

THE

ARTHA संचारिका

MANIPAL UNIVERSITY JAIPUR



CURATING CONVERSATIONS, CULTIVATING UNDERSTANDING

The Department of Economics at MUJ fosters analytical excellence and curious minds, nurturing tomorrow's thought leaders.

Arthasancharika, our heartfelt initiative, captures this spirit through stories, insights, and voices of our vibrant academic family.

Our newsletter team blends passion and intellect, weaving narratives that resonate with warmth and purpose.

MESSAGE FROM THE DIRECTOR



Dear Readers,

We are thrilled to welcome you to Arth Sancharika, the official newsletter of the Economics Department, a platform curated by students to bring you fresh perspectives on the dynamic world of economics.

Our dedicated group of students has put in a lot of effort to examine the various aspects of economics, aiming to make it understandable and significant for all individuals, whether you have a passion for economics or are just curious about the influences affecting our planet. This edition covers different achievements of Faculty members and students of Department of Economics. Through this initiative we would like to present insightful columns, Alumni Messages, research highlights and exciting department updates.

We believe that economics is not just a subject confined to classrooms but a vital part of everyday life, and we aim to bridge that gap through Arth Sancharika.

Thank you for being part of this journey. We hope to ignite your curiosity, deepen your understanding, and foster a sense of community through the power of knowledge.

Best Wishes!

PROF (DR) TRISHU SHARMA
DIRECTOR, SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
MANIPAL UNIVERSITY JAIPUR.

MESSAGE FROM THE HEAD OF THE DEPARTMENT



Greetings to my Dear Students and Faculty members! It gives me immense pleasure & privilege while writing about the Second Issue of Newsletter of Department of Economics 'ArthSancharika'. I appreciate the contributions of the editorial and technical team of students and their mentor Dr Namrata Bhardwaj.

'ArthSancharika' is all about the perspectives of our students and faculty members on various economic & policy issues. It presents the various department activities at student and faculty level to make learning an experiential affair.

In our endeavour to cultivate a holistic learning education ecosystem, ArthSancharika gives glimpses of efforts made at all levels. In today's uncertain world, Indian economy is growing at an exceptional rate, and understanding the dynamics pertaining to that becomes imperative for the students.

I encourage all my students to express their ideas through 'ArthSancharika' that nurtures the culture of critical thinking.

I wish the team of students and faculty a good luck for the current and coming issues.

Best Wishes

DR MONIKA MATHUR
ASSOCIATE PROFESSOR & HEAD OF THE DEPARTMENT
DEPARTMENT OF ECONOMICS
MANIPAL UNIVERSITY JAIPUR

INSIDER'S INSIGHT: EDITOR'S TAKE



I am thrilled to launch the third issue of our departmental newsletter—an initiative to showcase the remarkable achievements and progress within our Economics Department. More than just a platform for sharing information, this newsletter is a reflection of our collective dedication and hard work.

As Chief Editor, I extend my heartfelt thanks to Dr. Monika Mathur, Head of the Department, for the opportunity to lead this initiative. I'm also deeply grateful to the editorial team for their creativity, time, and commitment in bringing this vision to life.

This newsletter aims to be a comprehensive resource, highlighting groundbreaking research, student accomplishments, and faculty milestones. It will serve to inform and engage not just our students but the broader Manipal University community on exciting developments in economics.

I encourage everyone to keep collaborating and contributing—your insights and experiences are what will keep this platform vibrant and impactful.

Thank you once again for your support. Let's continue making our newsletter a valuable and inspiring voice of the department!

**CHIEF EDITOR,
DR NAMRATA BHARDWAJ
ASSISTANT PROFESSOR,
DEPARTMENT OF ECONOMICS
MANIPAL UNIVERSITY JAIPUR**

DEPARTMENT OF ECONOMICS



NEWSLETTER OF DEPARTMENT OF ECONOMICS

OUR EDITING TEAM



**DR. NAMRATA BHARDWAJ
(FACULTY COORDINATOR)**

STUDENT COUNCIL

**GAURIKA SINGH
TANEESHA PURI
VANI BHATNAGAR
HARSH DADHICH
ALOK PRABHU**

THE CORE TEAM: BUILDING THE LEGACY OF ARTHA SANCHARIKA



GAURIKA SINGH



ALOK PRABHU



HARSH DADHICH



VANI BHATNAGAR



TANEESHA PURI

DRIVING PURPOSE AND LONG-TERM VISION

MUJ

VISION

Global leadership in higher education and human development.

