



# PR REPORT

## April 2024

**Prepared By**





## **Activity Sheet –April 2024**

- Authored Article- Dr. Arunaditya Sahay in Economic Times.
- 2 Authored Article- Dr. Pooja Misra in Economic Times.
- 2 Authored Article – Dr. Monika Jain in Economic Times.
- Profiling Story- Interview Dr. Prabina Rajib in Economic Times.
- Profiling Story- Speaker Opportunity to Dr. Abhijit K. Chatteraj in ET Swadesh YouTube.
- 2 Industry Story- Vipul Das in Good Returns.

## Outline of PR Activities

### Top Publications

Economic Times, Indian Express, The Hindu Business Line, Times of India, Hindustan Times, Financial Express, Dainik Bhaskar, ABP Live, News18, Tv9, Shiksha, College Dunia,

Pending/ Missed Opportunities

**1 (News 9)**

Profiling Story

**2**

Industry Story

**2**

Authored Articles

**5**

Total Online Coverages

**15**

Cumulative Online Reach for the Month is 73.0023M and PR

Value is Rs. 16,50,000

# PR DOCUMENT

Authored Article- Prof. Arunaditya Sahay



## **GHG Reduction through e-Cooking**

Subsequent to Paris Agreement in 2015, Prime Minister Modi introduced LiFE (Lifestyle for Environment) to the world during the 26<sup>th</sup> United Nation Climate Change Conference held at Glasgow in 2021. He had announced “Mission LiFE can become a mass movement of Environmental Conscious Lifestyle. What is needed today is Mindful and Deliberate Utilisation, instead of Mindless and Destructive Consumption.” LiFE aims to seek transformation of persons into pro-planet people to save mother earth by adopting sustainable lifestyles.

The world population has already crossed 8 billion people out of which 2.4 billion people do not have access of clean cooking solutions. They mostly depend on firewood, charcoal, animal dung or agriculture waste. These produce indoor air pollution; in some cases, it is so severe that gases emitted kill people prematurely. According to National Sample Survey, around 2.3 million people die globally because of these emitted gases. As for India around 520 million people still use some form of coal, charcoal, wood, agricultural waste, animal waste or other biomass to cook food for their family. Promoting the concept of LiFE, India first acted for switching from GHG producing local fuel to LPG but is now advocating for electric cooking. The planned e-cooking solutions, apart from reducing national CO<sub>2</sub> emissions, will reduce black carbon, CH<sub>4</sub> and NO<sub>2</sub> emissions. Thus, the emission will be reduced and green cover will be maintained contributing to India’s climate action.

The food is cooked mostly two times a day, in some case three times a day; at times fuel is used even for heating the cooked food before serving. Using polluting fuels like coal, charcoal, wood, agricultural waste, animal waste or other biomass results in emitting gases like carbon monoxide and sulphur dioxide also, which are dangerous for health. Such cooking results not only in deforestation but also in sickness and in some cases premature death causing loss of productivity, reduction in GDP and devastation in the family. Therefore, these households need to shift urgently to cleaner fuels. Earlier, Rajiv Gandhi Gramin LPG Vitran Yojna (RGGLVY) was launched in 2009 by the union government to promote the use of cleaner fuel. This service, however, gathered steam only after renewal and relaunch as the Pradhan Mantri Ujjwala Yojana (PMUY) in 2016 by the Prime Minister Modi. More than 96 million households have already received LPG cylinders but how many of them are still in use is not known.

Ministry of Petroleum and Natural Gas (MOPNG) claims that household LPG "coverage" in the country stands at 99.8 per cent but National Family Health Survey conducted in 2019–21 (NFHS-5) states that 41 per cent of the population still cooks on biomass. Centre of Science and Environment has done some calculations in this respect. They observed that this 41 per cent cook on wood, cow dung or other biomass which emit around 340 million ton of CO<sub>2</sub> every year into the environment. This works out to about 13 per cent of India's national GHG emissions. Even LPG produces GHG gases but it at least saves the house women from the drudgery of severe smoke emitted from the burning of wood, coal, and other such fuels though it still has some health issues.

Gases such as nitrogen dioxide, carbon monoxide, sulphur dioxide, formaldehyde and ozone are emitted while burning LPG. Its use produces multiple adverse health effects in the household, especially in children and women who are adversely affected through impairment of lung function. Asthma, bronchitis, low birth weight and even prenatal and infant mortality is caused because of this. Looking at the present scenario the cost of LPG and considering country's achievement of SDG 7.1 target, the government has launched the promotion of e-

cooking which will contribute to attainment of SDG 13 (Climate Action); it will also result in health benefits contributing to SDG 3 (Good Health and Well Being). Thus, replacement of LPG cooking with e-cooking is needed at the earliest. In this regard the ‘Go Electric’ campaign was initiated by the Union Ministry of Power in February 2021. Further, Energy Efficiency Services Limited, too, has come forward to ensure better utilisation of renewable energy also in the cooking sector.

We need a clear roadmap for nationwide adoption of e-cooking. Rural India has two-thirds of the total household number where clean cooking such as LPG is very limited; many of the LPG cylinders distributed under ‘Ujjawala Yojna’ have not been refilled either because of the high cost of LPG or unavailability of the LPG distributor in rural area. Though the e-cooking implementation in rural area will have a relatively higher impact on SDG 13 compared to the urban counterpart, there are many obstacles. First and foremost is the challenge of changing the mindset of rural population; the second is the high cost of electric appliances for cooking and the third is the inconsistent supply of electricity in villages. A peak power demand of about 320 GW has been estimated for e-cooking by CSE. This will require a progressive capacity addition of about 80 GW over a period commensurate with the rate of adoption of e-cooking.

