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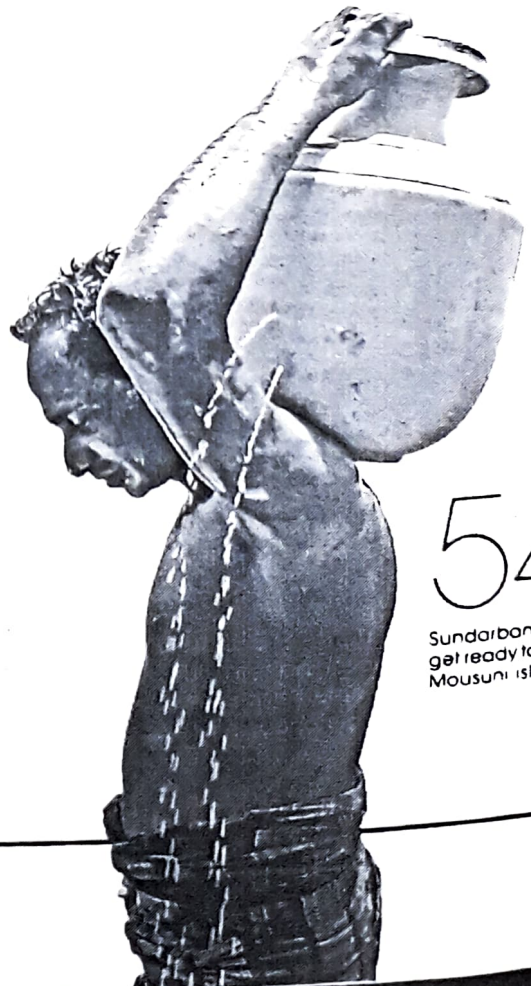
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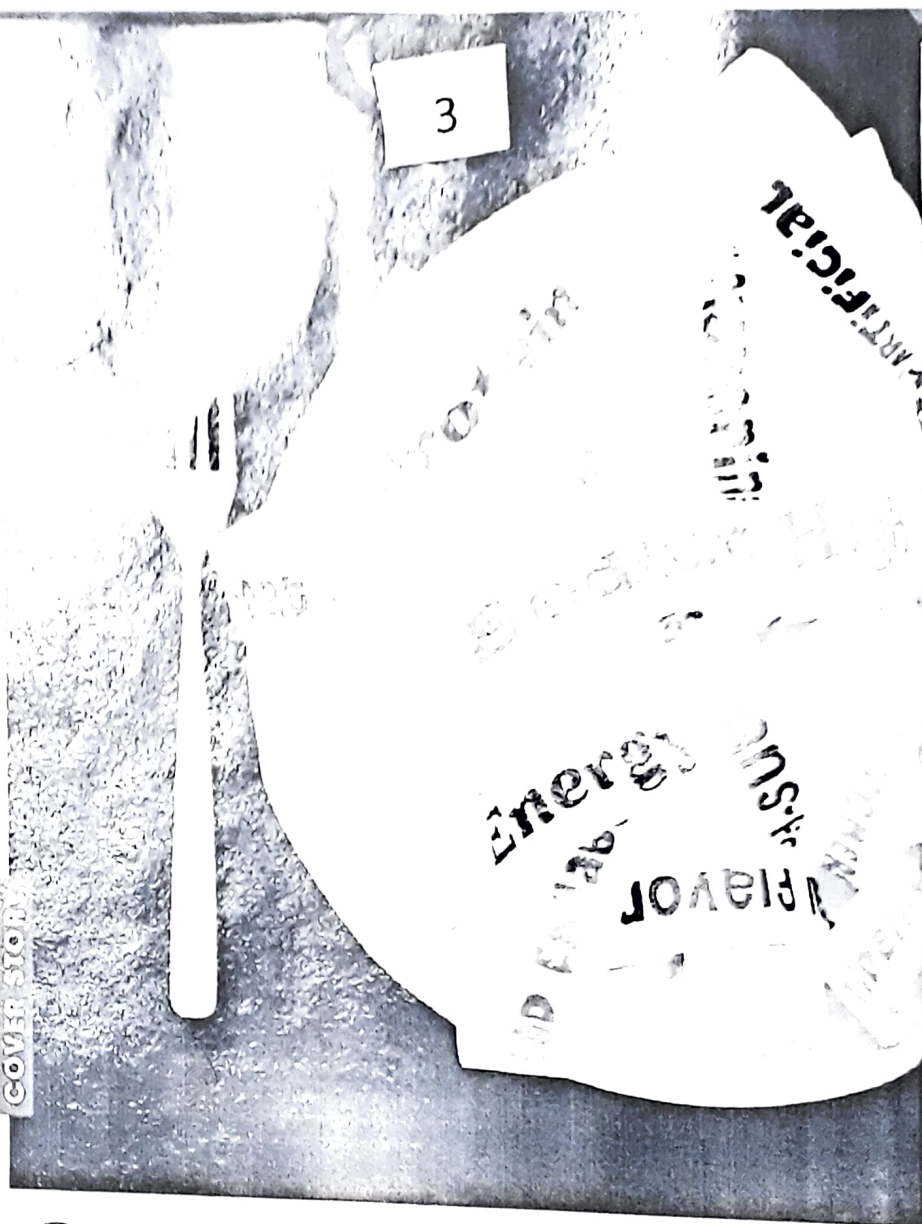
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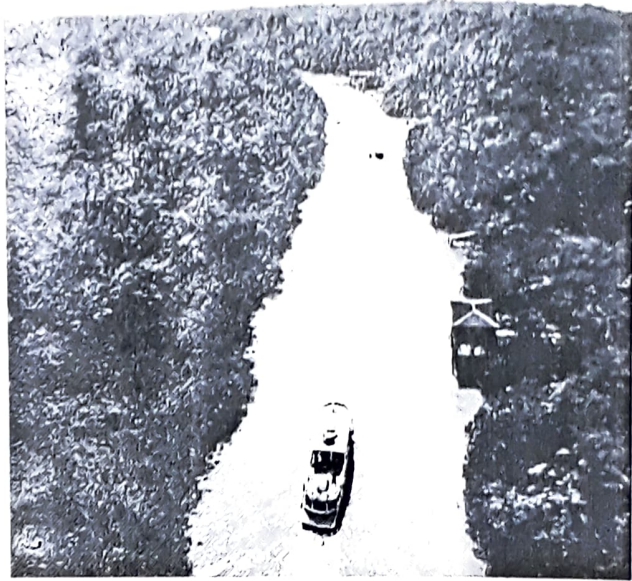
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Nine Years of Turmoil in Taxation

