

Case study video transcript

00:02 - Hi, I'm Samudra Sen.

00:05 - I moved to the USA in April 2019,

00:09 - and I've been visiting the U.S. since 2001.

00:17 - We had a lot of friends over here,

00:19 - so the move wasn't very difficult, culturally.

00:22 - Being connected back to India is certainly something

00:26 - that I am very, very focused on,

00:30 - not only for my sake, but also for my children

00:33 - and I feel that they need to know their roots, from where they come from

00:38 - and stay in touch with those roots.

00:40 - When we moved to the United States,

00:42 - we had also found in New Jersey a wonderful community,

00:47 - which is a good representation of Indians that celebrate a lot of festivals

00:53 - like Diwali, like Holi and many other festivals over here.

00:56 - So, you know, it also helps us stay connected back home.

01:04 - The connection to India is extremely important.

01:07 - I think India is one of the fastest growing global economies today.

01:12 - I see myself going back and spending

01:15 - a good amount of time, perhaps the winter's going into summer in India

01:20 - and then once the summer starts coming back to the U.S.

01:23 - to spend time with my kids.

01:27 - My name is Lijo Mathew. I was born and brought up in Oman,

01:30 - so I'm outside of India.

01:31 - My parents, my cousins, my wife is also in India,

01:34 - so I'm sending them money.

01:37 - Cultural festivals like Christmas, Onam,

01:39 - we celebrate in the office.

01:48 - I do have certain investments in India, in real estate.

01:52 - Real estate is also developing.

01:54 - New industries are moving their headquarters to India.

02:00 - I am Sourav Niyogi.

02:02 - I grew up in India.

02:04 - I'm a Gen-Xer,

02:06 - was born into an era of globalisation

02:08 - when the Indian economy was opening up

02:11 - and bringing new opportunities for everyone.

02:19 - We chose London, and still live here today.

02:23 - It's a melting pot of cultures, which reminds me very much of India.

02:29 - My wife and I have always wanted to stay connected to our Indian roots,

02:34 - and today as my parents get older,

02:36 - I want to spend as much time with them as I can.

02:41 - Whenever I'm in India,

02:42 - I deeply immerse myself in the culture.

02:46 - The diversity of experiences that India has to offer is incredible.

02:51 - I love the festivals, the food, the riot of colours,

02:55 - the chaos, that cacophony on the streets and all of that.

03:00 - And you know, if you contrast that

03:02 - with all the sort of silence that's there up in the hills

03:05 - and the peaceful atmosphere the mountains bring,

03:09 - you almost feel like meditating out there.

03:12 - And it is that contrast that attracts me

03:14 - back to India on a regular basis.