

Report on Project work/field work/internship

- TOPIC OF THE PROJECT WORK/FIELD WORK/INTERNSHIP : Visit to RBI Museum
- DATE OF VISIT: 22.04.2022
- PLACE OF VISIT: Reserve Bank of India Museum
- NO. OF PARTICIPANTS (INCLUDING TEACHERS) : 20
- SUMMARY :

VISIT TO THE RBI MUSEUM

Money is a topic of universal interest and also an intrinsic component of the cultural heritage of a country mirroring its socio-economic history. Hence a museum devoted to money should be interesting for everyone. With this concept we planned (with the permission of our Principal) to visit the 'Reserve Bank of India Museum' as a part of our student's activities. The students (Hons.) of the Economics department along with the teachers visited this place on 22.04.2022. This museum has been opened recently by the Reserve Bank of India, in their original premises at 8 Council House Street, Kolkata.

We found that the displays have been organised into three main galleries. "The History of Money" explains how economies grew after money replaced the barter system. Various objects used as money, including grains, salt, cowries and even giant stones are on display. The second gallery is called "Story of Gold" and it also features a full scale vault for demonstrating how gold is handled and stored. The third gallery is "Genesis of RBI" where one can learn about the history of RBI. Some old machines used for minting of coins, printing of bonds and stapling of currency notes can also be seen.

Apart from these galleries, the Museum will immerse you in a one-of-a-kind experience that explains money, its role in the economy and also your role in it in a very unique, fun and interactive way. There is an option that one can weigh themselves on a scale and get the body weight in terms of gold bullion. One of the interesting things that I had also experienced was the option of trying to lift a faux gold bar. This gave an idea how gold being a dense metal is almost thrice as heavy as anything similar made of iron.

There is also a small sale counter near the entrance, where one can purchase some souvenirs of one's visit to the museum, including artifacts made from shredded currency notes.

- GEO-TAGGED PHOTOS (ATLEAST 2) :



OPPO F19 Pro · ©Sandipan Das





OPPO F19 Pro - ©Sandipan Das



- TOPIC OF THE PROJECT WORK/FIELD WORK/INTERNSHIP : Visit to RBI Museum
- DATE OF VISIT: 27.04.2022
- PLACE OF VISIT: College Street
- NO. OF PARTICIPANTS (INCLUDING TEACHERS) : 32
- SUMMARY :

Livelihood changes, if any, between Pre and Post- Pandemic Situation of Booksellers in *College Street Boipara*

The Covid-19 outbreak is playing havoc across a spectrum of livelihoods all over the world, business is a part of that. One of the worst affected segments is the book trade. Since the e-commerce boom, the number of physical book shops around the globe is dwindling. Google Trends data shows that searches for books due to pandemic were relatively higher compared to pre-pandemic across countries. As visits to physical stores were restricted, and many book shops were running low on money, consumers went online to shop, causing online purchases to grow higher and higher.

Our study of book selling industry is of particular relevance with the spread of the COVID-19 pandemic and the increasing importance of e-commerce. **The purpose of this study** was to assess the changes in livelihood pattern of booksellers due to impact of pandemic on e-commerce, which can help to propose a better way for improving the livelihoods of book sellers against the background of the COVID-19 pandemic.

The primary survey has been conducted on **69 book sellers in College Street area**.

31 students collected data from these book sellers following the primary survey questionnaire prepared.

Aim of the study is to focus whether average number of book sales per day has been hampered due to pandemic among the book sellers.

This particular area was selected for various reasons. Firstly proximity as this area is very close to City College. Apart from City College, many other educational institutions including colleges, schools, universities are situated in this renowned '*College Street Boi Para*', this book town is the paradise of book lovers which instigates to choose *College Street* as a study area for primary survey.

Though the study is mainly focusing on the sales of study books which is mainly seasonal but other fiction and non-fiction books are also considered to get the scenario of the per day average sales in this area during the pandemic and posits a conclusion through the comparison between pre- and post-pandemic situation.

Here are the primary findings. Data reveals a crucial fact that average number of book selling per day falls significantly among those sellers who had no online payment mode facility or cash on delivery facility in pandemic situation.

Few sellers uphold the facts behind maintaining more or less same sales scenario. They are able to maintain the sales target through the online selling as they have own book store website or they are connecting the customers through the WhatsApp.

Some brick-and-mortar book sellers dismissed the threat of e-books, arguing they continue to remain a niche segment but smaller bookstores faces a tougher challenge.

Along with e-books, online market places such as Amazon and Flipkart pose an extential threat to small bookstores.

For now, bookstores are themselves leveraging technology to reach loyal readers. During lockdown most of the orders comes from WhatsApp. Clearly, bookshops are being forced to innovate new avenues for them.

In conclusion, whatever may be happening worldwide, the new kinds of research, methods and technologies learned during the pandemic are not temporary but are being confidently implemented and opening up a new space for managing online consumer behavior.

Book sellers must focus on the digital capabilities of their consumers and clearly identify where they need to gain their trust. Each of the trends above has accelerated significantly with the onset of the pandemic.

Traders have to follow the trends with consumers simultaneously. As research shows, the cumulative impact of the pandemic on consumer behavior has significant implications for business.

Traders can no longer defend their pricing policies with factors that no longer have a benefit and are not crucial to a consumer in the new reality.

Though the '*College Street Book Town*' exists due to its flavour of traditional face to face interaction between sellers and consumers but to sustain in this pandemic situation most of the book traders had to follow the trend of online selling.

[These are the primary findings, a detailed quantitative analysis is being prepared]

- GEO-TAGGED PHOTOS (ATLEAST 2) :



OPPO-F19 Pro - © Sandipan Das

