



**Panel Discussion - Decoding the Budget**

**Date:** Wednesday, 14-Feb-2024

**Venue:** Moot Court, A Block, K.R. Mangalam University.

**Event Type:** Panel Discussion – Decoding the Budget 2024

**Mode of Activity:** Offline

**Target Group:** Students of SOMC

**Coordinators:** Dr. Deepika Chaudhary, Ms. Sukanya Chaudhary

**Organized by:** School of Management & Commerce

**Number of Participants:** 358

**Resource Persons/ Panelists:** 5

1. Awdhesh Nagar - Founder & Director, Financedger
2. R Srinivasan - Director, SOIL School of Business Design
3. Krishanu Datta - Co-Founder & Brand Strategist, Communifix
4. Manish Anand - VP & CIO, Infogain
5. Prof. Dr. Kanhaiya Singh - Professor-Emeritus, GL Bajaj Institute of Technology & Management

**Introduction:** The School of Management of Commerce of K R Mangalam University organized the event “Decoding the budget 2024” on 14th February, 2024 for all its students - MBA, B.COM & BBA. The event was coordinated by Dr. Deepika Chaudhary (Assistant Professor, SOMC) and Ms. Sukanya (Assistant Professor, SOMC), following the guidance of Dr. Indira Bhardwaj, the Dean of SOMC, aimed to provide a platform for students to understand the budget and its implications on different industries.

**Objective:** The primary objective of Decoding the Budget 2024 was to help the students how budget has impact on all industries and their day to day lives in several ways, like taxation policy, government initiatives and plans for that financial year from industry experts from diverse fields. Along with the objective of teaching the students how they can look at the budget and identify opportunities in their area of work or interest.

**Methodology:** Decoding the Budget 2024 - was a panel discussion with following panelists sharing their perspective & insights on the interim budget presented by the government:

- Awdhesh Nagar - Founder & Director, Financedger  
Awdhesh Nagar emphasized the importance of fiscal policies for fostering a conducive environment for business growth and entrepreneurship.
- R Srinivasan - Director, SOIL School of Business Design

R Srinivasan highlighted the role of strategic design in shaping the budget and discussed its implications for business design education.

- Krishanu Datta - Co-Founder & Brand Strategist, Communifix  
Krishanu Datta explored the intersection of budgetary decisions and brand strategy, discussing how businesses can adapt to changes in the economic landscape.
- Manish Anand - VP & CIO, Infogain  
Manish Anand delved into the budget's impact on the Information Technology sector, emphasizing the role of innovation and digitalization.
- Prof. Dr. Kanhaiya Singh - Professor-Emeritus, GL Bajaj Institute of Technology & Management  
Prof. Dr. Kanhaiya Singh analyzed the budget's implications for the education sector, addressing key areas of concern and potential opportunities.

Before the panel discussion, each panelist shared their individual perspective revolving around their industries and adding to students' knowledge from their extensive experience.

The panel discussion was moderated by R. Srinivasan, who directed questions to each panelist extracting more knowledge for our students. The panel discussion was followed by a quick question and answer session with the students, answering their doubts & queries.

**Outcome:** The event was very enlightening for the students. They could correlate how the macro government policies and plans that are introduced in the budget have implications at the micro level, impacting all fields, businesses & people in general. The students also learnt about the different parts of the budget and what to be referred for their specific use.

**Conclusion:** "Decoding the Budget 2024" event organized by the School of Management of Commerce at K R Mangalam University achieved its primary objective of providing students with valuable insights into the far-reaching impact of the budget on various industries. The panel discussion, led by industry experts, not only shed light on the fiscal policies and strategic design influencing business growth but also explored the intersections with brand strategy, information technology, and education. The event successfully facilitated a nuanced understanding of how macro-level government policies intricately affect the micro-level, resonating with students as they recognized the real-world implications on businesses and individuals. Overall, the event served as an enlightening platform, equipping students with a comprehensive perspective on decoding and navigating the intricacies of the budget.

Photos:



Photo 1: Panelists having a discussion



Photo 2: Dean, SOMC delivering the welcome address





Photo 3: Panelist, Mr. Krishanu Datta, delivering his individual note before panel discussion



Photo 4: Event anchors welcoming the panelists & guests to the event





Photo 5: Students attending the event



Photo 6: Dean, Academic Affairs welcoming one of the panelists



Photo 7: Dean, SOMC welcoming one of the panelists