



COMMUNIQUE

Indian Institute of Management Raipur's Newsletter

International Conference on Digital Economy (ICDE)

The Center for Digital Economy, Indian Institute of Management Raipur organized an International Conference on Digital Economy (ICDE) in affiliation with the India Chapter of the Association for Information systems on 8th-9th February 2019 at Courtyard by Marriot, Raipur. ICDE aimed to deliberate on pertinent issues and challenges related to digital economy and digitization. ICDE featured 4 Invited Talks, 1 Panel discussion, 2 workshops on Analytics and 4 Parallel paper presentation sessions across 12 tracks.



A total of 65 papers were presented under the broad headings of Building Digital Organizations, Analytics and Microfinance, Banking and Financial services, and Digital innovation and Societal Impact. Each of the four headings encapsulated three parallel paper sessions, making over-all twelve paper sessions over two days. The first session on Building Digital Organizations covered digital marketing and social media, digital economy, e-commerce and m-commerce research areas. The second session on Analytics and Microfinance covered papers related to robotics and artificial intelligence, analytics in digital economy, and cashless economy and microfinance.

The third session on Banking and Financial services covered papers dealing with issues related to electronic payments and cryptocurrencies, fintech and financial inclusion, and financial technology and blockchain. The fourth session on papers Digital innovation and Societal Impact dealt with issues related to digital innovation, entrepreneurship, and societal impact of digitization.



Shri Sanjay Bobde from National Institute of Smart Governance and Prof. Souren Paul from Nova Southwestern University and representative of AIS inaugurated the event. Industry leaders, Shri Rohit Bansal from Reliance Industries Limited, Dr. Divakar B. Kamath from IBM India Pvt. Ltd, Shri Arvind Kumar from TCS, Shri Satya Shankar Mahapatra from Barclays, and Shri Atulit Saxena from Future Brands Group graced the event. The panel discussions, talks, paper presentations, and workshops allowed both academics and industry to jointly explore the research opportunities and extend their networks.

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70th Republic Day

IIM Raipur celebrated India's 70th Republic day with great fervour and zeal on 26th January 2019. The Director, the faculty members, the students and the non-teaching staff were present to celebrate the occasion of national importance. The day's proceedings commenced ceremoniously with the inspection of the guard of honour by the honourable Director followed by the flag hoisting ceremony.



Prof. Bharat Bhasker, Director of IIM Raipur addressed the august gathering. This was followed by cultural performances. The atmosphere was charged with patriotic fervour with dances, songs, and musical presentations by students.

Management Development Programs

IIM Raipur organized 6th & 7th 'Professional Development Training' under TEQIP - III in February 2019 and March 2019. The objectives of the programs were highlighting the importance of world class technical education, identifying the gaps and lacunae in the present system, processes and infrastructure and evolving the benchmarks for the delivery of education and resources management.



Entrepreneurship Event - 'Taking SMEs Forward'

IIM Raipur conducted a networking event for entrepreneurs on January 11th, 2019 titled Entrepreneurs University. The aim of the event was to provide a platform for entrepreneurs to contemplate on the topic 'Taking Small and Medium Scale Enterprises Forward' and engage in a vibrant discussion. The Panel discussion was attended by around 40 entrepreneurs from Raipur. ICICI partnered with IIM Raipur to hold the event.

The event started off with an insightful opening address delivered by Prof. Bharat Bhasker, the Director of IIM Raipur who stressed on the importance of SME industry by throwing light on the fact that almost half of the employment in our country is provided by the SME sector. The panel was moderated professionally by Lt. Col. Dr. Samar Singh, Assistant Professor - Business Policy and strategy, IIM Raipur and the esteemed panellists were Mr. Sunil Mishra, Managing Director, Chhattisgarh State Industrial Development Corporation Ltd; Mr. Harsh Chopra, Founder, Partners 4 Growth; Dr. Jagrook Dawra, Associate Professor - Marketing, IIM Raipur. The session ended with Q&A and came to a close with a vote of thanks delivered by Mr. Deepak Verma from ICICI team.

Annual Alumni Meet

The Alumni committee of IIM organised Annual Alumni Meet on January 19th, 2019. Prof. Bharat Bhasker inaugurated the event by lighting the lamp and addressed the gathering praising how well the students were doing in their careers and the contribution of students, faculty and administration in the development of the institution. Prof. Sanjeev Prashar, Dean Academics, Prof. Satyasiba Das, Chairperson Alumni Committee and members of the faculty and administration also graced the event. The annual Alumni Newsletter "Aluminati 2018" was launched by all the dignitaries and was received by the Executive Members of Alumni Committee.