The implication does not stop at generation of power; the transmission and distribution, too, need to be revamped.

An analysis of Total Cost of Ownership (TCO) of the e-cooking system for rural consumers, which includes an e-cooking device and compatible cookware and utensils, indicates that it is comparable with the costs associated with LPG use in the first year but reduces thereafter. In the long run e-cooking is cheaper than LPG but e-cooking can pollute more than LPG if the energy utilized is not from green sources. This requires universal access to green electricity. Further, the participation of public is a must for promotion of e-cooking. It requires conviction and behavioural change among the people. The best way to introduce and get the required benefit is to first implement it in cities and urban areas and move to Tier- 2 and Tier-3 towns before concentrating on rural areas where the effect of GHG reduction will be maximum.



Authored Article- Dr. Monika Jain

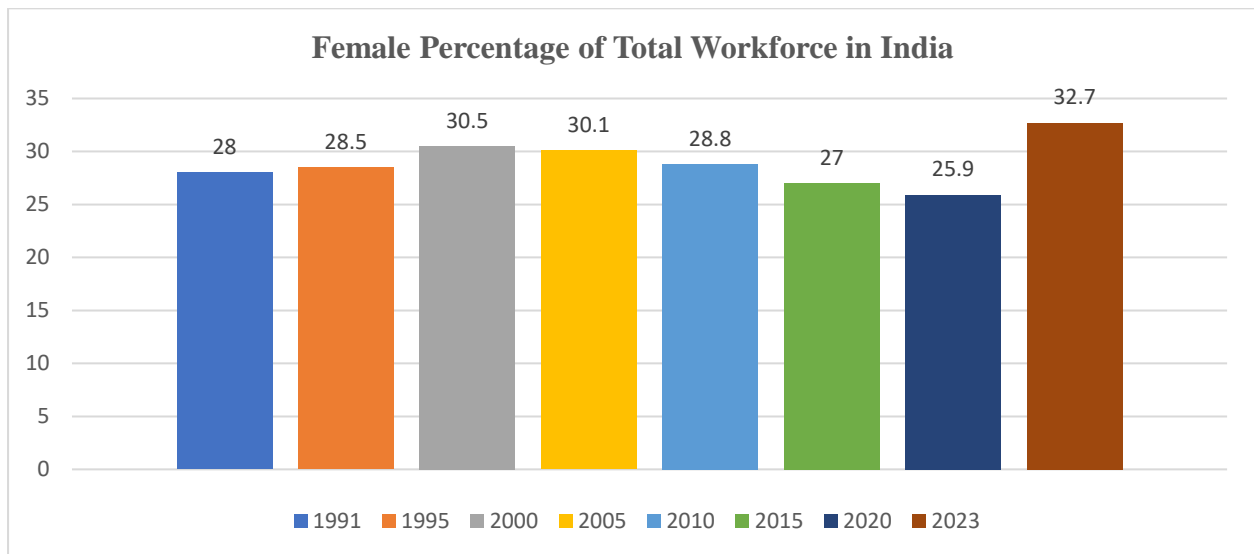


## **Empowering India: Nudging Strategies to Boost Women's Participation in the Workforce**

An approximate 670 million women have been displaced since India surpassed China as the most populous nation globally. Nonetheless, the labour force participation rate of Indian women has been declining for years and is currently ranked among the lowest 20 worldwide. If the estimated 670 million women in India are left behind as the country's population increases, it will profoundly impact the nation's economic goals. This could rapidly transform into a demographic liability if India is to unable to use of its expanding population especially the female population.

According to the World Bank, while the Indian economy has grown more than tenfold since 1990, the proportion of women in the workforce has more or less remained stagnant for the past 23 years. This trend highlights systemic challenges and barriers that continue to inhibit women's full participation in the workforce, which has far-reaching implications for gender equality, economic growth, and social development. The latest data for 2023 reveals that the female workforce participation rate has more or less returned to the level observed in 2000- 2005 after a span of 18 years. Though, India showed slight

improvement from 24% (2022) to 32.6%(2023), it still has a long way to go to reach the global average (48.7%), which itself is very low.



Source: World Bank

According to the Global Gender Gap Index report of 2023, India ranked 127 out of 146 countries by the World Economic Forum, slight improvement from the previous year's 135<sup>th</sup> rank. What is more surprising that India ranked lower than its smaller neighbouring countries, including Bhutan, Myanmar and Bangladesh, as evident by the table below. The World Bank data reveals that in 2022, women comprised only 16.2% of the workforce employed in senior and middle management positions. India's female representation in senior and middle management roles ranks among the lowest quintile compared to other countries with available data.

### **Comparison of Labour Force Participation Rate for the year 2023**

S No	Countries	Labour Force Participation rate (2023)
1	Bhutan	64.546
2	China	60.537
3	Myanmar	41.494
4	Bangladesh	37.006
5	India	32.676
6	Sri Lanka	32.088
7	Nepal	28.679
8	Pakistan	24.456