MISSION

- Be the most preferred university for innovative and interdisciplinary learning
- Foster academic, research and professional excellence in all domains
- Transform young minds into competent professionals with good human values

DEPARTMENT OF ECONOMICS

VISION

To provide industry-driven, globally relevant economics education that builds analytical skills, research excellence, and ethical leadership for human development.

MISSION

- The department envisions to cultivate a holistic learning education ecosystem.
- The department aims to foster original intellectual growth of students as well as faculty.
- To create an environment that encourage critical thinking to solve problems of society through application of economics.

IDEAS UNLEASHED: THE DEPARTMENT IN ACTION

SANJEEV BAJAJ - GUEST LECTURE

The Department of Economics at Manipal University Jaipur successfully hosted an expert lecture on "Career Opportunities in Finance" on 20th September 2024. The session was graced by Mr. Sanjeev Bajaj, General Manager of the Partnership and Marketing Department at NISM, Mumbai, who brought with him a wealth of knowledge and experience from the financial sector.

In his engaging talk, Mr. Bajaj shed light on the dynamic world of finance, unraveling the various career avenues available to aspiring professionals.

He demystified the functioning of the stock market, explained key technical terms, and offered a clear roadmap for those looking to enter the financial industry.

The lecture was not just informative, but also inspiring — providing students across disciplines with a deeper understanding of financial markets and encouraging them to explore opportunities in this ever evolving field.

The session proved to be an eye-opener, equipping attendees with valuable insights and practical knowledge to navigate the world of finance with confidence.



FINANCE VISTA : ELEVATING FINANCIAL VISION

The Department of Economics, Manipal University Jaipur, continues to stay ahead of the curve with its commitment to academic excellence and industry exposure. As part of this mission, the department recently hosted Finance Vista, an enriching initiative designed to elevate students' understanding of the financial world.

With expert guidance from industry leaders, Finance Vista offered deep insights into the workings of financial markets, career opportunities in finance, and the real-world relevance of economic theory. Sessions like these empower students across disciplines to expand their financial vision and align their learning with the demands of the professional world.

Adding to this momentum, we are delighted to announce the release of the second issue of our department newsletter, Artha Sancharika! This edition features a curated collection of thought provoking articles, event highlights, and student contributions, all reflecting the dynamic academic culture within our department.

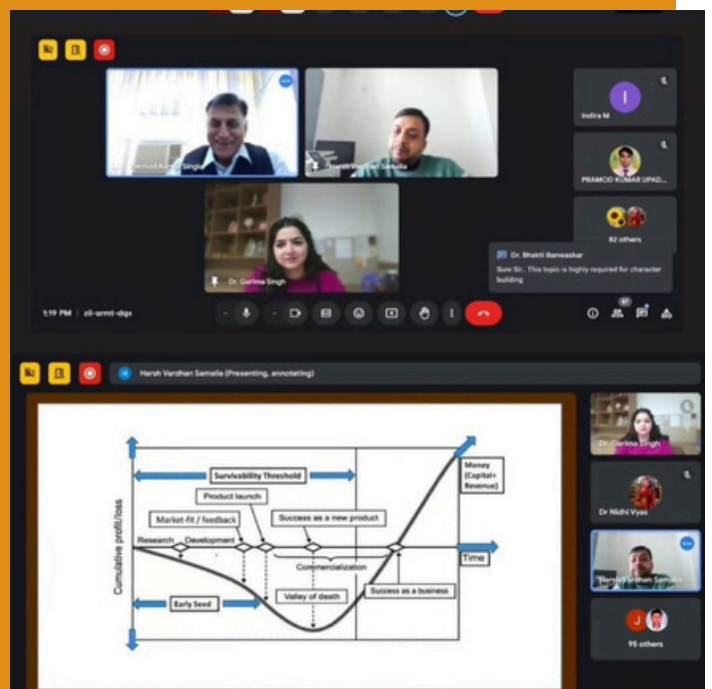
Whether you're a student, faculty member, or finance enthusiast, this issue promises valuable insights and a glimpse into the evolving landscape of economics at MUJ.



