

Sameeksha Trust

An Appeal

For more than half a century, the **Economic and Political Weekly (EPW)** has been a major presence in India's intellectual space. It has been a crucible for ideas and a forum for debate, which has created a journal of international repute that has become a virtual institution. EPW provides a multi-disciplinary platform for academics and practitioners, researchers and students, as well as concerned citizens, for critical engagement with economy, polity and society in contemporary India.

It has always been a struggle to ensure EPW's financial viability and sustainability. The resource constraint has been exacerbated by our conscious decision to abstain from receiving direct government grants and donations from abroad, to preserve the autonomy and independence of the journal.

With the Covid-19 pandemic and the consequent nationwide lockdown, EPW is now experiencing an unexpected and drastic drop in revenue from retail sales (as most of the newsstands are still closed) and advertisement income (as advertising has contracted sharply with the crisis in the economy), resulting in an acute financial crisis. This is not unique. Most of India's print media organizations are going through a similar predicament leading to closures, large-scale retrenchment of staff, and salary-cuts.

It was our endeavour not to resort to such drastic measures in EPW. In the first two months of the lockdown, full salaries were paid to all EPW staff. The Editor and his team adopted drastic austerity measures and cut expenditure to the bone. In spite of this, there was a large operational deficit every month, which could aggravate further if the problems associated with the lockdown persist. If this excess of expenditure over income had gone unchecked, a stage would have come when we would no longer be able to keep EPW alive.

The situation became so critical in the month of June 2020 that there was no other choice but to implement a temporary measure of reducing staff salaries from July 2020. The financial situation of EPW is being reviewed periodically and the salary cut is being reduced gradually. The situation, however, still continues to look grim.

In these difficult and troubled times, an institution of EPW's stature and credibility is needed more than ever before. Well-wishers of EPW have been reaching out and urging us to do whatever necessary to ensure EPW's sustainability.

We therefore appeal to the community of readers, contributors, subscribers and well-wishers of EPW to come forward and make donations to the extent each one can so as to ensure that EPW continues to perform its historic role. This is urgent. And it is of utmost importance. We hope you will join us in supporting EPW.

Trustees, Sameeksha Trust and Editor, EPW

How to make donations:

We welcome donations from Indian citizens as well as from non-resident individual Indians and Persons of Indian Origin (PIOs), but only in Indian currency and through regular banking channels. Donations in foreign currency and from political parties are not accepted. Donations can be made in one of the following ways:

1. By Online:

Net banking (Indian bank accounts), domestically issued credit/debit card or /UPI/Wallets, in Indian Rupees on our donation page
<https://www.epw.in/donation>.

2. Through NEFT/RTGS:

Name of the Account:
Sameeksha Trust
Bank: Union Bank of India
Branch: Mumbai Samachar Marg
Account No: 317901010029033
IFSC CODE: UBIN0531791

3. By Cheque or Demand Draft:

These should be drawn in favour of "Sameeksha Trust" and sent to:
Editor, Economic & Political Weekly
320-322, A-Z Industrial Estate,
Ganpatrao Kadam Marg,
Lower Parel, Mumbai 400 013

Those making donations through channel 2 and 3 mentioned above, will need to send us a covering letter, clearly stating your Permanent Account Number (PAN) and that "this donation is to the corpus of the Sameeksha Trust" in order to receive the Income Tax rebate under Section 80G of the Income Tax Act.

Covering letter and PAN card details can either be emailed to donation@epw.in or posted to our address given under (3) above.

For further information, please email to donation@epw.in