Prof. Bhasker felicitated the alumni by presenting them mementos. The current batch of students at IIM Raipur also got a chance to interact with the alumni at the Student-Alumni Interaction. The Alumni shared their experiences and clarified various queries of students. A Panel Discussion on 'Career Development' was conducted for PGP 2018-20 batch followed Q & A session.

Union Budget 2019 – Views of Faculties & Students

IIM Raipur welcomed the proposals laid under the Union Budget 2019-20 which was announced by finance Minister Shri Piyush Goyal on 1st February 2019. Various faculties at IIM Raipur shared their views on budget including Prof. Bharat Bhasker, Director, IIM Raipur, Prof. Sanjeev Prashar, Dean Academics, IIM Raipur, Prof. Satyasiba Das, faculty in Business Policy & Strategy, Prof. Vinay Goyal, faculty in Finance and Accounts, Prof. Yogesh Chauhan, faculty in Finance. All of them appreciated some major developments. Similarly, some of the students also shared positive views on the budget including Mayank Pamnani, Abhivyakti Sengar, Arpit Bansal.

Consulting Talk Series - ConCreate 1.0

The Consulting and Entrepreneurship Club of IIM Raipur conducted ConCreate 1.0 – a consulting talk series on the topic 'Career in Consulting'. The guest speaker of the event was Mr. Arjun Vaidyanathan, Partner – KPMG. He is currently the Chief of Staff for Chairman and CEO, KPMG India.

Session on Investment Banking and Risk

Finatix, the Finance Club of IIM Raipur conducted an interactive session with Mr. Pramod Kasat, Country Head, Investment Banking Advisory Services Group, IndusInd Bank. Mr. Kasat talked at length on the topic Global Financial Risk and Opportunities, offering invaluable insights to the students.

Session on Public Speaking

PROvakta, the Public Speaking Club of IIM Raipur, hosted Mindset coach and TEDx speaker, Mr. Harsimran Singh for an inspiring guest lecture on the topic 'Express to Impress'. Mr. Singh is a corporate trainer and the founder of 'The Thought Foundation'. He conducts workshops to enable people to develop the right mindset using techniques from Neuro-Linguistic Programming and Coaching.



Renowned Filmmaker Vivek Agnihotri Interacted with IIM Students

Mr. Vivek Agnihotri, renowned Bollywood filmmaker interacted with IIM students on 19th February 2019 and talked to them at length about his career, and the learnings from it. The bulk of Mr. Agnihotri's address was centered around how 2 mantras are crucial for success – the first being how integrity between intent and conviction can make one unstoppable, and the other being how one should always aim to express rather than impress. The address closed out with a spirited question and answer session, with Mr. Agnihotri emphasizing the need for students and individuals to speak up and be the harbingers of change.

Faculty Publications



Prof. Jagrook Dawra
Associate Professor

Anantharaman, Rajesh, Dawra, Jagrook, Charan, Parikshit, & Sanjay Patro (2018, Dec 20-21). *Bandwagon effects and Identity Cues on Customer Loyalty in Online Environment*. 12th Great Lakes NASMEI Marketing Conference, Chennai.

Abstract: Online media platforms have been transforming the way customers process information about a product and make purchase decisions. Unlike the past, where customers had to rely on professional gatekeepers (and traditional mass media) for required (and right) information about the product, Online media networks disseminate the required information to the customers from various sources and this allows customers to act as gate watchers who cocreate content. With this increased access to information (or sometimes even information overload) and explosion of online media platforms, there is an increased need for companies to enhance and retain loyalty. The objective of this study is to investigate how online media platforms influence customer's source credibility perceptions about product information and its influence on cus-

tomers loyalty. Specifically, we would examine whether bandwagon effects or heuristics created by machine cues (e.g., number of likes or retweets in social media) would influence source credibility judgement and its effect on customer loyalty. We would also investigate the interaction effect of bandwagon effects and identity cues in individual source credibility judgement and its effect on customer loyalty.



Prof. Salman Ali
Assistant Professor

Ali, S. (2019). *Re-Internationalization v/s Initial Internationalization: Comparison of Modes of Operations*. *Theoretical Economics Letters*, 9(1), 223-233.