Source: World Bank

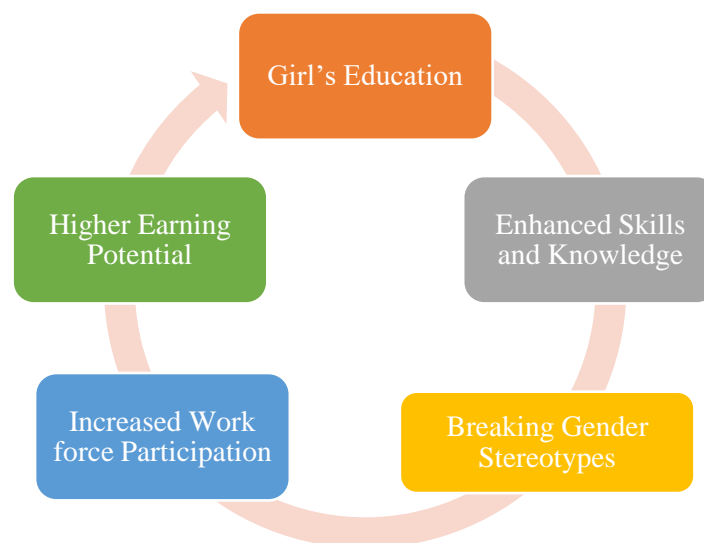
India's lower ranking in terms of gender equality and women's workforce participation when compared to smaller neighbouring countries, highlights the need for targeted interventions to address the specific challenges that women in India face. While India has achieved progress in many areas, including economic growth and development, considerable impediments remain to women's full involvement in the workforce.

Globally, also female labor force participation has remained relatively stagnant over the past three decades, with approximately half of working-age women participating in the labor force today.

The lower participation of women in the workforce is a challenge that India shares with many countries in the region. Central to this is the need to address long-standing gender biases and social norms that expect women to put family responsibilities above work. Gender pay

gaps and differences in types of employment opportunities may be another factor. Workplace discrimination, safety concerns, lack of enabling policies and infrastructure are other challenges. The single most important factor, however, may well be gender gaps in educational attainment. Helping women complete higher levels of education is likely to have trickledown effect in terms of reduced fertility, greater female workforce participation, reduced poverty rates and better overall child health and nutrition. In addition to being a matter of equity and human rights, the economic benefits of investing in girls' education are clear.

### **Positive Relation Between Education & Female Employment**



To address the above mentioned challenges, a holistic approach ranging from gender-responsive policies, regulations and programmes, investment in girls' and women's education and skills development; economic empowerment of women, including financial literacy, access

to finance; a supportive policy environment; and a broader enabling socio-cultural and economic environment. In fact, improving the economic status and empowerment of women is just not only about the economy and women's rights, but it is a critical precondition for achieving the transformative vision of the 2030 agenda for sustainable development.

### **Nudging by the Organisations for achieving socio-economic goals**

Nudging can play a significant role in addressing the disparity in labour force participation rates between men and women. "Nudging" refers to a concept of subtle interventions or "nudges" that subtly guides people towards desired behaviour. These interventions are essentially modest adjustments to the work environment, information presentation, or option framing that alter decision-making processes. By integrating nudging interventions like flexible working hours, supporting environment, crèche facilities, policy reforms like extended maternity breaks, organisations may contribute substantially in reducing work place gender disparity. The correlation between organisations and the promotion of female employment is crucial for fostering gender diversity and facilitating the economic empowerment of women.

## **The link Between Organisations and Increased Female Employment**



By incorporating nudging strategies into workplace policies and practices, organisations can help narrow the gender gap in labor force participation rates and create a more diverse and inclusive workforce. This increased female participation in work force can lead to societal reforms, gender parity, mitigation of poverty, and above all, pave the path for deconstructing gender norms and stereotypes. Therefore, it is imperative to prioritise gender equality and greater participation of females in the labor force to leverage India's demographic dividend and ensure sustainable growth.

Authored Article- Dr. Monika Jain



## **The Efficacy of Using Nudge as Tool for Solving Socio Economic Problems**

*“Let us celebrate the birth of the girl child. We should be equally proud of our daughters” -PM Narendra Modi.*

Nudging, as a policy tool, involves employing subtle interventions to steer individuals or groups towards making certain decisions or choices that are beneficial for themselves or society as a whole. In the context of educating the girl child, nudging strategies could encourage families to prioritise and educate of their daughters. These strategies basically works on the principle of behavioural change but without restricting choice or imposing mandates. While still allowing for their freedom of choice, nudge policies gently guide people toward desired behavior.

The policymakers in India have thus far utilised a blend of nudges, incentives, and mandates to achieve necessary policy changes. In the Economic Survey of 2019, the Government of India acknowledged the applicability of the nudge theory. It explained how the government had employed behavioural discernment to carry out programmes like the Swacch Bharat Abhiyan, the GiveItUp campaign for gas cylinder subsidies, Beti Bachao Beti Padhao. For instance, the Swachh Bharat Mission (SBM) firmly focused on behavioural interventions in addition

to toilet construction. It was successful partly because it created awareness, made restrooms more appealing, played on people's emotions, emphasised new social standards, publicly recognised Swachhata advocates, and notably linked the reform initiative to some of Gandhi's ideas on cleanliness.

### **Beti Bachao Beti Padhao**

Since, 1961, there has been a steady drop in the child-sex ratio (CSR). It dropped several notches from 945 in 1991 to 927 in 2001 and then to 918 in 2011. On January 22, 2015, the Beti Bachao Beti Padhao (BBBP) Scheme was introduced to address the nation's declining CSR and associated concerns regarding the empowerment of girls and women across the life cycle continuum. A lot of focus was placed on changing people's mindsets through community mobilisation, counselling, education, and awareness-raising.

### **Use of Behavioural Nudges in BBBP**

Social and Outreach Nudges included Guddi-Gudda presentations, which were displayed at medical practitioners' offices and other public places that compared the number of girls and boys born, and observation of National Girl Child Day. Grassroots awareness campaigns for gender equity and information which supported women's and girls' demands for service were disseminated under various programmes and schemes intended for them. Initiatives like "Selfie with Daughter" had been geared towards fathers of female children. The campaign was effective due to two factors: first,



educating people about the new norm;second, showcasing the thousands of other individuals behaving by that norm.

