

Reviews

The Great Indian Family: New Roles, Old Responsibilities.

Gitanjali Prasad describes the shifts in Indian marriage and family life...focusing on the roles of men and women, both in the home and workplace. She looks also at what has been happening in Europe and the USA and puts forward a powerful case for a readjustment of the work family balance. This book is a must read for everyone concerned with family life in India and it should become a potent catalyst for change.

Professor Martin Richards, Centre for Family Research, Cambridge University, UK

A new generation of working women who are trying to retrofit their traditional family roles into the modern demands of high-pressure careers will find this book particularly enlightening and instructive...I wish it had come out twenty years ago when I started working.

Naazneen Karmali (then Consulting Editor, Business India; now Asia editor, Forbes.)

An original, interesting and relevant book...that will help in not just understanding but also managing work -family conflict.

Leena Chatterjee, Professor of Behavioral Science, IIM, Calcutta

Gitanjali probes the concept of family amongst middle class Indians...her journalist's eye for the evocative detail often gives more insight than a scholarly analysis could give.

Arun Maira (then Chairman Boston Consulting Group, India-now member Planning Commission)

Prasad is clearly passionate about her subject and is able to contextualise the changes in the family structure within the broader feminist movement. Just as well, because what is the family without the woman?

And it is these women-some married, some divorced, some working, some not-whose life experiences, usually told in their words, illuminate this book, and it is for them alone that you need to read it.

Kaveree Bamzai, India Today May 15,2006

“This is a useful, honest, sincere and unpretentious contribution to a vitally important area of study.” Pavan Varma, Outlook June 5, 2006

Verve, August 2006

“Dipping heavily into personal experiences and peppering her insights with tales from people she has encountered, Prasad turns what could be dry treatise into an interesting, compelling read.”

An interesting eye opener for all of us who conduct our lives on the stereotypical definition of the “Indian family”.

Manjira Dutta, Editor, Good Housekeeping.

Gitanjali Prasad tracks the hues and dimensions of the “family” and how it defines contemporary India.

Andrea Costa Bir (Editor, Savvy).

The Week, October 22, 2006

Prasad is a thorough journalist. She has looked at every possible angle in the story of the family and with the first person voice popping up often, she conveys a sense of sympathy and empathy for many of the people she has spoken to.”

The Asian Age, Bookmark, Sept 3, 2006

An insightful account of how careers have altered women’s equations within the family...it highlights the subtle change in the gender and generation relationships.”

The Hindu,

This book will especially appeal to those interested in women’s issues, and those abroad seeking to familiarise themselves with the realities of the Great Indian middle class today, and the cultural contours of a traditional society which is hurtling through the process of change.

The Hindustan Times, July 7, 2006

An incisive study of the urban middle class Indian family....tries to catch the nuances of relationships within the family.”

The Telegraph, July 9, 2006

Traces shifts in Indian marriage and family life, the change in power structures within the family, the priorities...problems of long distance marriage , of single parent families, of desperate housewives, of single young things and of married working women.”
