

## **India Land of Opportunity**

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### **Key words**

India, study abroad, developing country

During July 2007, I traveled with a dozen other faculty and academic advisors from Purdue University to India. We represented several departments and colleges at the university. The purpose of the trip to India was to visit universities to develop study abroad opportunities for our students.

My department consists of students who would be interested in retailing, sales management, and financial services. These skills are highly valued in India because of the explosive growth in retailing and financial services. In addition, I wanted to learn more about consumers in a developing country.

During our two weeks in India, we visited three cities: Mumbai (Bombay), Delhi, and Bangalore. We traveled by plane between the cities and by bus and rickshaw cabs in the cities. We visited seven universities, a large hospital, the Taj Mahal, a Ghandi museum and burial place, and Infosys, the software conglomerate. We stayed in a luxury hotel and two average hotels. Some of us were shoppers and some brought home only their pictures and memories.

Some adjusted readily to the new foods while others were cautious at all times. Two of the travelers developed severe digestive upset but the traveler's revenge lasted only 1 to 2 days. However, for one person it meant missing the trip to the Taj Mahal. We were told to expect being drenched by the monsoons but the monsoons had ended a few days before we arrived.

Although we knew India was a developing country, we were surprised by the extent of the poverty that we saw. However, we also saw new buildings and new enterprises. We were awed by the beauty of the Taj Mahal and the majesty of other famous landmarks.

The poster session will include information about the universities that we visited and information about daily life in India. I will also provide suggestions for visits to India and opportunities for cultural exchanges.