Centre at an event held in New Delhi.
Tapping into the Expanding Consumer Power of Rural Markets in Developing Countries...

This book presents unprecedented insights into the strategies and tactics that enable companies to harness a potential outcome.

How has modern Technology helped in the increase of rural consumers in developing nations like India?

Technology, especially internet and mobile technology are playing a major role in providing information, entertainment, health care and financial services to rural consumers. Hindustan Unilever Ltd (HUL) has developed a mobile radio channel for media-dark rural areas to provide Bollywood entertainment and promote HUL products. World Health Partners in New Delhi links rural patients to urban physicians via video technologies.

Bharti Airtel has teamed up with IFFCO (Indian Farmers Fertilizer Cooperative) to create a free cellphone-based information service for farmers. Financial institutions are using mobile technology to help migrants to send money to their rural families.

Has the rural folk of India contributed to India’s business growth?

Majority of Indian population lives in rural India. There is an emerging middle class in rural India. Like urban consumers, rural consumers represent a huge opportunity for products and services like consumer packaged goods, household products, two-wheelers, entertainment, etc.

Does urban development play an important role in the rise of rural consumers?

In terms of urbanization, India is where the USA was in 1880s. USA is 32% and USA is 81%. Thus, rural population is not going south any time soon. However, there are several million rural migrants who come to the urban areas for opportunities and are connected to their rural families. Therefore, rural India will continue to be a huge opportunity.

Would you like to share any memorable instance that you experienced during your research on rural consumers in developing countries?

There are several memorable moments - two are very interesting. One is from a village of 1000 residents in northeast Thailand where a local cooperative was selling a hair coloring product for women. The product appeared to be an imitation of a global brand. It was obvious that aspirations of women in this village were not any different from urban women. They too were keenly interested in coloring their hair.

The second is a visit to a cyber-village in China. People in this tiny village were using their local talent to make affordable furniture. Interestingly they were selling the furniture on a national website making the furniture available anywhere in the country. The power of technology has given these village residents a national market to improve their lives and livelihoods. And, become consumers of the same products and services that the consumers in urban areas buy.

Environment conservation is neither a policy ethic nor a priority

Kanchi Kohli, editor of Business Interests and the Environmental Crisis published by SAGE Publications talks to Sarika Malhotra on the challenges of environment policy making and the issues at hand.

Between business and environment, who’s interest is prevailing right now?

The trends have been in favor of business for a long time now. While there is a dedicated ministry/department of environment, regulatory frameworks to take environmentally sound decisions; government’s own records show that large tracts of natural forests or coastal areas are being diverted for industrial use, local livelihoods have been displaced and compensatory mechanisms have failed to deliver. Even though national policies and international congregations conclude that environment is under stress, they have not been able to turn the tide.

Since nature is not a limitless resource, how is policy discourse dealing with it?

The policy response to the environmental crisis has responded in three ways.

First, by giving the signal that economic growth and industrial expansion cannot be restricted. At best, the environment and livelihood damages can be managed or compensated. Second, the emphasis is on pricing nature to ensure that there will be fewer investors who will be able to afford its use as the costs will be internalized into the investment. The third response comes from those who represent people. In order to be effective participants to either resist or to be recognized in this discourse, there is a push to establish secure tenure or rights.

What is the biggest drawback for environment at the policy level?

The biggest drawback is that conserving the environment and nature-dependent livelihoods is neither a policy ethic nor a priority. It is a subject that needs to be handled and dealt through a technological fix or an econometric transaction. While messages of plant a tree, conserve water are found in public advertising, large-scale destruction of the environment is taking place which is doing collateral damage as part of an aspirational economy.

What should be the correct way to ascertain the cost-benefit ratio of projects globally and in India?

A. To begin with, the very framing of cost-benefit needs to be revisited. It makes our associations look like a transaction. All other associations that can neither be materially defined nor financially valued don’t have a space in this discourse. How does one deal with the idea of aesthetics, diversity or well-being through these ratios? What can be calculated is the value of timber, tiger skin, fish produce or hospital costs in case of impacts of pollution.
An exploration of 400 years of Shakespeare's Legacy

PERFORMING SHAKESPEARE IN INDIA
Exploring Indianness, Literatures and Cultures

Edited by Shormishtha Panja Director, Institute of Lifelong Learning, University of Delhi and Babli Moitra Saraf Principal, Indraprastha College for Women, University of Delhi

An adaptation of Shakespeare's plays as a basis of critical exploration of identity formation in India. Even while a conscious dismantling of colonization was happening since the 19th century, the Indian literati, intellectuals, scholars and dramaturges were engaged in deconstructing the ultimate icon of colonial presence—Shakespeare. This book delves into what constitutes Indianness in the postcolonial context by looking into the text and sub-text of the Bard of Avon's plays adapted in visual culture, translation, stage performance and cinema. The book is an important intervention in the ongoing explorations in social and cultural history, as it explores how Shakespeare has impacted the emergence of regional identities around questions of language and linguistic empowerment in various ways. It reveals an extraordinary negotiation of colonial and postcolonial identity issues—be it in language, in social and cultural practices or in art forms.

CONTENTS

2016 • 280 pages • Hardback (9789351509745) • 750.00

ABOUT THE EDITORS

Shormishtha Panja is Professor of English and Director, Institute of Lifelong Learning, University of Delhi. She received her BA in English (Hons.) from Presidency College, Kolkata, and her PhD from Brown University, where she was awarded the Jean Starr Untermyer Fellowship. She has taught at Stanford University and IIT-Delhi and has been invited to lecture at universities in the USA, UK, Canada and Australia.

Babli Moitra Saraf is the Principal of Indraprastha College for Women, University of Delhi, where she is an Associate Professor in the Department of English and heads the department of Multimedia and Mass Communication. She received her MPhil degree in English and PhD in Sociology.

