

# DU Innovation Project 2013-14

Project Code SRCC 204

## Understanding Indian Family Business:

### A Narrative Approach through Oral Accounts

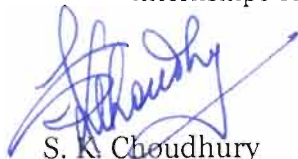
Family in the Indian context is often considered to be central to the individual's social being. Determination of social relationships, hierarchies, duties and responsibilities are defined within the identities established by family. Indian family business is essentially an extension of the dynamics by which the Indian family itself is constructed both socially as well as in terms of their functionalities. The attempt in this project will be to locate specificities across the common areas of scrutiny. The objective of the project is to understand Indian Family Business in terms of the core areas of business strategy, governance, investment and entrepreneurship, diversification of business, succession, and professionals versus family members in the family set up.

#### Invitation for Applications for Student Researchers

- Applications are invited from Second Year and First Year students of Economics and Commerce for this Project of one-year duration.
- Students with very good communication both oral and written, as well as proper personality skills will be selected after personal interview.
- Forms are to be collected from the GBO Office (T28, Tute Block) and also submitted to Mr. Girish in the same office **by January 7, 2014, 3.00 pm.**
- After preliminary selection on the basis of information given, the **interview list will be put up on the GBO Notice Board (Next to GBO Office) at 10.00 am on January 8, 2014.**
- **Interviews will be held in GBO Meeting Room (Room No. 21) 1.15 pm onwards on January 8, 2014.**
- Final Selection List will be put up on January 10, 2014.

#### The details of the project are as follows:

1. There will be a team of ten student researchers in the project to work with one external mentor and three faculty investigators.
2. Each student can take part in only one project.
3. Each student will receive a stipend of Rs. 1000/- per month.
4. Students may need to travel (during vacations or holidays) while on the project.
5. Selected students will have to work during the vacations including the summer vacation and will have to be available for the project. If you are planning for internships or summer school etc. please do not apply.



S. K. Choudhury

Principal Project Investigator

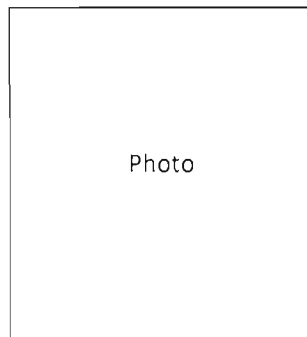
December 31, 2013

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**APPLICATION FORM**

1. Name: \_\_\_\_\_
2. Class: \_\_\_\_\_ Year /Sem: \_\_\_\_\_ Sec: \_\_\_\_\_ Roll No. \_\_\_\_\_
3. Mobile No. \_\_\_\_\_ Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_
4. Write an essay in about 250 words on: "Family values may restrict business as much as business may erode family values." Staple the additional sheets.
5. Extra-curricular activities: \_\_\_\_\_  
\_\_\_\_\_
6. Any direct exposure to:
  - i. Family Business: (Explain) \_\_\_\_\_
  - ii. Interviewing/Transcribing: (Explain) \_\_\_\_\_
7. I have read the details about the Project and am willing to fully abide by the rules. I have also taken my parents into confidence and have their full consent about my participation.

Signature:



Date: