



'A quirky, thoughtful little book that is sometimes provocative, often surprising and always interesting'

**Shashi Tharoor**

# Indianomix

Making Sense of Modern India

**Vivek Dehejia** and **Rupa Subramanya**

Published by Random House India in December 2012, Rs 399 hardback

'This is economics and game theory as great entertainment!'

**Gurcharan Das**

Have capitalism and the market economy made Indians more apathetic and uncaring?

Do seatbelt laws save lives in India?

What if India hadn't been ruled by the British?

What was the real reason for the BJP's defeat in the 2004 election?

Why did Nehru ignore the Chinese threat in the lead-up to the 1962 war and how does this relate to why people risk their lives to cross railway tracks in Mumbai?

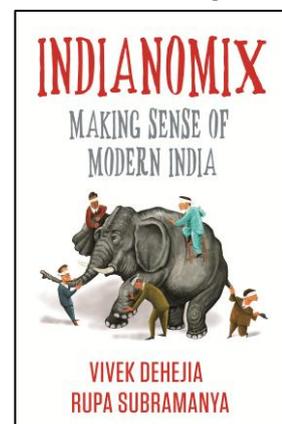
Is India really among the most dangerous places in the world for women?

Do dictatorships really deliver better economic growth than democracies?

What role do culture and religion play in the modern economy?

In *Indianomix*, Vivek Dehejia and Rupa Subramanya focus the lens of popular social-science on the confusing mass that is India. Using the methods and tools of economics, as well as borrowing from fields as varied as psychology, anthropology, political science, sociology, and religious studies, *Indianomix* examines a wide range of historical and contemporary questions to provide a unique, fresh insight into the country. In the process, Dehejia and Subramanya find answers to entangled questions and discover new angles to old mysteries.

Written with sharp, insightful and humorous prose, *Indianomix* reveals how life's everyday situations – even something as simple as trying to flag down a taxi – can be better explained when you analyse them with an economic outlook. It isn't about figuring out where the stock market is heading, what the Reserve Bank of India's monetary policy should be or providing a dissertation on the need for economic reforms. Instead it is about debunking myths and calling into question bits of conventional wisdom about India – and showing that when you dig down into the deeper



mechanisms hidden below all the confusing patterns in the country, India makes sense after all.

Pithy, accessible and entertaining, *Indianomix* illuminates India's unseen realities in a remarkably original, unconventional way.

"...definitely nothing like any 'India' book you've read so far. Mixing Mythology with Mathematics; Economics with Effervescence the authors bring you a multi-disciplinary narrative that still never loses its levity and sense of humour. Indianomix teaches you things you never knew and makes you question the things you thought you knew well. An unusual, enjoyable India book."

**Barkha Dutt**

'Anyone who thought economists were dull people won't do so after reading this book. [It] holds the reader's attention like a Sherlock Holmes mystery novel'

**Arvind Panagariya**

'A book which must certainly be read by anyone wanting to know what Indians are really about'

**Pavan K. Varma**



**Vivek Dehejia** is an economics professor at Carleton University in Ottawa, Canada. He is a contributing writer to the *New York Times India Ink*, and a frequent commentator both in print and on TV in India. He holds a PhD in economics from Columbia University, New York.

Vivek was born in Mumbai and has lived in India, Canada and the US. At present he lives between Mumbai and Ottawa.

**Rupa Subramanya** is an economics journalist. She writes 'Economics Journal', a weekly column for the *Wall Street Journal India*. She holds an undergraduate degree in Business, and graduate degrees in Economics and International Affairs, from Canada. Rupa is a native of Bangalore and at present lives in Mumbai.



Vivek Dehejia and Rupa Subramanya are available for interview

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