SOCIAL ENTREPRENEURSHIP
Working towards Greater Inclusiveness

Rama Krishna Reddy Kummitha UNU-JSPS Fellow, Institute for the Advanced Study of Sustainability, United Nations University, Tokyo

Based on in-depth case studies that highlight the efforts of selected third sector organisations, this book brings to light the emergence of social entrepreneurship in India. The cases focus on the roles of locally established methods and community participation in carrying out sustainable social transformation. Social Entrepreneurship: Working Towards Greater Inclusiveness contributes to both practice and theory in social entrepreneurship. It also sets out modalities for future work in the field, examining the various processes adopted by social enterprises in their functioning and delivering of services to address the concerns of exclusion.

CONTENTS
Preface / Introduction / Background and Conceptual Overview of Social Entrepreneurship / Social Entrepreneurship Landscape in India / Enable India: Inclusion of Persons with Disabilities / Gram Vikas: Revitalizing the Rural Living / Goonj: Clothing as a Right / Barefoot College: Empowering Rural Communities / Social Entrepreneurial Conceptual Framework / Conclusion / Bibliography / Index

2016 • 276 pages • Hardback (9789351508847) • 795.00

ABOUT THE AUTHOR

Rama Krishna Reddy Kummitha is UNU-JSPS Fellow with the Institute for the Advanced Study of Sustainability at the United Nations University in Tokyo. He is also a visiting scholar with the National Graduate Institute for Policy Studies, Tokyo. Dr Kummitha has worked as an assistant professor at the Center for Social Entrepreneurship, Tata Institute of Social Sciences, Mumbai.
Sociology

An in-depth exploration of Indian social relations and its evolution

SOCIETY IN INDIA
Late David G Mandelbaum
University of California, Berkeley

Society in India views social relations in the country as systems and subsystems and shows that contrary to belief this is not static or stagnant, but has been continually adapting to changing circumstances mainly on the basis of certain deep-rooted psychological and social themes.

Key Feature:
• This analysis of Indian society is the most comprehensive study that has been done in recent times.
• It brings together the results of modern social research to reveal the regular patterns that underlie social relations throughout the country

ABRIDGED CONTENTS
PREFACE / Volume One: Continuity and Change / INTRODUCTION / FAMILY AND KINSHIP RELATIONS / RELATIONS AMONG PEOPLE OF DIFFERENT JATIS / RELATIONS WITHIN THE JATI / Volume Two: Change and Continuity / VILLAGE, REGION, CIVILIZATION / RECURRENT CHANGE THROUGH SOCIAL MOBILITY / RECURRENT CHANGE THROUGH RELIGIOUS AND TRIBAL MOVEMENTS / CONTINUITIES AND TRENDS / APPENDIX: THE CONCEPTS OF SYSTEM AND OF STRATIFICATION / BIBLIOGRAPHY / INDEX

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A provocative and detailed analysis of the relationship between caste and politics in India

CASTE AND RACE IN INDIA
Fifth Edition
Late G S Ghurye, University of Mumbai

This book presents a provocative and thorough analysis of the relationship between caste and politics as experienced in India.

Key Features:
• Elaborates on the evolution of sub-castes, and examines caste, sub-caste and kinship.
• A provocative and thorough analysis of the relationship between caste and politics by drawing examples from Tamil Nadu as experienced over the years

CONTENTS

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Recommended for UG and PG students of Sociology, Political Science and History

Studies in the Formation of Indian Culture

MYTH AND REALITY
Late Damodar Dharmamand Kosambi

This book is based on a profound study of literary sources and carefully planned fieldwork which throw fresh and novel light on the origins and development of Indian culture. Professor Damodar Dharmamand Kosambi has raised, analysed and solved questions of vital importance to all those interested in the study of Indology such as the data of Karle Caves; the background of Kalidasa’s plays; the significance of the great Pandharpur pilgrimage; and the economic, cultural and historical basis of the Goan struggle for union with India and others. The work is most refreshing in its range of material as presented for the first time. The author makes an impressive use of scientific methods in many fields—archaeology, ethnography, philology and others. The logically consistent and intensely stimulating analyses and conclusions are often startling but always convincing and undeniably important as a landmark in the study of Indian tradition.

Key Features:
• Essays in this volume are based upon the collation of fieldwork with literary evidence.
• Fresh data and logical interpretation cast fresh and novel light on the origins and development of Indian culture.
• The work is most refreshing in its range of new material presented here for the first time Original discoveries of megaliths, microliths, rustic superstition and peasant customs.
• Author’s masterly analysis is logically consistent and profoundly stimulating.

CONTENTS

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Recommended for UG and PG students of Sociology, Political Science and History
A compilation of ancient Indian texts with contemporary feminist perspectives on women’s work

WOMEN AND WORK IN PRECOLONIAL INDIA

A Reader

Edited by Vijaya Ramaswamy
Professor, Centre for Historical Studies, School of Social Sciences, Jawaharlal Nehru University, New Delhi

A compilation of ancient Indian texts with feminist perspectives on women’s work. Women and work is an important dimension of the ongoing debate on gender parity. This book is a compilation of essays related to traditional perceptions of women’s work juxtaposed with recent feminist writings on women’s space in India’s labour history. The essays highlight the points and counterpoints of the ongoing debate on the nature, quantification and monetary valuation of women’s work. Beginning with writings on the theme of women and work, and going on to historically plot women’s agency in labour processes, this book seeks to provide a panoramic survey of women and work in precolonial India. It is an endeavour to salvage the available data on women’s work—paid and unpaid as well as visible and less visible—in order to highlight their contribution and indicate the changes in women’s labour history.