- 13 In 2012, the finance ministry of the Government of India amended the Income Tax Act to tax capital gains from indirect corporate transactions. Despite the altered legal position that this law will apply prospectively instead of retrospectively, the woes of the ministry are not over. — *K L Datta*

Using Public Procurement Strategically

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Plantation Workers and the OSHWC Code, 2020

- 20 Welfare provisions for plantation workers in the Occupational Safety, Health and Working Conditions Code, 2020 are subject to how respective state governments frame rules and can have wide variations too. There is a need to recognise the use of technology in ensuring better occupational safety. — *Kingshuk Sarkar, Vinit Ghosh*

District-level Estimates of Unemployment Rates in Odisha

- 23 This article describes the possibilities of using an alternative method, such as small area estimation, for generating district-level unemployment estimates with higher precision combining the Periodic Labour Force Survey 2018-19 data and the auxiliary variables from other secondary data sources. — *Khan M F, Hukum Chandra, B N Mohanty & Sridhar Sahoo*

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Drivers of Foodgrain Productivity in Uttar Pradesh

- 40 The study uses district-wise panel data for the period between 2000-01 and 2016-17 and thereby assesses trends and acceleration or deceleration of growth in area, production and productivity of foodgrains in Uttar Pradesh. — *Priyanka Singh, Mini Goyal & Bishwa Bhaskar Choudhary*

