

Editorial

Dear Readers,

“No man can know where he is going unless he knows exactly where he has been and exactly how he arrived at his present place.”-Maya Angelou.

In the light of this quote from a great poetess, the study of business history becomes very relevant. Business history gives an insight into how people have arrived, where they are and what conditions and circumstances have been responsible for the present state of business.

Business never works in vacuum. It not only influences the economic trajectory of a country or a place, but also influences the social and cultural life. The business influence what we eat, what we drink, what we wear, where we live, how we ‘treat’ others and how we ‘think’ and act! In fact, business influences each one of our lives every minute. Business creates wealth, facilitates distribution and sometimes concentration of wealth in few hands! In this background, it is necessary to study the influence of business. At least, the study would help us to reduce the damage.

The proper understanding of the business history also helps all those involved in businesses to arrive at better decisions and understand the various circumstances. Business history helps to understand better ways to manage business. It is popularly said history repeats itself and if it does repeat, the study will help to learn from the past. If not, history keeps us better informed and well prepared to understand different manifestations of micro and macro environmental factors.

In history, business history has been neglected in most part of the world. Business history of India, particularly of South India has been one of the lesser looked upon areas. In this context, the present edition of AMBER focuses on Business History of South India.

Papers that explore the reasons behind the need for the study of business history to papers that explore certain sectors of relevance pertaining to a particular industry have been included in this special edition. Papers have also been included that highlight the various economic aspects in the ancient times drawn from the writings of renowned ancient texts. Historical places of relevance have also been looked into for their significant development and the way they have been sustained themselves and grown into centers of economic relevance. Thus, this journal gives a multifaceted view to south Indian business history.

I thank the contributors of this volume for their encouraging response. Their effort is well appreciated. My special thanks are due to the Management for their constant encouragement and interest in the publication of AMBER. I also thank the co – editor, Prof. Pala Suriya Kala for being able to coordinate the publishing efforts and assist the editorial work.

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Chief Editor