CONTENTS


2016 • 484 pages • Paperback (9789351507413) • 1095.00

Examines the participation of women in the Asian labour market for socio-economic development

TRANSFORMATION OF WOMEN AT WORK IN ASIA

An Unfinished Development Agenda

Edited by Sukti Dasgupta Chief, Employment and Labour Market Policies Branch ILO, Geneva and Sher Singh Verick Deputy Director, ILO Decent Work Team for South Asia and Country Office for India, New Delhi

Based on original comparative research and extensive fieldwork, this book highlights the commonalities as well as the diverse nature of challenges that women across Asia face in gaining access to more and better jobs. Findings show that women across the continent have contributed significantly to its spectacular growth story; yet, social norms and economic factors limit their levels of participation.

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2016 • 336 pages • Hardback (9789385985058) • 995.00

Addresses the ‘how’, ‘when’, ‘why’ questions related to cybercrimes against women in India

CYBER CRIMES AGAINST WOMEN IN INDIA

Debarati Halder Managing Director, Centre for Cyber Victim Counselling, Tamil Nadu and K Jaishankar Senior Assistant Professor, Manonmaniam Sundaranar University, Tamil Nadu

The book is a significant contribution to socio-legal research on online crimes targeting teenage girls and women. It shows how they become soft targets of trolling, online grooming, privacy infringement, bullying, pornography, sexual defamation, morphing, spoofing and so on. The authors provide detailed answers to a wide array of questions related to these problems that bother scholars. The book discusses cybercrime in its entirety, revealing loopholes in the present laws and policies of the Indian Judicial System and outlines what can be done to ensure safety in cyberspace.

CONTENTS

Foreword by Georgios A Antonopoulos / Preface / Introduction / Freedom of Speech and Expression in the Cyber Space / Trolling and Gender Bullying / Online Grooming / Privacy Infringement / Online Sexual Offences / Right to be Forgotten: Liability of the Service Providers / Procedural Practices for Investigation, Prosecution, Arrest and Detention / Combating of the Offences

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A holistic understanding of well-being with the blend of Indian philosophy, religious texts and sociology

**SOCIOMETRY OF WELL-BEING**

Lessons from India

Steve Derne Professor of Sociology, State University of New York (SUNY), Genesee

This book blends Indian philosophy, religious texts and sociology for a simple yet holistic understanding of well-being in the Indian context. This is the first book to explain well-being through assimilation of the wisdom gathered from Indian religious texts, interactions with sociologists and insights gained from qualitative analysis of interactions with Indians of various backgrounds. It maintains that happiness exists within interactions, rather than as a stable state within the individual. While revealing the universals that lead to well-being, it brings out the interlinkages of health, wealth and pleasure and also explains the variations due to gender, class, age and individual choice.

**CONTENTS**

Preface: How I Came to Study Well-being in India / Chapter One: Introduction / Universals / Health and Wealth / Connections to Others (and the Specialness of the Self) / Meanings and Approaches / Pleasure / Variations / Age, Gender, Class, and Individual Lives and Choices / Indian Ways of Living the Good Life / Lessons / What Have We Learned about Well-being? / Toward a Better Sociology / Living the Good Life / Acknowledgments / Glossary / Index

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An up-to-date analysis of various policies, strategies, and programs in rural development

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Katar Singh Former Director, Institute of Rural Management, Anand (IRMA), Gujarat and Anil Shishodia Information and Reference Services, Calgary Public Library

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- Complete revision of all original tables and statistical figures along with new data on employment/unemployment and poverty scenario in India

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Vivek M Belhekar Faculty member, Department of Applied Psychology, University of Mumbai

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**A comprehensive text which deals with the financial management from a contemporary perspective**

**FINANCIAL MANAGEMENT**

A Contemporary Approach

Rajesh Kothari Professor, Faculty of Management Studies, R.A. Podar Institute of Management, University of Rajasthan, Jaipur

This book builds concepts and strengthens understanding by providing relevant illustrations, recent examples, and reference to MS Excel applications where necessary. Written in simple, lucid language, each chapter begins with a crisp introduction to the constituent topics, offers a related background of the corporate environment, and ends with numerous activities for students to practise

Key Features:
- India-specific examples and insights in each chapter
- Step-wise explanations of numerical examples for clearer understanding and practice
- Numerical examples and problems provided in progressive order of complexity
- Exhaustive glossary, ready reckoner for financial calculations, and additional problems with solutions at the end of the book aid quick recollection and further practice

**CONTENTS**

**SAGE TEXTS**
2016 • 756 pages Paperback (9789351508212) • ₹ 650.00 (tent.)

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**ABOUT THE AUTHOR**

Rajesh Kothari is a Professor of Finance at the R.A. Poddar Institute of Management and Dean, Faculty of Management Studies, University of Rajasthan, Jaipur. With 30 years of rich teaching experience, Prof Kothari has taught various courses including Management Accounting, Financial Management, Financial Services, Investment Management, International Finance, and Finance for Strategic Decisions.

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**ABOUT THE AUTHORS**

**Nikhil Chandra Shil** is working as an Assistant Professor of East West University, one of the top ranked private universities in Bangladesh. He is also working as Consultant Academic Affairs of the Institute of Cost and Management Accountants of Bangladesh (ICMAB), the only national institute of Bangladesh taking care of Cost and Management Accountancy (CMA) profession.

**Bhagaban Das** is the Dean of Business Studies and Commerce in Fakir Mohan University, Balasore a state University established by the Government of Odisha. Currently, he is the Director of Distance and Continuing Education (DDCE) and a Member of the syndicate. A national scholarship awardee throughout his career, Professor Das stood second in M. Com Examination in Utkal University (1982).
FISCAL CONSOLIDATION, BUDGET DEFICITS AND THE MACRO ECONOMY

Lekha S Chakraborty
Associate Professor, National Institute of Public Finance and Policy, New Delhi

Is fiscal deficit detrimental to growth rate? Does it create macroeconomic imbalance? If so, is deficit containment a prerequisite for sustained reduction in inflation? Does fiscal deficit crowd out private investment and, if so, to what extent? Does fiscal deficit affect rate of interest?

