



# LIBERTY DIGNITY AND CHANGE IN JOURNALISM



Editor  
SUSMITA BALA

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# Media and Tax Reforms in India: A Study of Media Coverage of GST

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*Pramod Kumar Pandey*

## **Introduction**

Taxation system of any nation is the backbone which helps in stabilizing other functional institutions. India too has been striving hard to find the right kind of taxation system to make the country realize the dream of becoming world power in years to come. The struggle for such tax reforms became more critical after the major economic reforms of 1991 which led to the mushrooming of the middle class and led to a changed consumer culture further expanding the role of an able tax system. India recently witnessed the implementation of GST in 2017. Though it may have been implemented recently but the debate on it has been ongoing since more than a decade. The government prior to the existing one too floated the idea of implementation of GST. It bagged mixed reactions at that time with the opposition considering it to be a bad idea. The opposition of that period is now heading the union government and is now being hailed as the proponent of this revolution called GST. On one hand where it is being witnessed as a revolutionary step in increasing the revenues and the

## Engage–Enable–Experience: A Recipe for Experiential Philanthropy

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*Deepika Dhawan*

### Introducing Experiential Philanthropy

Oxford dictionary defines *experience* (noun) as ‘an event or occurrence which leaves an impression on someone’ and *philanthropy* as ‘the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes’. The typical definitions sum up the combined meaning of the term *experiential philanthropy*.

Experiential Philanthropy can be defined as experiences provided by profit-making and non-profit organisations to their existing and prospective customers, in order to develop collaboration in the fundraising process for social and public welfare.

In the domain of profit-making organisations, it is a part of ‘Corporate Philanthropy’, only with a pinch of an engaging activity involved. According to Varadarajan and Menon (1988), corporate philanthropy is described as the action when a corporation voluntarily donates a portion of its resources to a societal cause. Although the thought of philanthropy incites feeling of altruism,



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