Participation and Inclusion Nudges where local religious and spiritual leaders were included in lobbying and community mobilisation activities for increased community acceptance of such programmes. Local media was used for covering these issues. Females who excelled in sports, education, business, and other fields were recruited to serve as Local Champions of this campaign. Bal Sabhas were organised to bring together teenagers for initiatives to stop child marriage, violence against girls, and other related concerns. The neighbourhood community centre organized monthly meetings of women's/girls' support groups. Community mobilisation projects included celebrating Lohri for a daughter's birth, Simple marriages (or even Samuhik Vivahs) at the appropriate age were encouraged to spare parents the expense of dowries and extravagant wedding rituals.

Reward & Recognition Nudges led to honouring people for their efforts in ending child marriage. People or civil society organisations who worked admirably per the Beti Bachao Beti Padhao Scheme was recognised. On holidays such as Beti Bachao Beti Padhao Day, National Girl Child Day, International Women's Day, Independence Day, Republic Day, etc., deserving girls and their families were rewarded as a sign of appreciation.

Administrative Nudges like strict regulatory acts for gender discrimination. Neighbourhood watch groups were created to spot instances of sex selection, training and capacity-building workshops

were held highlighting the importance of girl children and how to execute Beti Bachao Beti Padhao programmes in local Gram Panchayats. Under the Aapki Beti Hamari Beti Scheme, the state governments invested Rs. 21,000 with LIC of India in the names of the first girl born to SC and BPL families and the second girl born to any category, regardless of caste. 2015 onwards third girl child born in families belonging to any caste were also covered. Girls from the minority group being taught how to make traditional goods and crafts and promote their wares through Hunar Haats. Open schooling certification dispensing top-notch skill instruction, including soft skills, was provided for females, leading to successful work. Professional athletes were used as brand ambassadors for the Beti Bachao Beti Padhao movement. Run for Girl Child with Beti Bachao Beti Padhao champions and ambassadors serving as torchbearers were organized. Enrollment and awareness campaigns were created to raise the number of females enrolled in Pradhan Mantri Kaushal Vikas Yojana skill-building programmes in each district (PMKVY). Access to capital and a market for female and girl entrepreneurs was provided. Job fairs and career counselling at skilling centres were set up. Building and maintenance of restrooms. Instructors' abilities were increased to deliver instruction in a gender-sensitive way. Systematic career counselling was offered to help females plan their future and avoid early marriage.

Spending on STEM (science, technology, engineering, and mathematics) education for girls was increased. Increased exposure to

museums, planetariums, Atal Tinkering Labs, etc., to develop a scientific aptitude. Images of strong female pioneers, Sanitary pads and menstrual products were made available at educational institutions.

Nudging strategies aim to subtly influence behaviour and decision-making processes to promote girls' education without resorting to coercive measures. The campaign to "Save Girl Child and Educate Girl Child" is a social initiative aimed at addressing gender-based discrimination and promoting the rights and welfare of girls, particularly in areas where they face challenges such as discrimination, neglect, or lack of access to education. Female enrollment in higher education has gone up by 28 % in ten years. STEM courses have seen the enrolment of 43% of women, the highest in the world. According to the World Bank adult female literacy rate in India in 2011 was 59.27% which increased to 69.10 % by 2022. We still have a long way to go but by leveraging insights from behavioural economics and psychology, nudging interventions can encourage families to invest in the education of their daughters, thereby fostering greater gender equality and inclusive development.

Authored Article- Dr. Pooja Misra



## **From the Ground Up: Building Stronger Economies with Female Labor and Consumer Demand**

The recently released ‘Monthly Economic Review’ report for February 2024, states that the country is well poised towards a bright outlook for FY25. It draws attention to the fact that robust growth; inflation being steady and well within the inflation targeting framework band of 4% (+/- 2%) of the Reserve Bank of India; a healthy external account with the current account deficit likely to be below 1% of GDP in FY 24, an outcome of a comparatively reduced trade deficit and increased services exports; a promising employment outlook with unemployment rate declining to 3.1% in 2023 as against 3.6% in 2022 and labour force participation rate (LFPR) expanding to 59.8% from 56.1% are some of the factors which reinforce the anticipated positive outlook for the country. However, the report also mentions that the story is not all that rosy and the country has been able to stay steadfast on the trajectory of economic growth while facing headwinds such as rising crude oil prices and trade bottlenecks in the global supply chain.

While the report sheds light on the manufacturing and construction sector growth being bolstered due to strong domestic demand conditions and improved investor confidence, thereby registering growth of 5.8% and 8.4% in Q3, FY24 for the Index of Industrial Production and Index of Eight Core Industries resp., one cannot ignore the fact that Private Final Consumption Expenditure (PFCE) in the GDP numbers for FY24, stands at 55.6% of GDP at constant prices (Second advance estimates released by the Government in Feb end 2024).

PFCE which is reflective of domestic demand and private consumptions levels has been one of the major engines which propelled the economic growth of the country and stood at around 60% of GDP prior to Covid. Increased domestic demand fuels an increase in production levels and gives a boost to manufacturing. Thus, even while current capacity utilisation levels in manufacturing for the country are at a high of approx. 74% and are reflective of sustained economic activity, the push to manufacturing, investor confidence and thereby crowding in of private investment expenditure in the country would happen only once industry sees the needle on the PFCE moving towards the right and consumption being backed by resilient demand conditions.