This book analyses such debates and impacts of fiscal deficit in India, empirically, through macro econometric exercise.

CONTENTS

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SOCIAL ECONOMY OF DEVELOPMENT IN INDIA

K S Chalam
Political economist and educationist, former member, Union Public Service Commission (UPSC), New Delhi

A comprehensive analysis of the dynamics of social economy in a traditionally fragmented Indian society. Drawing from the works of several eminent economists, this book elaborates on an alternative paradigm of development in the global context. It advocates reforms in social indicators and also bureaucracy, politics, business and contractor groups to enable their empowerment.

CONTENTS

2016 • 368 pages • Hardback (9789385985119) • 950.00 (tent.)

PUBLIC POLICY

Concept, Theory and Practice

Bidyut Chakrabarty
Professor of Political Science, Department of Political Science, University of Delhi and Prakash Chand
Assistant Professor of Political Science, Dyala
Singh (E) College, University of Delhi

This book highlights the critical aspects of public policy making and its implementation by contextualizing it in the Indian historical and modern-day perspective.

Key Features:
- Draws largely on instances from Indian experiences
- Raises questions to aid and inspire further research in this area
- Dedicated sections on environmental, education and health policies

CONTENTS

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Recommended for UG and PG students of Political Science, Public Administration and candidates appearing for UGC-NET, UPSC and State PSC exams.

INDIA POLICY FORUM 2015–16

Volume 12

Edited by Shekhar Shah
Director General, NCAER, New Delhi, Subir Gokarn
Executive Director, International Monetary Fund, Washington and Karthik Muralidharan
Associate Professor of Economics, University of California, San Diego, Department of Economics, NCAER

This book comprises papers and highlights of the discussions from the Twelfth India Policy Forum Conference held on 14–15 July 2015. In particular, this volume of IPF focuses on inflation that has emerged as a leading concern in India. By early 2015 the inflation rate had fallen to 5.2 percent, leading to questions both about how to explain movements in India’s inflation, and whether this more recent moderation under the Reserve Bank of India (RBI) led by Raghuram Rajan was likely to endure.

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Encompasses history, culture, political relations and current business strategies of both the nations

**CHINA AND INDIA**

History, Culture, Cooperation and Competition

Edited by Paramita Mukherjee
Associate Professor, International Management Institute, Kolkata
Arnab K Deb
Assistant Professor, International Management Institute, New Delhi
and Miao Pang
Deputy Director, Research Department, Sichuan Academy of Social Sciences, Sichuan Province

This book brings together scholars and academicians from China as well as India to present a well-rounded perspective on various important cross-country issues and their implications. Comprehensively in approach, it encompasses history, culture, political relations and current business strategies of both the nations. The book explores the differences in the functioning of Indian and Chinese economies and identifies the prime factors responsible for this. In order to have an in-depth understanding of the causes, the contribution of sociocultural factors and the role of political and strategic relationships are also closely examined.

**CONTENTS**


2016 • 260 pages • Hardback (9789385985690) • £ 945.00

An intellectually stimulating text on governance and its effects on administration and development

**GOVERNANCE**

Issues and Challenges

Edited by Shivani Singh
Assistant Professor, Department of Political Science, Dyal Singh (E) College, University of Delhi, New Delhi

This textbook deals with the concepts and dimensions of governance by highlighting the major debates in the contemporary times. It emphasizes on the paradigm shift from government to governance and how the role of the state has changed over the years. Different facets of governance, such as democratic decentralization, environmental governance and role of non-state actors have been thoroughly discussed.

Key Features

- Comprehensive coverage of major concepts and critical understanding of the challenges to governance with special reference to India
- Written in a lucid, jargon-free language for students and readers with backgrounds other than political science
- All chapters aided by boxes, diagrams and tables for better understanding of concepts and included model questions for self-evaluation
- Contributions from academicians and professionals from different fields of study, such as history, administrations and political science to give a wider perspective on governance

**CONTENTS**


SAGE TEXTS

2016 • 276 pages • Paperback (9789386042125) • £ 250.00

**ABOUT THE EDITOR**

Shivani Singh is currently Assistant Professor in the Department of Political Science at Dyal Singh College (E), University of Delhi. She has presented papers in various national and international seminars on issues of contemporary relevance: Relevance of Lohia in era of globalization, Flagship policies of government of India and others.
Bangalore Business Literature Festival

Mr Sameer Dua, author of “Declaring Breakdowns” in conversation with Mr Vishal Dhupar, Managing Director, Asia South at NVIDIA, Mr Atul Satija, Founder and CEO, The/Nudge Foundation and Mr Jagdish Chawla, CEO Avirate Global, Timex & Fergasam Group during a session at Bangalore Business Literature Festival held in Indian Institute of Management, Bangalore.

Prof Raghavan Srinivasan, Director Incharge, Indian Institute of Management, Bangalore released “Value Creation” by Mr Gautam Mahajan during the Bangalore Business Literature Festival held in Indian Institute of Management, Bangalore.

Mr Sameer Dua, author of “Declaring Breakdowns” in conversation with Mr Vishal Dhupar, Managing Director, Asia South at NVIDIA, Mr Atul Satija, Founder and CEO, The/Nudge Foundation and Mr Jagdish Chawla, CEO Avirate Global, Timex & Fergasam Group during a session at Bangalore Business Literature Festival held in Indian Institute of Management, Bangalore.

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Releases

Dr Arvind Subramanian, Chief Economic Adviser, Government of India released India Policy Forum 2015-16 Volume 12 edited by Dr Shekhar Shah, Dr Subir Gokam and Dr Karthik Muralidharan at an event held in New Delhi.