STARTUP SPARK: BUILDING SELF-RELIANT INDIA

On 4th December 2024, the Department of Economics, in collaboration with NITTTR Chandigarh and E-Cell MUJ, successfully organized a National Level Faculty Development Program (FDP) on "Managing Business Startups for Making a Self-Reliant India."

This insightful program aimed to equip faculty members and budding mentors with the right tools to guide students and young entrepreneurs in transforming ideas into viable ventures. From decoding India's evolving startup ecosystem to exploring funding opportunities, incubation support, and government schemes, the sessions offered a practical roadmap for turning innovation into impact.



A VISIT TO RAJASTHAN'S STARTUP ENGINE: BHAMASHAH TECHNO HUB

Students from the Department of Economics got an up-close look at the buzzing world of Bhamashah Techno Hub, Rajasthan's largest startup incubation centre. Students got a first-hand look at how government-backed resources fuel entrepreneurship, innovation, and the startup ecosystem in the state.

From interactive sessions on AI, machine learning, and robotics to exploring cutting-edge startup projects, the visit broadened our understanding of how ideas grow into impactful ventures. It was an inspiring peek into the future of innovation, right at our doorstep!

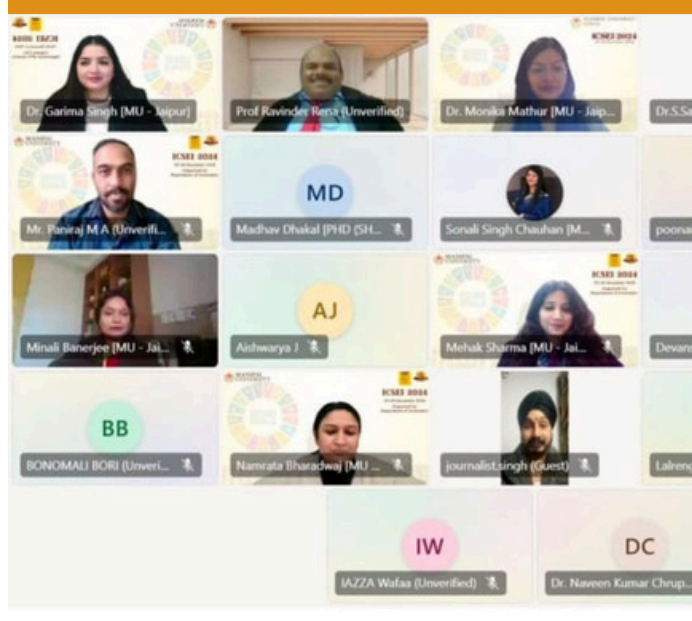


ICSEI 2024: IDEAS FOR A SUSTAINABLE, INTEGRATED FUTURE

On 23rd and 24th December 2024, the Department of Economics proudly hosted the International Conference on Sustainability and Economic Integration (ICSEI) a dynamic platform that brought together scholars, researchers, and practitioners from across the globe.

With an impressive turnout of participants presenting thought-provoking papers, ICSEI 2024 sparked rigorous discussions on topics like green growth, sustainable trade, climate-resilient policies, and the role of emerging economies in building a more connected and responsible world.

The two-day exchange of ideas, best practices, and research breakthroughs reaffirmed our department's commitment to nurturing dialogue that goes beyond classrooms empowering young economists to think critically, collaborate globally, and design solutions for a more sustainable future.



ACT AND ATTRACT: A FACE-OFF OF THE ADVERTISEMENT – WHERE CREATIVITY MET COMMERCE

The Economics Department, at Manipal University Jaipur successfully hosted an exciting intra-university competition titled "Act and Attract: A Face-Off of the Advertisement" on 10th October 2024. Designed to blend creativity with strategic marketing skills, the event challenged students to think on their feet and deliver impactful advertising pitches.

Each team was assigned a product on the spot and given a limited time frame to conceptualize and present an advertisement. From scriptwriting to performance, students showcased remarkable creativity, innovation, and strategic thinking, all while working under pressure.

The competition not only highlighted individual talent but also significantly enhanced participants' teamwork communication, and confidence.

The event concluded with a round of evaluations by our esteemed panel of judges, who assessed each team's performance on originality, effectiveness, and presentation. The top three teams were declared winners and awarded fantastic prizes in a ceremony that celebrated their effort and imagination.