A normal monsoon could help strengthen rural consumption demand but the same can to a certain extent be addressed by improving irrigation facilities in the country. The weak El Nino in 2023 had resulted in deficit monsoon rainfall and had thereby adversely impacted rural income levels. Access to improved and increased irrigation facilities will help mitigate the adverse impact of deficient monsoons. As of 2022-23, only 73 million hectares, which is equivalent to 52%, had access to irrigation. Higher area under irrigation will help lessen the increasing influence of drier summers and patchy monsoons. Understandably, as per a study approximately only 60% of the nation's arable land has the capacity to be irrigated, while 40% of the cultivable area will continue to rely on rainfall due to the impracticability of establishing irrigation networks in specific regions. However, one must remember that any small or big step undertaken will all work towards building a self-sufficient and developed nation.

Being the devils' advocate it is also important to bear in mind that one cannot turn a blind eye to factors such as a low LFPR for females that prevails in the country, with rural female LFPR being 47.3% in 2023 as against 37.5% in 2022 and urban female LFPR being a dismal low of 27.2% in 2023 as against 24.7% in 2022. The world average for female LFPR stands at just over 50% in 2022. Rather as per the World Bank gender portal data for 2023, in case of developed nations the

numbers for female LFPR stands at: Australia (61.5%), Japan (54.9%), United Kingdom (58.3%), United States (56.5%), Canada (61.1%); emerging economies: India (32.7%), Argentina (50.8%), Brazil (53.1%), China (60.5%). Thus, the country still has considerable distance to cover not only relative to developed nations but also in the existing league of emerging economies.

Yes, with the current government and also probably opposition parties categorically stating in their respective election manifesto's that their focus would be on "Nari", while this shows that there might be consciousness around the same but it also needs to transpire into hard numbers in terms of female LFPR on the ground. Other than contributing actively to driving growth, a higher female LFPR will help in empowerment of women, induce a change in social norms and inspire girls to have women role models to look up to and aspire to emulate. Not only that increased female LFPR will not only lead to women empowerment and help achieve economic growth but will also help fulfil the Sustainable Development Goal 5 of 'Achieve Gender Equality and Empower all Women and Girls'.

Authored Article- Dr. Pooja Misra



## **Digital for All: Towards a Future of Equal Opportunity and Access**

Digital transformations have emerged as a catalyst for economic expansion, employment generation, and innovation. As per the “*The Digital Progress and Trends Report 2023*” published by the World Bank in March 2024, between 2000-2022, the value added in the IT services industry globally increased at an annual rate of 8%, which is approximately double the rate of growth observed in the global economy. The annual growth rate of employment in IT services was 7%, which is six times the growth rate of total employment. With the spread and adoption of digital technologies being just as important as their invention, the rate at which people are embracing digital technologies has largely accelerated resulting in the addition of 1.5 billion additional internet users between 2018 and 2022.

However, the report also suggests that low-income countries, vulnerable populations, and small enterprises have lagged behind while higher-income countries have seen an acceleration of transformational digital developments such as Artificial Intelligence (AI). One in four persons in low-income countries used the internet in 2022, and their connection speeds were usually far slower. Many low- and middle-income countries have less than half of their enterprises online thus losing out on the first mover advantage of technologically savvy companies integrating generative AI into their products and services. Consequently, while digitalization can help in generating job opportunities and promote inclusion it could also lead to exacerbating inequality levels. Increasing disparity levels in access to digital technology is intensifying the inequalities in economic prosperity and

efficiency between wealthier and less affluent economies. Disparities in access to digital infrastructure could be said to be attributable to socioeconomic status, geographic location, and technological literacy, among other variables.

On the brighter side, the report highlights the fact that the increase in internet users was primarily propelled by middle-income countries, with India being a prominent example. While only 20% of Indians utilised the internet in 2018, during the period 2018 to 2022 the country experienced a remarkable increase of 170% in the number of internet users. Few of the factors that contributed to the increase included the growth in digital literacy among women, decreased costs of mobile data, pandemic-related constraints, and government programmes such as the Unified Payments Interface and the Digital India Initiative.

The Digital India Mission, the Indian government's flagship effort, is aimed at making the country into a digitally empowered society and knowledge-based economy. A number of significant initiatives demonstrate India's commitment to closing the digital divide and improving digital literacy. Recognising the vulnerability of rural populations to the digital divide, the government has created programmes such as Diksha (Digital Infrastructure for Knowledge Sharing), BharatNet project (connect gram panchayats and through optical fibre links), Common Service Centres (enables citizens to access citizen focussed services available on digital platforms), National Digital Literacy Mission etc.

However, we still have some distance to cover. What is worrisome is the fact that although India is amongst the first four in terms of largest digitalised country in the world, as per GSMA (Global System for Mobile Communications) the 'Usage Gap' in 2021, that is, fraction of people living in areas with internet connectivity but still not utilising the facility stands at 61% as against a global average of 55%. As of September 2022, internet density in urban areas was 104.77% while for rural areas was as low as 38.33%. Also, with respect to the gender gap, while the proportion of Indian men using mobile internet grew from 45% in 2020 to 51% in 2021, for the women population it was the same



in 2021 as against 2020 i.e. 30%. Thus, it is important that as a nation, we bridge the urban-rural and gender driven digital gap and unleash the nation's full potential. Acceleration in adoption of emerging technologies, Internet of Things (IoT), AI etc. will help unlock the growth potential of the country. While it might disrupt traditional economic growth it would also give rise to new age development models and introduce technological led innovation, thus moving the nation faster on the trajectory of economic growth.