The first issue of Antyajaa: Indian Journal of Women and Social Change was released in the presence of Prof Ruchira Gupta, Journal Editor, Antyajaa and Professor, New York University, Ms Juanita Kakoty, Associate Editor, Antyajaa, other dignitaries from the Editorial Board of the journal and representatives from SAGE at an event held in New Delhi.

Dr Suresh Mony, Director, SVKM’s Narsee Monjee Institute of Management Studies, Bangalore released “The Impatient Manager” by Mr Walter Vieira during the Bangalore Business Literature Festival held in Indian Institute of Management, Bangalore.

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Conferences and Seminars

Special screening of the book “Performing Shakespeare” by Dr Shormishtha Panja and Dr Babli Moitra Saraf at the conference Revisiting Shakespeare in the 21st Century held in Indian Institute of Technology, Patna.

SAGE was the principal sponsor of Publishing Next Conference 2016 held in Kochi, Kerala.
Recognition

IF THINGS GO WONKY, DECLARE A BREAKDOWN AND REIMAGINE LIFE

The founder director of Institute for Generative Leadership, Sameer Dua launched his first book “Declaring Breakdowns” in the city recently. He talks about the power of conversations and how one can change a default future, as he calls, to the future that one desires.

Excerpts from the interview with the author:

Why did you decide to write a book? Was that also declaring a breakdown?

Yes. I am concerned that people are not aware that they have a generative power. They have a power to declare a breakdown. They have a power to design a future, who they and others are... so I am declaring a breakdown.

What are the six steps you talk about?

The first step is to identify the actions you are not taking and sixth is to zero in on the actions you must take.

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WHAT’S COMING UP

NINTH MEDIEVAL HISTORY JOURNAL ANNUAL LECTURE

on “THE SOCIAL HISTORY OF A GENRE: KATHAS ACROSS LANGUAGES IN EARLY MODERN NORTH INDIA”

by PROF FRANCESCA ORSINI
Professor, Hindi and South Asian Literature, School of Oriental and African Studies

to be held on 11th NOVEMBER 2016 in Seminar Room, School of Social Sciences I, Jawaharlal Nehru University, New Delhi.

TENTH INDIAN ECONOMIC AND SOCIAL HISTORY REVIEW ANNUAL LECTURE

on “FROM POST-CAPITALISM TO ANTI-CAPITALISM: KARL MARX AND THE EXTRA-EUROPEAN WORLD”

by PROF GARETH STEDMAN JONES
Professor, History of Ideas, School of History, Queen Mary University of London

to be held on 12th DECEMBER 2016 in Stein Auditorium, India Habitat Centre, New Delhi.
‘Censorship of the internet is harmful to dialogue’

Editors Sunetra Sen Narayan and Shalini Narayanan analyses the growth of new media in Digital India from a broad communications and interdisciplinary perspective in their latest book titled, India Connected, published by SAGE Publications.

What was the purpose of writing this book and mapping the impact of new media?

The purpose of writing this book was to present research-based perspectives on new media going beyond anecdotal reportage. The trigger was when we tried to locate a book that had a thorough grounding in theory and was rigorous in its approach to new media in India, and failed. We found that there was no single work that had discussed and analyzed the impact of new media in India. The need for such a work was evident given the way new media has transformed social landscapes. Our endeavor was to document different aspects of the change and we feel this book could lead to many other studies on the impact of new media. This is a beginning.

In the economics of the new media world what are the biggest challenges that one needs to deal with?

Researchers have theorized that the impact of media goes much further than just in terms of its uses and gratifications and relates to other social institutions, to the economy and to the formation of ideologies even. In the absence of restrictions on cross-media ownership, the one big challenge would be preserving diversity of voices in our media. Another aspect that needs attention is the collection of huge amount of user information by new media organizations which raises the question of privacy expectations and quality of content. Given also the centrality of telecom to the spread of new media, spectrum pricing and distribution are another area of concern. What would also be of keen interest would be to see how the government’s intervention to bridge the digital divide fares in the near future as equity and access to new media are central to the economics of the new media world.

Passenger to India and Beyond

Zeeshan Khan’s book records his journey to three countries through mythology and history

How did you decide the route of your trip? And why did you choose overland travel?

I wanted to experience a sense of borderlessness, the freedom of unbounded travel, and wanted to experience it in Eurasia, where nearly all my influences are from. I chose the places to visit according to how they relate to each other and to me, and according to how much they feature in the histories I read growing up. Overland journey because it allowed me to experience the sort of terrestrial and cultural seamlessness I was looking for.

As a Bangladeshi, you had the unique situation of being a foreigner and yet culturally similar to an Indian in India. How did this affect your view of the historical sites of Bodh Gaya and Nalanda?

The experience of being foreign but not so, remained with me all the way to Iran as well. I always felt I was from all these places and that is exactly what I had hoped to discover. In narrower definitions, we are limited by national identities but there are wider ways of seeing ourselves, and the world. Both Gaya and Nalanda were extremely romantic for me, Nalanda especially, because it invoked a sense of cultural grounding.

Did your perception of Pakistan change when you visited it?

I found Pakistani society more familiar and friendlier than I thought it would be. And contrary to what I find in India and Bangladesh regarding Pakistan, there’s no sustained animosity towards India or Bangladesh. My impressions about Pakistan, however, kept to the narrative — there was a militarisation and a palpable security concern that was unsettling.

And Iran?

I thought the Islamisation of Iran would be a fait accompli, but found it not to be quite so. I found the Iranian identity contains both a pre-Islamic Persian component as well as an Islamic component, and these can sometimes be at odds with one another. It is something I can relate to as a Bengali, or South Asian Muslim.

Where are you travelling to next?

