



a culture crash course every other month, sent right to your inbox!

QUICK FACTS

- Group Orientation**
 In India one's identity is defined by a group. It is uncommon for individuals to present their opinions openly, advance their own agenda, and take individual accountability. Family, group harmony and humility remain of primary importance
- Relationship Focused**
 In business and social domains, personal interactions and previously established relationships tend to take precedence over tasks and timelines. Subjective feelings often play as important of a role as objective facts
- Preference for Exceptions**
 There is a tendency for loose application of rules. The country is diverse and culturally complex: Each situation requires understanding of context and relationship
- Fluid Time**
 India generally operates on polychronic time. Time can be "stretched" to accommodate for various external factors, such as traffic, or to allow space for trust development. Scheduling and deadlines are often flexible, and meetings can run overtime
- Heirarchy**
 In India all relationships tend to be vertical with patterns of rank and status being carefully observed. Employees are less likely to challenge authority and suggest solutions for problems unless specifically asked/told and tend to work best with clearly presented tasks. The Caste System that divides people among upper and lower castes, while much less influential, still reverberates through modern day India

FUN FACTS

India is one of the world's oldest continuous civilizations dating back over 5,000 years

With 1.39 billion, it's the second most populous country, largest democracy and 6th largest economy in the world

India is an extremely diverse country which contains hundreds of ethnic groups with their own distinct languages and cultures

- 28 states and 7 union territories
- 22 officially recognized languages and hundreds of dialects

After the UAE, the most popular destination for immigrants from India is the United States



WATCH OUT!
 Do not turn down a meal invitation - it helps to build trust and the relationship necessary for future collaboration. It is considered proper to eat using your right hand exclusively

- Tolerance for Ambiguity**
 Most Indians are comfortable with change and ambiguous situations. There is a fatalistic attitude that things are not under human control, and one needs to continuously adjust. Policies are written very ambiguous to allow flexibility of decisions and there is a stronger preference for managerial guidance

COMMUNICATION IN INDIA



INDIRECT

To save face and preserve harmony, Indians tend to imply/suggest what is meant and are reluctant to give a direct answer, particularly if negative. The way people interact is determined by the relationship and hierarchical levels. The message is often conveyed not by the words, but rather the context around the message

EMOTIONALLY EXPRESSIVE

In India, trust and credibility are established by displaying emotion in communications. Frequently, nonverbal behaviors are used to visibly display feelings and add meaning to the message

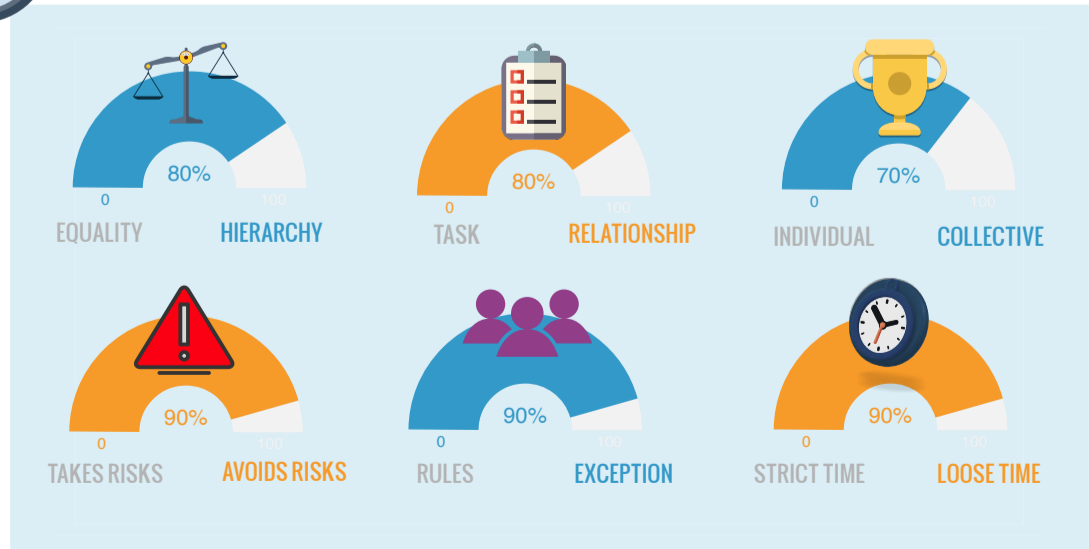
FORMAL

Interactions are polite and formal. Indians commonly use professional and courtesy titles to honor educational levels as well as show deference towards hierarchy, rank, age, gender, etc.



THE DETAILS

INDIAN CULTURAL PROFILE



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