The silver lining on the wall being: To properly employ frontier technologies in economic development and with the Government actively pursuing goals such as Smart Cities and Smart Health and promote social inclusion, the country is actively promoting the enhancement of its digital infrastructure. “*Digital Public Infrastructure of India – Accelerating India's Digital Inclusion*”, a report jointly released by NASSCOM and Arthur D. Little states that the nation's digital public infrastructure by 2030 is likely to accelerate the country towards being a USD 1 trillion digital economy. Digital Public Infrastructure (DPI) helps countries in providing vital services to their residents, thereby empowering individuals, enhancing their quality of life through the facilitation of digital inclusion and promoting social and financial inclusion. DPIs have strengthened the basis of India's digital revolution, increasing the country's potential to use digital technology on a large scale to generate societal reforms and economic progress. However, it is important to bear in mind, that without addressing the urban-rural and gender driven digital disparities, expanding upon digital public infrastructure could exacerbate the digital divide and amplify pre-existing inequalities.

# **Authored Article**

**By**

**Dr. Arunaditya Sahay**

**INDEX**

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<u>Sr. No.</u>	<u>Publication</u>	<u>Link</u>	<u>Reach</u>	<u>PR Value</u>
1	Economic Times	<a href="https://government.economictimes.indiatimes.com/blog/e-cooking-roadmap-for-achieving-goals-of-mission-life-by-reducing-ghgs-other-pollutants/108995110?utm_source=latest_news&amp;utm_medium=homepage">https://government.economictimes.indiatimes.com/blog/e-cooking-roadmap-for-achieving-goals-of-mission-life-by-reducing-ghgs-other-pollutants/108995110?utm_source=latest_news&amp;utm_medium=homepage</a>	12M	2,75,000
		<b>TOTAL</b>	<b>12M</b>	<b>2,75,000</b>

[government.economictimes.indiatimes.com](https://government.economictimes.indiatimes.com)

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## e-Cooking: Roadmap for achieving goals of Mission LiFE by reducing GHGs & other pollutants

An analysis of Total Cost of Ownership (TCO) of the e-cooking system for rural consumers, which includes an e-cooking device and compatible cookware and utensils, indicates that it is comparable with the costs associated with LPG use in the first year but reduces thereafter.



Dr. Arunaditya Sahay · ETGovernment  
Updated On Apr 3, 2024 at 11:46 AM IST



We need a clear roadmap for nationwide adoption of e-cooking.

Subsequent to the Paris Agreement in 2015, Prime Minister Modi introduced LiFE (Lifestyle for Environment) to the world during the 26th United Nation Climate Change Conference held at Glasgow in 2021.

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1	Economic Times	<a href="https://government.economictimes.indiatimes.com/blog/empowering-india-nudging-strategies-to-boost-womens-participation-in-workforce/109231114?utm_source=latest_news&amp;utm_medium=homepage">https://government.economictimes.indiatimes.com/blog/empowering-india-nudging-strategies-to-boost-womens-participation-in-workforce/109231114?utm_source=latest_news&amp;utm_medium=homepage</a>	12M	2,75,000
2	Economic Times	<a href="https://government.economictimes.indiatimes.com/blog/using-nudge-as-a-tool-for-solving-socio-economic-problems-ensuring-holistic-development/109538787?utm_source=latest_news&amp;utm_medium=homepage">https://government.economictimes.indiatimes.com/blog/using-nudge-as-a-tool-for-solving-socio-economic-problems-ensuring-holistic-development/109538787?utm_source=latest_news&amp;utm_medium=homepage</a>	12M	2,75,000
		<b>TOTAL</b>	<b>24M</b>	<b>5,50,000</b>

[government.economictimes.indiatimes.com](https://government.economictimes.indiatimes.com)

[https://government.economictimes.indiatimes.com/blog/empowering-india-nudging-strategies-to-boost-womens-participation-in-workforce/109231114?utm\\_source=latest\\_news&utm\\_medium=homepage](https://government.economictimes.indiatimes.com/blog/empowering-india-nudging-strategies-to-boost-womens-participation-in-workforce/109231114?utm_source=latest_news&utm_medium=homepage)



Dr Monika Jain • ETGovernment

Updated On Apr 12, 2024 at 08:01 AM IST



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An approximate 670 million women have been displaced since India surpassed China as the most populous nation globally. Nonetheless, the labour force participation rate of Indian women has been declining for years and is currently ranked among the lowest 20 worldwide.

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[https://government.economictimes.indiatimes.com/blog/using-nudge-as-a-tool-for-solving-socio-economic-problems-ensuring-holistic-development/109538787?utm\\_source=latest\\_news&utm\\_medium=homepage](https://government.economictimes.indiatimes.com/blog/using-nudge-as-a-tool-for-solving-socio-economic-problems-ensuring-holistic-development/109538787?utm_source=latest_news&utm_medium=homepage)

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## Using nudge as a tool for solving socio-economic problems & ensuring holistic development

Spending on STEM (science, technology, engineering, and mathematics) education for girls was increased. Increased exposure to museums, planetariums, Atal Tinkering Labs, etc., to develop a scientific aptitude. Images of strong female pioneers, Sanitary pads and menstrual products were made available at educational institutions.

 **Dr. Monika Jain** · ETGovernment  
Updated On Apr 24, 2024 at 07:56 AM IST



Female enrollment in higher education has gone up by 28% in ten years. STEM courses have seen the enrolment of 43% of women, the highest in the world.

Nudging, as a policy tool, involves employing subtle interventions to steer individuals or groups towards making certain decisions or choices that are beneficial for themselves or society as a whole. In the context of educating the girl child, nudging strategies

could encourage families to prioritise and educate their daughters.