I’m curious about the Central Asian Stans, so might do a trip between Tajikistan, Kyrgyzstan and Kazakhstan. Overland, of course.
FROM THE GENDER PERSPECTIVE

The title of the book is very apt, literally and metaphorically. The book follows the journey of a Muslim woman’s struggle for creating an identity in a world where a woman herself is a non-entity… There are two ways of looking at the narrative. One, how right from her childhood Zarina challenges the norms and rules of the society prevalent in her time. Another perspective would be how Zarina became a crusader of her own cause.

PURDAH TO PICCADILLY
2016 • 218 pages • ₹595
Hardback 978-93-515-0824-3

A FITTING TRIBUTE

This is a timely book dealing with, perhaps, some of the most pressing issues being faced in India today - building and sustaining institutions and organisations of excellence in an environment of mediocrity. One of the answers lies in understanding and enhancing ‘human processes’ to maximise the discovery of talent and facilitate its impact on individuals, groups, organisations and institutions. This is the theme that Udai Pareek has always worked for and will continue to inspire many others… The compilation of essays in this book is inspirational and topical for students as well as practitioners of HR.

HRD, OD, AND INSTITUTION BUILDING
SAGE RESPONSE
2016 • 476 pages • ₹1,195
Hardback 978-93-515-0818-2

GLOBAL GAME CHANGE

The book tries to establish one thing unequivocally: The global authority of the West is no longer unchallenged; the Western worldview is no longer accepted as universal. It is increasingly being questioned by emerging economies around the globe that are developing their own standards. The book offers an indispensable roadmap of the transforming global landscape. It replaces the uncertainty of rapid change with a description of the future… No other book about the rise of a new world order will probably top this one in narrative drive.

GLOBAL GAME CHANGE
SAGE RESPONSE
2016 • 288 pages • ₹595
Hardback 978-93-515-0640-9
(Sales rights restricted to South Asia only)

THE MAKING OF BANGLADESH

The book is a first-hand account of how Bangladesh came into being and how it has survived as a country of immense potential over the years since 1971… What makes this work eminently readable is also the pleasing writing style of Sobhan which measures up easily to the standards of ‘King’s English’. His narrative style is engaging and dramatic and these characteristics render ‘Untranquil Recollections.’ a highly memorable reading experience worth having.

UNTRANQUIL RECOLLECTIONS
2016 • 486 pages • ₹450
Paperback: 978-93-515-0986-8

RESCUING THE DEBATE ON INDIAN SOFT POWER

The book lucidly maps out the complex concept in its historical, cultural and political contexts. It is a rare resource on the subject of the country’s ‘soft power’. By bringing facts, strategies and perspectives together, the book details the key elements of India’s soft power. It explains how soft power has been and can be wielded and what the lacunae are in the existing policies of the Indian government for doing so. The book is innovative in its approach and methodology.

COMMUNICATING INDIA’S SOFT POWER
SAGE VISTAAR
2016 • 248 pages • ₹495
Paperback 978-93-515-0816-8
(Sales right restricted to South Asia only)

THE TRIBUNE

LET’S GET STARTED WITH STATS

The book explains statistical concepts in a lucid and uncomplicated way. The text is short and crisp and author’s efforts to explain the concepts in a simple manner are evident in the book…. It scores a notch over others on the same subject because these gaps between knowing and doing statistics and applying the software have been aptly bridged. The book’s neat look further makes it reader-friendly and is recommended to all social science researchers, especially to stats-phobic ones.

STATISTICS FOR SOCIAL SCIENCES
SAGE RESPONSE
2016 • 308 pages • ₹595
Paperback 978-93-515-0655-3

THE ISLAND

THE WIRE
Forthcoming!

Traces the changing trajectory of Arab Politics through the Arab uprising

**POLITICAL ISLAM AND THE ARAB UPRISING**

Islamist Politics in Changing Times

Fazruz Rahman Siddiqui
Research Fellow, Indian Council of World Affairs, New Delhi

Delving into the history of political Islam in the colonial period, this book shows how the idea of modernity, intense interaction, contestation and engagement between Islamist forces and the emerging democratic voices in the region have contributed to the recent Arab uprising. While investigating the role of religion in shaping the unfolding political situation in the Arab world it also discusses the future of political Islam.

**CONTENTS**


2016 • 364 pages • Hardback (9789386042194) • 995.00 (tent.)

NEW!

An insightful analysis of India’s portrayal on different media platforms in the West

**INDIA ON THE WESTERN SCREEN**

Imaging a Country in Film, TV, and Digital Media

Ananda Mitra
Professor of Communication, Wake Forest University, North Carolina

This book examines the nuances of multiple images—cinema, TV, computer, and smartphones—that feed into the making of a new Indian narrative and showcases an India that is very different from the unilinear notion that used to exist a few decades ago. It elaborates on the critical role of the impressions formed in redefining how the Indian diaspora is imagined and received in the West, which in turn impacts everyday experiences of Indians living there. Building on his earlier book India through the Western Lens: Creating National Images in Film (SAGE 1999), which focused primarily on films, Mitra expands his latest study to new media. Effectively, the book highlights the West’s perception of India based on what is being projected through visual media.

**CONTENTS**

Preface / India on the Western Screen: 20 Years Later / India and Indians: Changing Places and People / Looking at the Screen / The Movie Screen / The Television Screen / Digital Mode / The Computer Screen / The Satellite Screen / The Indian in the West / The Western in India / The Indian Narrative Screened / Epilogue / Index

2016 • 192 pages • Hardback (9789351509776) • 595.00

NEW!

First comprehensive account of the seven-decade long journey of Film Society movement in India

**INDIA’S FILM SOCIETY MOVEMENT**

The Journey and its Impact

V K Cherian
Film Society activist and communications professional based in New Delhi

Till 1950s, 80 % of the films screened in India were from Hollywood. Today, only 10 % films shown in India are of foreign origin. One of the main factors that aided in bringing about this massive transformation was the formation of Film Societies in India. They soon became a catalyst to a new film culture, impacting quality of Indian films, both in technology and content. This book studies this historic Film Society movement, from its origin, to the crisis of its identity in the 80s and 90s to its revival in 2000s.