Abstract: Re-internationalization is defined as firms' re-entry into international operations after they had abandoned all their previous internationalization efforts. In this paper, we report findings from a survey administered among senior-level managers of re-internationalized Indian firms where we studied the differences in firms' choices in modes of operations during re-internationalization phase as compared to initial internationalization phase. The results from the survey indicated that firms tend to go for high involvement modes of operations during re-internationalization as compared to the relatively low involvement modes of operations undertaken during initial internationalization. This trend of going for higher involvement modes of operations was more visible in firms that had a presence in a relatively higher number of countries during the re-internationalization stage.

This incremental nature of inter-nationalization, i.e. going from initial low involvement modes of operations toward high involvement modes of operations as firms gain experience in both time and space from their initial through re-internationalization attempts, finds support for the Uppsala model of internationalization. Being among the first studies on the topic, we expect this study to serve as a foundation for researchers to explore deeper related queries. This study also has meaningful practical and policy implications.

Mohan, V., & Ali, S. (2019). *Challenges Faced by Indian MSMEs in Adoption of Internet Marketing and E-Commerce*. *Academy of Marketing Studies Journal*, 23 (1), 1-9.

Abstract: This paper report findings from a study that researched the challenges in the adoption of internet marketing and e-commerce by MSMEs (Micro, Small, and Medium Enterprises) in India. Qualitative interviews amongst a dozen firms were followed up by a survey amongst over a hundred MSMEs operating in India. Responses from open-ended questions and the survey helped in the identification of some of the major challenges and barriers faced by Indian MSMEs over the adoption of internet marketing and e-commerce for their businesses. Being among the first studies that capture the key elements and issues with the adoption of internet marketing and e-commerce by MSMEs in the Indian context, this study, apart from its contribution to research and for practitioners, also bears suggestive implications for policymakers on supportive actions and/or interventions to integrate MSMEs to mainstream internet market and e-commerce.

Mohan, V., & Ali, S. (2018). *Assessment of the Implications of GST (Goods and Services Tax) Rollout on Indian MSMEs*. *Theoretical Economics Letters*, 8 (15), 3567-3580.

Abstract: The purpose of this study is to understand the implications of the recent rollout (July 2017) of GST (Goods and Services Tax) in India on the MSME (Micro, Small, and Medium Enterprises) sector. The study comprises a series of qualitative face-to-face interviews which were followed up by a survey with Indian MSME owners. The study provides a multi-dimensional understanding of the gaps between the effect of the anticipated and existing GST regime for the MSMEs and the associated tax compliance. It identifies and assesses the inter-jurisdictional and other issues that are involved in GST implementation. There is scope to probe the means to enable the effective deployment of GST based on the findings of this study. The findings can also be used to develop guidelines for suitable implementation of the GST regime for the MSMEs operating in different sectors.

IIM Raipur in Media

आइआइएम में बिजनेस इनोवेशन, आइआइटी भिलाई में एमएससी और ट्रिपल आइटी में एमटेक होगा शुरु

आइआइएम में बिजनेस इनोवेशन और आइआइटी भिलाई में एमएससी और ट्रिपल आइटी में एमटेक होगा शुरु

बुलेगा बिजनेस इनोवेशन सेंटर - डॉ. भास्कर

पांच दोस्तों के फिटनेस स्टार्टअप को मिला ग्लोबल एंटरप्रेन्योर अवॉर्ड

पांच दोस्तों के फिटनेस स्टार्टअप को मिला ग्लोबल एंटरप्रेन्योर अवॉर्ड

Indian Institute of Management Raipur aims at 'taking SMEs forward'

Staff Reporter RAIPUR, Jan 12

INDIAN Institute of Management (IIM) Raipur conducted a networking event for entrepreneurs on Friday titled Entrepreneur University, aiming at providing a platform for entrepreneurs to connect on the topic. Taking Small and Medium Scale Enterprises Forward and engage in a vibrant discussion. The Panel discussion was moderated by eminent entrepreneurs from Raipur.

The event started off with an insightful opening address delivered by Professor Binant Bhaskar, the Director of IIM Raipur. He stressed on the importance of SME industry by showcasing light and sound presentation of the

IIM Raipur Director Professor Binant Bhaskar

the true measurement of our country's growth can be done by looking at the situation of MSMEs. He concluded with the thoughts that even though manufacturing is becoming automated, MSMEs will have an equal or even bigger role going into the future. This is because they would need lesser capital and require less

IIM-R holds annual alumni meet

about the government's good work in this regard. However, he expressed concern about a huge population affected by the

Chairman, etc were discussed very engaging session. The

sector. Alumni Meet 2019 was launched by all the dignitaries and received by the executive members of the Alumni Committee. Prof. Bhaskar felicitated the alumni by presenting them mementos. Everyone then gathered for a photograph session followed by high tea. The current batch of students at IIM Raipur also got a chance to interact with the alumni. The Alumni shared their experiences and answered queries of students. This was followed by cultural performances by students and the Director's Dinner. The last leg of the event was a panel discussion on 'Career Development for PGP 2018-20 batch followed by a Q&A session.