Elected Representatives and Local Bureaucracy Interface in West Bengal

- 46 Based on the long-term ethnographic research in four districts during a political transition in West Bengal and analysing narratives of disagreements between elected representatives and local bureaucrats in their gram panchayats, it is argued that the interface between the elected members and the bureaucracy is dialectical and is influenced by external as well as local contexts. — *Suman Nath, Bhaskar Chakrabarti*

Why Human Development Should Precede Economic Growth in the States

- 54 The paper presents a conceptual model of the relationship between human development and growth and between them and poverty. It then empirically tests the model. — *Santosh Mehrotra, Jajati Keshari Parida*

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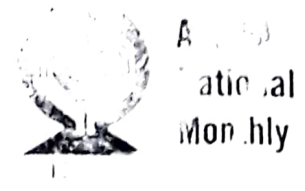
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"Health is a kind of fitness, a fitness for love, for work, for play, for thought – in short, a fitness for life itself."

Richard B Gunderman



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"Early to bed and early to rise makes
a man healthy, wealthy and wise."

Benjamin Franklin

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PERSPECTIVES

- Intellectual Property Rights-based Debt Financing to Startups: Need for a Changing Role of Indian Banks
Bibekananda Panda and Saru Joy 143

The global economy is now more of a knowledge-driven economy. Despite its relevance, the usage of IPR as security for debt financing has not gained prominence in many countries, including India. Commercial banks in India lack IPR valuation expertise, and most of the Intangible asset dominated startups fail the traditional credit appraisal process of commercial banks. The recent policy changes by the RBI may ease the financial constraints of the fund strapped startups. This article discusses the challenges and opportunities in the sector while outlining the way forward in IPR-based debt financing to Indian startups by commercial banks.

RESEARCH

- Joint Provision of Non-audit Services to Audit Clients: Empirical Evidences from India
Reshma Kumari Tiwari and Jasojit Debnath 153

The paper empirically highlights the perspective of chartered accountants (practitioners) on the joint provision of non-audit services (NAS) to audit clients in India. About 119 CAs were surveyed. Practitioners opined that the joint provision of NAS to audit clients does not impair auditor independence. Their major suggestions indicate that the complete prohibition of NAS by an audit firm is not feasible. However, the recommendations include strengthening of provisions to reduce the conflict of interest. Empirical studies on auditor independence in the Indian context are limited, and therefore, this paper might interest policymakers and regulators.

- Communicating Through a Pandemic: Insights on Crisis Communication from Steel Authority of India Limited, Rourkela Steel Plant
Dipak Chattaraj, Seemita Mohanty and Archana Satpathy 166

This article highlights the communication strategies and measures adopted by the management of one of the biggest manufacturing industries of the country, the Steel Authority of India Limited, Rourkela Steel Plant, during the ongoing Covid-19 crisis. A survey on the efficacy of the communication measures adopted by the management was conducted on 345 employees. The results show a high level of support for all the implemented communication measures. Yet, data received from employees at the junior level revealed a need for better communication exchange with the top management. Considering the feedback received from the employees, additional communication measures were adopted.

MANAGEMENT CASE

- Tata Nano: Case of Repositioning
Chandan Parsad, Sanjeev Prashar and Vinita S. Sahay 177

Nano had created a hype among the Indian middle-class before its launch, and hence a huge demand was forecasted. In March 2009, Nano was launched in the Indian market at INR 100,000 (US\$2,500). The car was specially designed and manufactured for the Indian middle-class who desired a safer transportation mode at an affordable cost. The company used affordability as its initial positioning. However, the positioning got diffused as the cheap car. Despite growth in the automobile sector, the Nano sales remained abysmal. Subsequently, the company attempted repositioning the brand by launching Nano Twist (2013) and Nano GenX (2015). This case deliberates various marketing strategies adopted by Tata Motors.