**CONTENTS**

Foreword by Adoor Gopalakrishnan / Preface / A Nation Awaits a Pather Panchali / The Growth Path: From Calcutta Film Society to the Federation of Film Societies of India / Visionaries of the Film Society Movement and the New Film Culture / The Networks of Films and Film Buffs / The Driving Forces behind the Film Society Movement / The Great Fail and Resurgence through Digital Mode / The Star Film Societies and the Survivors / The Policy Shift and Waning Political Patronage / Towards a New Film Culture: From Crass to Class! / Genesis of Indian Films / The Memorandum of Association of Federation of Film Societies of India / Index

2016 • 264 pages • Hardback (9789385985638) • 895.00
A first-of-its-kind book on the growth of new media in Digital India

INDIA CONNECTED
Mapping the Impact of New Media
Edited by Sunetra Sen Narayan
Associate Professor, Indian Institute of Mass Communication, New Delhi
and Shalini Narayanan
Head-Communications, Centre for Digital Financial Inclusion, New Delhi

This book looks at how new media can be theorized in the Indian context and offers a perspective on the opportunities and challenges this poses to governance, development, and businesses as well as in social marketing efforts. With the government and the corporate sector’s growing emphasis on ‘Digital India’, India Connected creatively delves into various aspects such as digitization, convergence, interactivity, and ubiquity, which are affecting the Indian media landscape.

ABRIDGED CONTENTS
Foreword Daya Kishan Thussu / I. THEORETICAL PERSPECTIVES / II. POLITICS, GOVERNMENT AND THE MARKET / III. HISTORICAL EXCLUSIONS / Index

2016 • 308 pages • Hardback (9789385985027) • 895.00

THE IMPATIENT MANAGER
Walter Vieira
President, Marketing Advisory Services Group, Mumbai

The rules of the corporate world are now dynamic like never before. For managers, the marathon race, starting at the bottom of the pyramid and working their way upto the top in 20–30 years, is no longer a fundamental truth. With executives reaching the corner office in less than 10 years, the workplace and its aspirations have reached a new high. Impatience is now seen as a virtue and this book addresses The Impatient Manager. The book provides strategies for a faster route to corporate success and at the same time provides caution signs that will prevent career crashes in the fast lane. Using his classic engaging, anecdotal technique, the legendary Walter Vieira takes readers through their own success marathon, sprinter style.

CONTENTS

SAGE RESPONSE
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THE HANDBOOK OF COMPETENCY MAPPING
Understanding, Designing and Implementing Competency Models in Organizations
Third Edition
Seema Sanghi
Managing Director,
Styrax Consultants Pvt. Ltd

This thoroughly revised third edition helps human resource managers and professionals understand, develop, manage and map competencies within their organizations. It presents the complete know-how of developing competency framework in detail.

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Preface / Introduction to Competency Mapping / Competency Models / Competency-based Applications / Issues Related to Developing Competency Models / Formation of a Competency Framework / Writing Competencies / Assessment Centres / Competency-based Interviewing / Resistance and Recommendations / Generic Competencies / Competency Model for HR / Generic Competency Model for Leadership Role in Any Organization / Leadership Competency Model for Automobile Industry / Competency Framework for Academic Institutions / Experiential Sharing / References

SAGE RESPONSE
2016 • 368 pages • Paperback (9789385985157) • 550.00

WINNING ON HR ANALYTICS
Leveraging Data for Competitive Advantage
Ramesh Soundararajan
Partner,
Culstan Consulting LLP and
Kuldeep Singh
Senior HR professional, academician specializing in strategic HR and analytics

What if you can:
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• Triage incoming resumes overnight to predict employee success and tenure—before you hire?
All this and more is possible with analytics as demonstrated by companies like Google, Wal-Mart and American Express.

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SAGE RESPONSE
2016 • 268 pages • Paperback (9789386042415) • 395.00
Elaborates on how market success actually happens through an engaged customer base

LEAN CUSTOMER ENGAGEMENT

Shil Niyogi Senior Director of Product Engineering, healthcare firm, Chicago

Niyogi’s 4E framework is a very useful construct for entrepreneurs to internalize as they go about growing their product or service business.

Ajay Lavakare

This book contains a wealth of information around partnering with customers to build products or close deals in a lean and agile manner without wasting effort in redundant sales and marketing activities. The workbook format provides meaningful support for developing evolving solutions, which can be put to immediate and prolonged use to grow successful businesses through an engaged customer base.

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Preface / Introduction / INTRODUCING THE FOUR E FRAMEWORK / Engaging Innovation by Entrepreneurs / THE FRAMEWORK AND THE PHASES / Educate phase / Enable Phase / Effect(uate) Phase / Engage Phase / Conclusion / Index

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NEW!

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Harvesting 3 Billion Aspirations

Vijay Mahajan John P Harbin Centennial Chair in Business, McCombs School of Business, University of Texas, Austin

A timely and powerful analysis of the opportunities that exist to help serve the aspirations and improve the livelihoods of nearly half the world’s population.

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This is the first comprehensive book highlighting the expanding consumer power of rural markets in developing countries. It takes a close look at one of the key stories in emerging markets: the untapped potential of the world’s 3.4 billion rural consumers – 90 percent of whom live in Asia and Africa. This book advocates the sheer number of rural consumers can provide a massive customer base for innovative companies that figure out how to reach them.

