

sector: Raipur in focus



1.77%, the report stated that the Gross State Domestic Product (market price) at current price is likely to increase to Rs 3,50,270-crore in 2020-21 from Rs 3,44,955-crore in the previous year, a growth of 1.54%.

The agriculture sector (agriculture, livestock, forestry and fishing) projected a likely growth by 4.61%, industry sector (mining and quarrying, construction, manufacturing and electricity, gas and water supply) to decrease by 5.28% and service sector is expected to grow by

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0.75% over the previous fiscal year.

As Chhattisgarh progresses into the later part of 2021, there's reason for optimism. Despite the economic challenges the pandemic has brought to the Indian economy overall, the state of Chhattisgarh has and continues to hold up well.

The print sector

And with global and domestic economic conditions on the mend, the print segment in the State hopes to recover to

the pre-Covid-19 levels by 2023.

According to major players, Covid-19 is believed to have established print media to be one of the most reliable sources for news in the age of sensationalism and misinformation. The Dainik Bhaskar Group, for example, has four units — Raipur, Bilhail, Bilaspur and Raigarh, with three printing plants at Raipur, Bilaspur and Raigarh. It also has 406 centres for circulation, advertisement and news networks across the state.

Ajay Prakashan in Raipur is one of the biggest educational publishers in Chhattisgarh. The company publishes 800 titles, which are printed at its plant in Raipur and stocked in a 25,000-sqft facility in the city. "Chhattisgarh has been our core market since the beginning. It is the backbone of Ajay Prakashan. Over the years, we have managed to reach every corner of the state and reach every student/customer through our brand name," says Shiv Shankar Dani of Ajay Prakashan.

MBD is another publisher operating in Chhattisgarh, and publishes three brands — the Modern series — *ABC of Physics*, *ABC of Chemistry*, *ABC of Biology and ABC of Mathematics* (in both English and Hindi mediums); *MBD Super Refresher*, *MBD Sure Shot* and *MBD Safalta ka Sadhan*; and *HFI — New Learnewell*, *Disney Series* for kindergarten and *Pruquest Series* for Class I to VIII.

Monica Malhotra Kandhari, MD, MBD Group, says, 2020 was a tumultuous year, but its eLearning department came to the rescue. "We made available our entire eResources (digital content for Grade K12, assessments and eBooks) to the student and teacher community." MBD has a local printing unit and a full-fledged warehouse in Raipur.

One of the USPs for print in Chhattisgarh is the cost of production. "It's much less compared to other states," says Dani, who hedges his bets on producing books. "The book market is a never-ending market. We also do government jobs which demand huge production in a very short time. So, the future is bright."

Besides educational books, steel, minerals, food processing and cold storage are the growth segments, concludes Dani of Ajay Prakashan. →