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Marwaris: Business, Culture And Tradition

By Bharat Jhunjhunwala Arvind Bharadwaj

2002. Hardcover. Book Condition: New. 252 The Marwari community has made significant contributions to the development of the Indian economy. Most large business houses are Marwari including Birla, Bajaj, Dalmia and Singhania. But very little is known or understood about this community. This book fills in this gap. It narrates the rise and expansion of Marwari family. The origins lie in a small village in Rajasthan where the family was engaged in lending seed to the farmers. One of the members sought new opportunities in the city. The book explains how he built a business empire single-handedly. The transition from trade to industry is also described. The book is unique in explaining the inner working of the Marwari family. How the relations between brothers in a joint family are managed-and broken. The attitude to charity, education, women and workers are explained. This book is an essential reading for those who want to understand how a Marwari family functions. About The Author:- V.D. Jhunjhunwala inherited a newly built business-in-crisis at the age of twenty. He single-handedly salvaged the industry from virtual ruin. Educated only up to class six, he rose to become the President of Indian Sugar Mills Association. He continues to...



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