Overall, Act and Attract was a vibrant and high-energy event that fostered a healthy competitive spirit while giving students a real taste of creative marketing.



"HOW FINANCE WORKS" BY VIBHAV DHADDA

This semester on August 29th, the Department of Economics turned numbers into stories with an industry masterclass "How Finance Works" by Vibhav Dhadda, Deputy Manager, International Valuation at Deloitte. From cracking valuation puzzles to sharing boardroom secrets, Mr. Dhadda gave students a ringside view of how big money moves.

A quick lesson: finance isn't just balance sheets it's about seeing the world through a sharper economic lens.

Events like these continue to enrich our department's learning environment, ensuring our students are industry-ready and curious to explore where economics meets finance.



MINI ISRAEL VISIT

In an inspiring tale of innovation and transformation, two villages — Gudha Kumawatan and Basedi, located just 35 kilometres from Jaipur, have earned the nickname 'Mini Israel' for adopting and mastering Israeli farming techniques that have redefined their agricultural landscape.

This remarkable journey was recently explored and documented by the Department of Economics, Manipal University Jaipur, as part of its initiative to highlight real-world examples of sustainable rural development and agri-entrepreneurship in India.

Once typical farming communities, these villages began embracing Israeli drip irrigation and fertigation methods nearly a decade ago. With Rajasthan's arid climate and limited water availability, the Israeli model—known for maximizing yield with minimal water—proved to be a game-changer. Farmers began cultivating high-value crops such as capsicum, cherry tomatoes, colored bell peppers, strawberries, and exotic vegetables, previously unimaginable in this region.

Today, the results speak for themselves. Over 40 farmers in Gudha Kumawatan and Basedi have become millionaires in the span of just 10 years, not just by increasing production, but by venturing into direct marketing, agritourism, and export. Their produce reaches major urban markets including Delhi, Mumbai, and Bangalore, with some even being exported to the Middle East.



FACULTY ACHIEVEMENTS

Dr. Minali Banerjee (Assistant Professor, Senior Scale) was granted a patent in November 2024 for "A Novel Process of Optimizing Usage of Formal Financial Services of Micro and Small Industries" The department congratulates her on this notable milestone and appreciates her continued contribution to research and innovation.



Dr. Namrata Bhardwaj served as a Session Chair at the Society of Interdisciplinary Business Research (SIBR) Conference 2024, held in Osaka, Japan. Her research paper titled "Achieving Financial Sustainability for Rajasthan's Distribution Companies through Organizational Efficiencies" was also published in the SIBR Conference Proceedings, Volume 14, Issue 3 (2024). The department congratulates her on this accomplishment and appreciates her continued engagement in impactful research and academic forums.

FACULTY ACHIEVEMENTS

Dr. Pushp Kumar's scholarly work is a valuable addition to the department's research profile. He co-authored four research papers in 2024, published in reputed journals:

"Examining the Consumption of Oil on Total Factor Productivity and CO₂ Emissions" – International Journal of Energy Sector Management

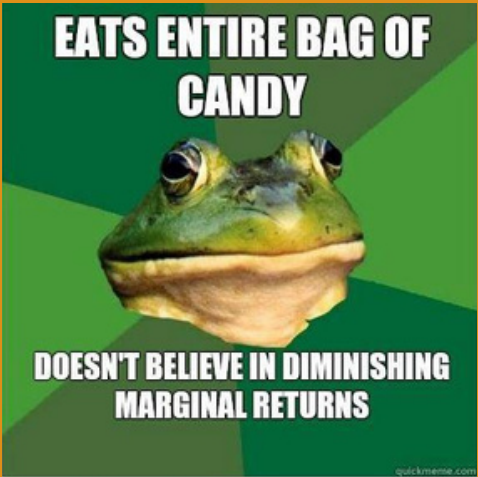
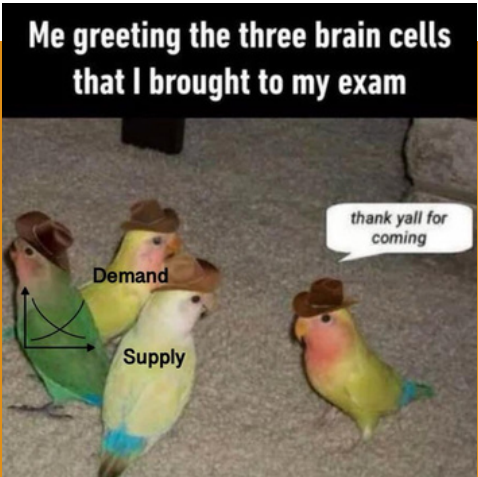
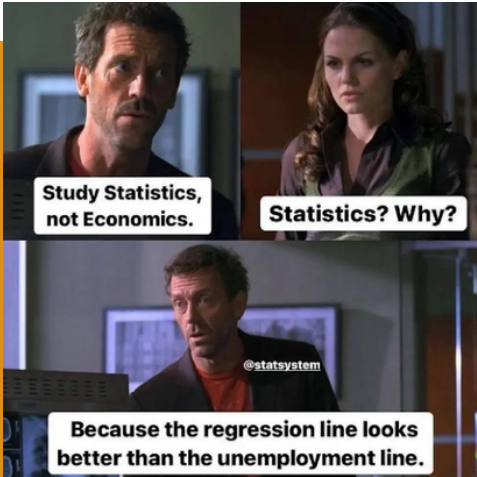
"Modelling the Climate Change and Cotton Yield Relationship in Mississippi" – Ecological Indicators

