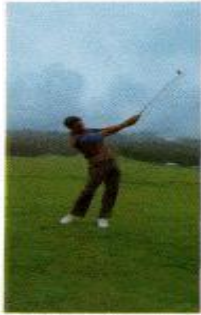


Understanding Indian Culture

Momentum Training Solutions



India Business Quiz

Question 1

- What is the most important thing to Business?
 - Trust
 - Hard Work
 - Money
 - Relationships
 - All of the Above

Marriage

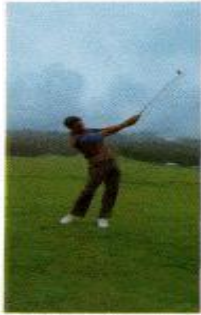


- An Indian wedding is one of those things that you have to see to believe. Marriages are occasions for large get-togethers.
- Keep in mind that it's not just the groom or bride who will be asking for time off: even a distant third cousin will deem it imperative that he or she attend and enjoy this three or four-day affair

Dining Etiquette

- In Indian dining etiquette, everyone will wait for the guest or the elder person
- One should not leave the table before the host or the elderly person have finished their food
- Indian foods are eaten by hand and it is expected that the hands are washed well before and after eating.
- Playing with food or wasting of food is considered unacceptable
- The golden rule of dining is to always use your right hand to eat or receive food





Understanding Indian Business

Business Meetings & Negotiations

- Meetings in India will generally begin with friendly small talk
- Personal questions about family are common ways of rapport building. This is because in India family relationships are highly valued
- Disagreement is rarely expressed in a direct manner. The word 'no' is often avoided and is replaced by other non-verbal cues and indirect communication



Perspective on Time

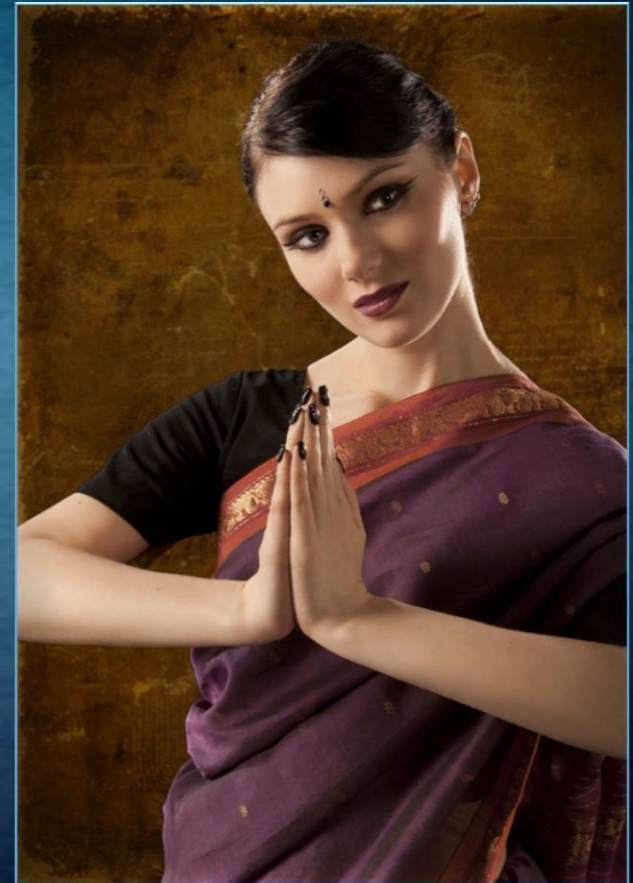
- Be it weddings, christenings, new ventures, C-section births, or just stepping out of the house for the first day on a new job—the average Indian allows auspicious times to dictate his activities.
- Don't dismiss this belief as superstitious nonsense. Remember that the West has its own superstitions: Friday the 13th, black cats and stepping on sidewalk cracks.....

Things to Keep in Mind

- Dinner time in India also tends to be late. At 6 p.m., people are still having evening tea.
- **Prepare for things to change at the last minute -** Meetings often get scheduled at the last minute, and often change at the last minute.
Co-operation: Team work can be challenging as the affiliation is to the boss or company is greater than to the peers or subordinates.
- **Religion:** Regulates the minutest details in the everyday life of an Indian

Greeting in India

- In India, even shaking hands with a member of the opposite sex is only in the process of being accepted.
- The exception to this rule is a handful of metropolitan cities.
- However, their mates and spouses are often uncomfortable with this personal contact. Be mindful that your idea of touch may be too close for Eastern comfort



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