

Sameeksha Trust

A Special Appeal

For more than half a century, the **Economic & 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 multidisciplinary 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 grants from governments 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 there has been no print edition for three months) and advertisement income (as advertising has contracted sharply with the crisis in the economy), resulting in an acute financial crisis. This is not unique for *EPW* alone. However, while other print media organisations have resorted to closures, large-scale retrenchment of staff, and salary cuts, it has been our endeavour not to undertake 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 and following the lockdown, persist. If this excess of expenditure over income goes unchecked, a stage would come when we would no longer be able to keep *EPW* alive.

The situation became so critical in the month of June that there was no other choice but to implement a temporary measure of reducing staff salaries. This is being done for the months of June and July 2020 in a graduated progressive manner ranging from 0% to 40%. The situation, however, continues to remain extremely uncertain. The financial situation of *EPW* will be reviewed again in August 2020.

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
9 July 2020

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