IIM Raipur celebrates 70th R-Day with pride and gusto

Raipur, Jan 20: IIM Raipur celebrated its 70th R-Day with great fervor and pride. The day was marked by a series of events including a flag hoisting ceremony, a quiz competition, and a cultural program. The event was held in the presence of the Director, Prof. Binant Bhaskar, and other faculty members. The day's proceedings were a testament to the institute's rich legacy and its commitment to excellence in education and research.

IIM Raipur conducts session on Public Speaking

Raipur, Jan 20: IIM Raipur conducted a session on Public Speaking for its students. The session was held in the presence of Prof. Binant Bhaskar, the Director of IIM Raipur. Prof. Bhaskar emphasized the importance of public speaking skills in the corporate world and provided valuable insights and tips to the students. The session was highly interactive and well-received by the participants.

ICDE 2019 inaugurated at IIM Raipur

IIM Raipur conducts session on investment banking, risk

Staff Reporter RAIPUR, Jan 31

FINATIX, the Finance Club of Indian Institute of Management (IIM), Raipur conducted an interactive session with Pramod Kasat, Country Head, Investment Banking Advisory Services Group, IndusInd Bank.

Kasat talked at length on the topic Global Financial Risk and Opportunities, offering invaluable insights to the students. Session began with an overview of the various risks that posed a considerable threat to businesses, with United States' sanctions on China being a major one, followed by Brexit 2.0 and the Yellow Vest Movement in France.

The next part of the session focused on the Indian economy and the opportunities that present themselves before it. Kasat argued that a 6% GDP growth should be theoretically achievable under all circumstances owing to the economy being a consumption-based economy by disinvestment.

The session proved to be quite an enlightening one for the students and left their queries on investment banking and economic risks as a whole satisfied.

Pramod Kasat during an interactive session with IIM Raipur students.

Experts during the inauguration of the conference on Friday.

These experiences will always be far outnumbered by the experiential learning that humans have acquired collectively over the years. That said the AI revolution has brought about new and emerging opportunities such as growing smart cities, applications, Internet of Things (IoT), social media, mobile apps, among other sources of big data.

All of the above has led to the emergence of new governance structures that can be harnessed if collective good in the future is refined.

The Digital Economy section of Technical Chairs Professor Partha K Rastogi, IIM Indore Professor Pradyumna Das, Raipur.

Experts presented were on an 8th look at the available literature on social CRM, the effect of social media on enhancing brand loyalty through consumer brand engagement and value creation, consumer engagement through social media and how social media and digital marketing provide avenues for entrepreneurship.

In the second parallel session on Analytics and Microfinance the first sections was on Robo-Ad and AI, with technical chairs Prof. Sriram Rajagopalan, Genet Lakes Institute of Management Chennai and Prof. Mohit Goswami, IIM Raipur.

Papers on Analytics in Digital Economy had Technical Chair Shiv Kumar, Mahindra and Mahindra Group, and Prof. Manojit Chattopadhyay, IIM Raipur. Papers presented dealt with ideas such as mathematics modelling for smart environmental weather forecasting gauging correlation between Twitter sentiments and stock market returns, job title prediction using machine learning and whether business analytics is the appeal of a gig economy.

Professor Pradeep Kumar, IIM Lucknow and Professor Rashmi Shukla served as Session Chair for papers presented on cashless economy and microfinance.

The first day's proceedings concluded with Workshop on Analytics in Industry by Shiv Kumar, Head (Data Sciences), Mahindra and Mahindra Group.

ICDE 2019 inaugurated at IIM Raipur

Advent of digital age

Raipur, Jan 20: IIM Raipur inaugurated the ICDE 2019 conference. The inauguration was held in the presence of Prof. Binant Bhaskar, the Director of IIM Raipur. Prof. Bhaskar emphasized the importance of digital technology in the current era and provided valuable insights and tips to the students. The inauguration was highly interactive and well-received by the participants.

IIM Raipur welcomes Union Budget 2019-20

■ Staff Reporter
RAIPUR, Feb 1

INDIAN Institute of Management, Raipur (IIM) on Friday welcomed the proposals laid under the Union Budget 2019-20, which was tabled by Union Finance Minister Piyush Goyal in the Lok Sabha.