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ABOUT THE AUTHOR

Vijay Mahajan holds the John P. Harbin Centennial Chair in Business at the McCombs School of Business, University of Texas at Austin. He has received numerous lifetime achievement awards including the American Marketing Association (AMA) Charles Coolidge Parlin Award for vision–ary leadership in scientific marketing. The AMA also instituted the Vijay Mahajan Award in 2000 for career contributions to marketing strategy.
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Mirage to Reality

Second Edition

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ABRIDGED CONTENTS

Preface to the Second Edition / MIRAGE OF EXCEPTIONAL LEADERSHIP / MIRAGE TO REALITY / REALITY OF EXCEPTIONAL LEADERSHIP / Epilogue: Transforming Our Destiny / Postscript for the Second Edition: Persistent Doubts; Perennial Questions / Notes and References / Index

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HUAWEI

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Tian Tao Director of Ruihua Innovative Research Institute at Zhejiang University, David De Cremer KPMG professor, Judge Business School, University of Cambridge and Wu Chundo Professor, School of Public Administration, Renmin University of China

In 1987, a 44-year-old man founded a telecom equipment-trading firm in Shenzhen, China, with start-up capital of $5,000. In 29 years, it grew to become the largest telecom company in the world. This book explores the story of what Ren Zhengfei did differently, how the company he founded reached the top spot, and why Huawei is known as a "collective" and not a private company.

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"(This) is a breezy read, filled with anecdotes, short stories and scenarios that aid young professionals in navigating the trials of working life."

Dr Shashi Tharoor

Stuck in life and the career maze? Apprehensive that the short cut to success may lead to a dead end? Navigate seamlessly through this quandary with both micro and macro views of the hurdles in your career path. Fast track your way to success confidently with the help of the three key ideas in this book—Self-mastery, Interpersonal Excellence and the World of Work.

CONTENTS

Foreword by Dr E Sreedharan / Preface / Acknowledgements / Getting Ready for the Adventure! / PART I: THE ESSENTIAL OVERVIEW / Self-mastery / Interational Excellence / The World of Work / PART II: ADDITIONAL GUIDANCE QUESTIONS / Queries and Responses / Web Resources

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Marmar Mukhopadhyay Chairman, Educational Technology and Management Academy, Gurgaon, Haryana

Indian higher education is the third largest in the world. It is undergoing unprecedented expansion and reforms. Yet, no Indian university figures among the World’s Top 100! The problem lies primarily with the quality of higher education. This book serves as a quality management guide for the heads of colleges and universities, focusing on issues, techniques and improvement at the institutional level.

**CONTENTS**

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An insightful resource on the importance of internationalization of the Indian higher education system.

**INTERNATIONALIZATION OF HIGHER EDUCATION IN INDIA**
Vidya Rajiv Yeravdekar Principal Director, Symbiosis Society, Pune and Gauri Tiwari Research Associate, Symbiosis Society, Pune

Offering an in-depth analysis of internationalization of higher education in India, this book explains how the phenomenon plays itself out, how to put it into practice on the home turf, and to do it in a way that it is available to all instead of catering to a select few. It applies relevant theoretical contexts, presents an extensive range of facts and figures as substantiating evidence, and stacks up this knowledge against ground reality. With a sharp commentary on the state of affairs, the book argues that internationalization is the only way forward for India and policymakers, educationists, and academics must look towards other countries such as China and Brazil which have made a fruitful commitment to scale the global value chain by making internationalization of higher education a top agenda item.

**CONTENTS**
Foreword by Hans de Wit / Preface / Introduction / The Indian Higher Education System / Globalization and Internationalization / Cross Border Higher Education: A Constantly Evolving International Student Market / Regulations and Reforms to Promote Internationalization / Internationalization in a Comparative Context / International Student Mobility: Old and New Patterns / India’s “Soft Power” and Internationalization / Internationalization of Higher Education in India: The Way Forward / Index

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A unique textbook that conceptualises teaching-learning resources from an Indian perspective.

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Edited by Disha Nawani Chairperson, Centre for Education, School of Education, TISS, Mumbai

The book addresses the needs of student–teachers and teacher–educators by providing a comprehensive understanding of various aspects of teaching and learning resources (TLRs) in the Indian context. No educational effort or reform can be complete without recognising the importance of TLRs, their actual development and reflective use. This one-of-a-kind textbook, with contributions from an eclectic mix of academics, researchers and practitioners, deals with the development and effective application of TLRs to construct a meaningful learning environment for children.

**ABRIDGED CONTENTS**
TEACHING LEARNING RESOURCES / LEARNERS, LEARNING AND RESOURCES / TEXTBOOK-RELATED CONCERNS / RESOURCES BEYOND TEXTBOOKS / TEACHING LEARNING RESOURCES AND DOMAIN-SPECIFIC CONCERNS / TEACHERS AND TEACHING LEARNING RESOURCES / Index

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An in-depth analysis of how social constituents of identity influence are moulded through schooling.

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An Ethnographic Study
Anuradha Sharma Assistant Professor of Sociology, Jesus and Mary College, University of Delhi

The book focuses on the experiences of schooling through an ethnographic study of everyday life in a secondary school. It assesses classroom interactions amongst teachers and pupils as well as the non-classroom situations within the school space, highlighting the diversity in such spaces that help generate notions of identity.

**CONTENTS**

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Jari Metsamuuronen is Adjunct Professor and Special Evaluation Expert at Finnish Education Evaluation Centre, Helsinki, Finland.

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Editor: Rima Hooja
2 issues per year | 2455-9296
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New in Cultural Studies

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In 1987, a 44-year-old man founded a telecom equipment-trading firm in Shenzhen, China, with start-up capital of CNY21,000. In 29 years, it grew to become the largest telecom company in the world.

The book explores the story of what Ren Zhengfei did differently, how the company he founded reached the top spot, and why Huawei is known as a "collective" and not a private company. Fourteen years of meticulous research and 136 executive interviews reveal how Huawei’s success lies in its ability to transform the intellectual elite into a band of soldiers with the same set of values and resolve, while at the same time preventing a culture of subservience.

SAGE Response
2016 • 424 pages • 1,250 • Hardback 978-93-8606-205-5
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