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**Authored Article**

**By**

**Dr. Pooja Misra**

**INDEX**

**Authored Article- Dr. Pooja Misra**

<u>Sr. No.</u>	<u>Publication</u>	<u>Link</u>	<u>Reach</u>	<u>PR Value</u>
1	Economic Times	<a href="https://government.economictimes.indiatimes.com/blog/from-the-ground-up-building-stronger-economies-with-female-labor-consumer-demand/109139173?utm_source=top_story&amp;utm_medium=homepage">https://government.economictimes.indiatimes.com/blog/from-the-ground-up-building-stronger-economies-with-female-labor-consumer-demand/109139173?utm_source=top_story&amp;utm_medium=homepage</a>	12M	2,75,000
2	Economic Times	<a href="https://government.economictimes.indiatimes.com/blog/digital-public-infrastructure-for-all-towards-a-future-of-equal-opportunity-and-access/109409644?utm_source=latest_news&amp;utm_medium=homepage">https://government.economictimes.indiatimes.com/blog/digital-public-infrastructure-for-all-towards-a-future-of-equal-opportunity-and-access/109409644?utm_source=latest_news&amp;utm_medium=homepage</a>	12M	2,75,000
		<b>TOTAL</b>	<b>24M</b>	<b>5,50,000</b>

[government.economictimes.indiatimes.com](https://government.economictimes.indiatimes.com)

[https://government.economictimes.indiatimes.com/blog/from-the-ground-up-building-stronger-economies-with-female-labor-consumer-demand/109139173?utm\\_source=top\\_story&utm\\_medium=homepage](https://government.economictimes.indiatimes.com/blog/from-the-ground-up-building-stronger-economies-with-female-labor-consumer-demand/109139173?utm_source=top_story&utm_medium=homepage)

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### From the ground up: Building stronger economies with female labor & consumer demand

Other than contributing actively to driving growth, a higher female LFPR will help in empowerment of women, induce a change in social norms and inspire girls to have women role models to look up to and aspire to emulate.



Dr. Pooja Misra · ETGovernment

Published On Apr 9, 2024 at 07:47 AM IST



The recently released 'Monthly Economic Review' report for February 2024, states that the country is well poised towards a bright outlook for FY25.

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[government.economictimes.indiatimes.com](https://government.economictimes.indiatimes.com)

[https://government.economictimes.indiatimes.com/blog/digital-public-infrastructure-for-all-towards-a-future-of-equal-opportunity-and-access/109409644?utm\\_source=latest\\_news&utm\\_medium=homepage](https://government.economictimes.indiatimes.com/blog/digital-public-infrastructure-for-all-towards-a-future-of-equal-opportunity-and-access/109409644?utm_source=latest_news&utm_medium=homepage)

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## Digital Public Infrastructure for all: Towards a future of equal opportunity and access

It is important to bear in mind that without addressing the urban-rural and gender driven digital disparities, expanding upon digital public infrastructure could exacerbate the digital divide and amplify pre-existing inequalities.



Dr. Pooja Misra · ETGovernment  
Updated On Apr 19, 2024 at 07:39 AM IST



Digital Public Infrastructure (DPI) helps countries in providing vital services to their residents, thereby empowering individuals, enhancing their quality of life through the facilitation of digital inclusion and promoting social and financial inclusion.

services industry globally increased at an annual rate of 8%, which is approximately double the rate of growth observed in the global economy.

Digital transformations have emerged as a catalyst for economic expansion, employment generation, and innovation.

As per the "The Digital Progress and Trends Report 2023" published by the World Bank in March 2024, between 2000-2022, the value added in the IT

**Profiling Story**  
**Interview-**  
**Dr. Prabina Rajib**  
**In Economic Times**

**INDEX**

<b>Interview-Dr Prabina Rajib, Director, BIMTECH</b>				
<b>Sr. No.</b>	<b>Publication</b>	<b>Link</b>	<b>Reach</b>	<b>PR Value</b>
1	Economic Times	<a href="https://education.economictimes.indiatimes.com/videos/industry/exclusive-interview-dr-prabina-rajob-on-innovating-management-education-for-a-changing-world/108995362">https://education.economictimes.indiatimes.com/videos/industry/exclusive-interview-dr-prabina-rajob-on-innovating-management-education-for-a-changing-world/108995362</a>	12M	2,75,000
2	Economic Times- You Tube	<a href="https://youtu.be/vycYfQBvZnc">https://youtu.be/vycYfQBvZnc</a>	-	-
<b>TOTAL</b>			<b>12M</b>	<b>2,75,000</b>

[education.economictimes.indiatimes.com](https://education.economictimes.indiatimes.com)

<https://education.economictimes.indiatimes.com/videos/industry/exclusive-interview-dr-prabina-rajib-on-innovating-management-education-for-a-changing-world/108995362>

 **ET Education.com**  
From The Economic Times

## Exclusive Interview | Dr. Prabina Rajib on Innovating Management Education for a Changing World

In a recent interview with The Economic Times Education, Dr. Prabina Rajib, the esteemed Director of BIMTECH and a veteran in management education...[Read More](#)



With a career spanning over two decades, including a tenure as the Dean of the Vinod Gupta School of Management at IIT Kharagpur, Dr. Rajib brings a wealth of experience and vision to her leadership role at BIMTECH. In this interview, she discusses BIMTECH's initiatives to integrate cutting-edge subjects like artificial intelligence and data sciences into its curriculum, aligning with the changing global business dynamics. She emphasizes the institute's commitment to sustainability and diversity, highlighting initiatives to create a net-zero campus and promote women's participation in the workforce. Dr. Rajib's comprehensive vision aims to position BIMTECH as one of India's top business schools, equipped to meet the evolving needs of the economy and society.

