Foreword

India is in the transition phase from a developing to a developed economy. There is a need for more case studies and research papers reflecting the new age rural milieu of India. I am delighted to present to you the book titled “Promoting Socio-Economic Development through Business Integration” which deals with issues related to rural innovation, capacity building, knowledge management, rural entrepreneurship and technology. This compendium is an outcome of intense research undertaken by faculty members of Business Communication area and students at IMT-Ghaziabad as part of the Centre for Rural Innovation & Capacity Building through Knowledge Management, Entrepreneurship and Technology (CRICKET); and faculty members from other business schools in India. The compendium is an effort to enable the globalized audience to have an insider’s perspective on innovative growth strategies in rural India.

This comprehensive publication aims to be an essential reference source and builds on the available literature in the field of socio economic development in developing countries. It also provides scope for further research opportunities in this dynamic field. It is expected that this book will provide the necessary resources for policy makers (Government and Private), Research Scholars, Academicians, Practitioners, NGOs and Self Help groups in developing nations across the globe. I am confident, this text will be a useful contribution to the business world.

I must compliment the publisher, IGI Global, and the editorial team of IMT-Ghaziabad comprising Dr Shalini Kalia, Dr Bhavna Bhalla, Ms. Lipi Das, and Dr Neeraj Awasthy for adhering to the strict standards of reviewing process and ensuring that only quality India specific case studies and research papers broadly relating to the domains of Socio-Economic Development are incorporated in this compendium. I hope that the compendium would ignite new thoughts and direction for research in an emerging market like India.

Happy Reading!

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Narender Lal Ahuja, Dean-Academics and Professor at the Institute of Management Technology Ghaziabad, is a Fellow/PhD from the Indian Institute of Management Calcutta. Recently, he participated in Harvard Business School’s Glo-Coll program in 2014-15. Dr Ahuja has over 35 years’ experience of teaching finance and accounting courses to MBA/PGDM participants at high ranking institutions including IMT Ghaziabad, IIM Calcutta, XLRI Jamshedpur and Faculty of Management Studies (University of Delhi) besides foreign assignments. He has served as a Commonwealth (CFTC) Expert in Finance, University of Buea, Cameroon for four years (2000-2004) and also taught at business schools in Tanzania and the Seychelles. Dr Ahuja has extensive experience in executive training, case writing, research and publications. He has presented research papers at several international conferences including Harvard University (USA), Oxford University (UK), Greece, Israel and other places. He has won Case-writing competitions organized by London Business School (2007, 2008) and CEEMAN-Emerald, Europe (2012). Two of his cases are registered with European Case Clearance House (ECCH). He has been a consultant/trainer to several public and private sector organizations.