The Finance Minister emphasised how the Budget was a full-fledged budget and not merely a 'vote on account' or 'interim budget'.

One of the key takeaways was that for FY19, the fiscal deficit target has been revised up to 3.4% of the GDP, up from the budget estimate of 3.3%. A major new scheme announced was Pradhan Mantri Kisan Samman Nidhi.



Finally, a new committee under Niti Aayog was announced to identify the most marginalized communities not currently classified as SC, ST or OBC and implement the recommendations of the National Commission for Development of Backward Regions.

Professor Vinay Goyal, faculty in Finance and Accounts at IIM Raipur, opined that the budget was a very well balanced one considering the elections and noted an expected rise in disposable income. Professor Goyal surmised that the budget would be a middle class budget.

Budget an overall pro-farmer pro-middle-class budget.

The students also shared similar views on the budget. Mi Pannani, a first year student at IIM Raipur, praised the social look of the budget and public-friendly. He praised tax benefits awarded to the middle class and the myriad of schemes brought with itself.

Abhivya Sengar, another year student at IIM Raipur, similarly appreciated the welfare of the farmers and organised sector. She had apprehensions regarding the fiscal deficit but had an overall positive view of the budget.

Similarly, Arpit Bansal, a first year student at IIM Raipur, called the budget progressive and appreciated the major boost to farmer income and reducing personal income tax. He noted that the budget would increase consumption in the middle class.

आर्टिफिशियल इंटेलिजेंस नहीं ले सकता इंसानों की जगह, यह बस हमारे कामों को आसान करेगा

आईआईएम रावपुर के डिजिटल इकोनॉमी सेंटर का सहायक निदेशक, डिजिटल मार्केटिंग पर हुईं चर्चा



Chauhan, faculty at IIM Raipur, gave a positive outlook to the budget. He noted that the Pradhan Mantri Kisan Samman Nidhi, while not a new scheme, could be a boon for the same. He praised the Pradhan Mantri Kisan Samman Nidhi, but noted that it could be a boon for the same. He praised the Pradhan Mantri Kisan Samman Nidhi, but noted that it could be a boon for the same.

Interactive session on global financial risks at IIM Raipur

Raipur: An interactive session on the topic of global financial risks and opportunities was held at Indian Institute of Management, Raipur (IIM-R). Pramod Kasat, Raipur (IIM-R), Pramod Kasat, the country head of Investment Banking Advisory Services Group, India.



The session began with an overview of the various risks that posed a considerable threat to businesses, such as the United States' 'sa on China, Brexit and t low vest' movement in i. During the session, Ka lustrated how each of risks could prove poten cri the

बाजार को तो नहीं लेकिन उपभोक्ताओं को राहत, कर्जमाफी ठीक नहीं

विश्लेषण... आ बाजार को तो नहीं लेकिन उपभोक्ताओं को राहत, कर्जमाफी ठीक नहीं

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IIM-R students given tips on Career in Consulting

work towards it eventually. He then explained the significance of work ethics and integrity in all jobs, but especially in consulting. The speaker ended the lecture by remarking that "One year in consulting is worth three years of industry experience."



The session started with a lively discussion on students asked various questions about the consulting field. The guests actively shared all doubts and the students being in every word. He broached the entire session about the structure and liabilities of consulting. He spoke about the importance of an elevator pitch and the necessity to be able to present yourself also in a casual manner. He also said that consulting is not immune to the growing technological disruptions like artificial intelligence and bots, and how important retooling is in this scenario.

Vaishnaviha concluded the session by saying that the consulting life is not difficult, but it requires a lot of hard work, perseverance and patience.

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मैनजमेंट गुरुओं ने कहा चुनाव, मध्यम वर्ग पर केन्द्रित है बजट, किसानों को कम लाभ

रावपुर। नईदुनिया प्रतिनिधि

देश के लिए शुक्रवार को दिन हुआ। केंद्र सरकार ने अंतरिम बजट पेश किया। एक ओर सामान्यजन परिवार को टैक्स कट से राहत दी और दूसरी ओर तो हेक्टर पर कृषि किसानों को कम लाभ देने की घोषणा की। राजधानी में विरोध भी फैलाने के लिए किसानों ने विरोध किया।

मैनजमेंट गुरुओं ने कहा कि बजट चुनाव, मध्यम वर्ग पर केन्द्रित है। किसानों को कम लाभ मिलेगा।

अर्थशास्त्रियों का मत है कि बजट मध्यम वर्ग पर केन्द्रित है। किसानों को कम लाभ मिलेगा।

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