[www.youtube.com](http://www.youtube.com)

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**Exclusive Interview | Dr. Prabina Rajib on Innovating Management Education for a Changing World**



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## INDEX

<b>Speaker Engagement - Dr. Abhijit K. Chattoraj</b>				
1	ET Swadesh YouTube Time- 2:03:36 to 2:14:15	<a href="https://www.youtube.com/watch?v=q64h9YVcuiE">https://www.youtube.com/watch?v=q64h9YVcuiE</a>	0.766M	-
2	ET Instagram	<a href="https://www.instagram.com/p/C5S1I2hADep/">https://www.instagram.com/p/C5S1I2hADep/</a>	0.0254M	-
3	ET Twitter	<a href="https://twitter.com/ETNowSwadesh/status/1775453961681592446">https://twitter.com/ETNowSwadesh/status/1775453961681592446</a>	0.0293M	-
4	ET Facebook	<a href="https://www.facebook.com/photo.php?fbid=466747595706081&amp;set=pb.100071125323170.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=466747595706081&amp;set=pb.100071125323170.-2207520000&amp;type=3</a>	0.123M	-
5	ET Twitter	<a href="https://twitter.com/ETNowSwadesh/status/1776510693530800506?t=BIUv4TWxTwPGx4BBYJ1pg&amp;s=08">https://twitter.com/ETNowSwadesh/status/1776510693530800506?t=BIUv4TWxTwPGx4BBYJ1pg&amp;s=08</a>	0.0293M	-
6	ET Twitter	<a href="https://twitter.com/ETNowSwadesh/status/1776514843542970512?t=Qm8Oeqi1ainmiWaQHhgBYg&amp;s=08">https://twitter.com/ETNowSwadesh/status/1776514843542970512?t=Qm8Oeqi1ainmiWaQHhgBYg&amp;s=08</a>	0.0293M	-
			1.0023	-

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<b>सुखविंद दाहूजा</b> Shriram General Insurance	<b>विप्रेक्ष साहू</b> MD & CEO, Aegae Federal	<b>प्रतिभा सारथी</b> General Insurance Council	<b>पी हरिधरन वैयट</b> General Insurance Council
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<b>भुविश गुप्ता</b> चेयरमैन, LIC	<b>भवतोष मिश्रा</b> Niva Bupa Health Insurance	<b>अभिजीत के पटेल</b> SBI, SWISS, BIANTECH	<b>प्रेमज कोटी</b> चेयरमैन & CEO, BIA
<b>अरुण शर्मा</b> मैनेजर, ICAI	<b>अश्विनी बिर्ला</b> CEO, Adhya Birla Health Insurance	<b>अभिजीत के पटेल</b> SBI, SWISS, BIANTECH	<b>अरुण शर्मा</b> मैनेजर, ICAI

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# Industry Stories

## INDEX

<b>Industry Story- Dr. Vipul Das</b>				
1	Good Returns	<a href="https://www.goodreturns.in/classroom/how-to-repay-your-home-loan-faster-after-rbi-kept-repo-rate-unchanged-1340391.html">https://www.goodreturns.in/classroom/how-to-repay-your-home-loan-faster-after-rbi-kept-repo-rate-unchanged-1340391.html</a>	-	-
2	Good Returns	<a href="https://www.goodreturns.in/personal-finance/investment/repo-rate-steady-time-to-book-long-term-fixed-deposits-1340387.html">https://www.goodreturns.in/personal-finance/investment/repo-rate-steady-time-to-book-long-term-fixed-deposits-1340387.html</a>	-	-
		<b>TOTAL</b>	-	-

[www.goodreturns.in](http://www.goodreturns.in)

<https://www.goodreturns.in/classroom/how-to-repay-your-home-loan-faster-after-rbi-kept-repo-rate-unchanged-1340391.html>



## How To Repay Your Home Loan Faster After RBI Kept Repo Rate Unchanged?

By Vipul Das

Published: Saturday, April 6, 2024, 15:55 (IST)



On April 5, 2024, the RBI MPC chose to keep the repo rate flat at 6.50%. When a repo rate is steady and foreseeable, a regular home buyer's credibility and confidence significantly increase. Bank interest rates will eventually remain lower as a result of banks being able to borrow money from the RBI at low-interest rates thanks to a lower repo rate. This action would facilitate the benefits of a record-low interest rate regime for home buyers. With the recent rate cuts encouraging more buyers to obtain bank loans, the real estate market is already beginning to show indications of recovery due to the surge in growing demand. However, there are some things to keep in mind. For example, borrowers are looking for ways to reduce the increased loan costs in the wake of HDFC Bank's decision to gradually raise the interest rates on its home loans linked to the repo rate since January of this year despite the Reserve Bank of India (RBI) maintaining the repo rate unchanged since April of last year. Here is a strategy to help borrowers become debt-free by helping them settle their home loan EMIs more quickly.

[www.goodreturns.in](http://www.goodreturns.in)

<https://www.goodreturns.in/personal-finance/investment/repo-rate-steady-time-to-book-long-term-fixed-deposits-1340387.html>



## Repo Rate Steady: Time To Book Long-Term Fixed Deposits?

By Vipul Das

Updated: Saturday, April 6, 2024, 15:38 [IST]



For the seventh time, the Monetary Policy Committee (MPC) opted on April 5 to maintain the policy repo rate steady under the liquidity adjustment facility (LAF) at 6.50%. Investors, especially those thinking about long-term fixed deposits, could be significantly affected by the RBI's decision to maintain the repo rate at its current level. In the foreseeable future, banks and other financial institutions' borrowing costs should be steady as long as the RBI keeps the repo rate flat. Given the stability of the repo rate, now is an excellent time to think about scheduling long-term fixed deposits so you may take advantage of the positive economic environment and strengthen your financial security.