"An Analysis of Indian FDI Inflows through an Augmented Gravity Model" – International Economics and Economic Policy

"Variations in Financial Performance of Firms with ESG Integration" – Green Finance



MEMEONOMICS: HUMOUR IN THE DISMAL SCIENCE



BOX OFFICE ECONOMICS

THE BIG SHORT (2015)

This sharp, fast-paced film explains how a handful of investors spotted the 2008 housing bubble before it burst and made a fortune by betting against the system. As banks gave risky loans and ordinary people trusted the booming market, these outsiders uncovered the fraud, chaos, and greed at the heart of Wall Street. Using humour, celebrity cameos, and clever explanations, *The Big Short* turns a complex financial disaster into an eye-opening (and surprisingly entertaining) story about how bad economics can crash the real world.



MARGIN CALL (2011)

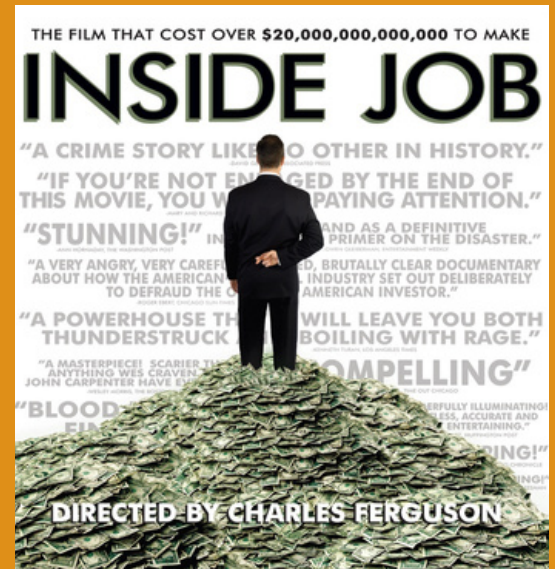


Set during the first 24 hours of the 2008 financial crisis, *Margin Call* follows employees at a big Wall Street firm who discover that their risky investments are about to destroy the company and possibly the entire market. As the truth unfolds overnight, they face a moral choice: come clean or dump worthless assets to save themselves. The film captures the tense behind-the-scenes reality of how reckless decisions and cold calculations triggered a global meltdown.

BOX OFFICE ECONOMICS

INSIDE JOB (2010)

This gripping documentary uncovers how reckless bankers, corrupt regulators, and conflicts of interest led to the 2008 global financial crisis and how almost no one was held accountable. Narrated by Matt Damon, it breaks down complex finance into clear, shocking truths about greed, deregulation, and the hidden ties between Wall Street and politics. Inside Job is a must-watch if you want to see how bad incentives and lack of oversight can shake the entire world economy.



MONEY BALL (2011)



Moneyball tells the true story of how Oakland A's manager Billy Beane revolutionized baseball using data and statistics instead of gut instinct to build a winning team on a tiny budget. By focusing on undervalued players, he challenged decades of old-school thinking. The film is more than sports: it's a lesson in using economics, analytics, and innovation to beat bigger, richer competitors.

MOMENTS IN TIME



DEPARTMENT OF ECONOMICS

