

[https://en.wikipedia.org/wiki/Rajesh_Shukla_\(statistician\)](https://en.wikipedia.org/wiki/Rajesh_Shukla_(statistician))

30 Years Experience of shaping Indian Public Policy

Dr. Rajesh Shukla: A brief Profile



- Founder Director and CEO, **People Research on India's Consumer Economy (PRICE)**, **Indian Institute of Management Udaipur (IIMU)**, Rajasthan.
- Visiting Professor, **Institute for Human Development**, New Delhi
- Country Co-ordinator, **EU-India** Social Science Research Network (MACAS)
- Long standing expertise to execute scientific and robust primary and secondary data-based research by using internationally accepted **“Quality Assurance Framework for Data Research.”**
- Author of 50+ Policy Research Reports for public and private bodies
- Wrote over 100 popular articles in financial dailies

Introduction

- I, **Rajesh Shukla**, describe myself as an Indian researcher, author and applied statistician.
- I am currently serving as the Founder Director & CEO of People Research on India's consumer economy (PRICE , branded as ICE360°), an independent not-for-profit 'think-tank' cum 'fact-tank' located at Indian Institute of Management, Udaipur, engaged in identifying data gaps, collecting, building and disseminating seminal knowledge and insights (Interconnected, Consistent and up-to-date) on India's Citizens' Environment and Consumer Economy to enable evidence led business decisions, regulatory response and policy formulation.
- After completing my Ph.D. (Agricultural Statistics) from Indian Agriculture Statistics Research Institute (IASRI), New Delhi in 1993, joined the National Council of Applied Economic Research (NCAER) as Statistician and performed diverse roles ranging from conceptualization and execution of primary and secondary data-based research studies to handling administrative/managerial responsibilities (as Chief Statistician & Head of Survey Division and as the Director, NCAER-CMCR). Promoted and facilitated leading-edge socio-economic research, including collaborative and interdisciplinary research.
- As Principal Investigator/Project Leader, I led the research team to create over 25 Pan India primary baseline/cross-sectional/longitudinal databases on issues of national importance, develop analytic constructs/actionable insights, and wrote research reports relating to household well-being; income distribution and inequality; regional disparity; Financial Inclusion; Indian Middle Class, Tourism; Indian Youth; Caste and Energy; Science and Technology; Public Understanding of Science.
- I am privileged to author over 17 books, more than 30 national research reports, research papers and popular articles in financial dailies.
- I have worked as a member and expert in many high-power committees Government of India and worked as a technical advisor to several reputed national and international institutions.

Career Path: Salient Milestones

Career Path (25+ years)

- **Director and CEO**, People Research on India's Consumer Economy (PRICE)
July 2014 – **Present**
- **Country Coordinator**: INDIA EU-India Social Science Research Network
November 2012 – **Present**
- **Visiting Professor**, Institute for Human Development
August 2013 – **Present**
- **Professor**, Institute for Human Development
August 2013 – June 2014 (9 months)
- **Visiting Professor**, Institute for Human Development
January 2012 – July 2013 (7 months)
- **Director**, NCAER Center for Macro Consumer Research (NCAER-CMCR)
April 2010 – November 2011 (1 year 8 months)

Career Path (25+ years) ...

- **Chief Statistician (Senior Fellow)**, National Council of Applied Economic Research (NCAER)
April 2004 – March 2010 (6 years)
- **Principal Statistician**, National Council of Applied Economic Research (NCAER)
April 2002 – March 2004 (2 years)
- **Senior Statistician**, National Council of Applied Economic Research (NCAER)
April 1999 – March 2002 (3 years)
- **Statistician**, National Council of Applied Economic Research (NCAER)
June 1994 – March 1999 (4 years 10 months)
- **Consultant**, National Council of Applied Economic Research (NCAER)
June 1993 – June 1994 (1 year 1 month)

Shaping Public Policy

Shaping Indian Public Policy...

- **Member of Expert Group** on Inflation Expectations Survey of Households (IESH), Reserve Bank of India, Government of India (2019)
- **Member of Expert Committee** on Leveraging Panchayats for Efficient Delivery of Public Goods and Service, Government of India (2012-13)
- **Member of Steering Group** for Regular Review and Methodological Guidance for Research Studies, Ministry of Rural Development, GOI (2012-13)
- **Member of Professional Committee** on Data Management, National Statistical Commission Ministry of Statistics and Programme Implementation , GOI (2009-10)
- **Member of the Expert Group** on Estimation of Savings and Investment through Household Survey, Central Statistical Organisation , Ministry of Statistics and Programme Implementation , GOI (2009-10)
- **Executive Member of Working Group** NSS 65th Round, National Sample Survey Organisation, Ministry of Statistics, Government of India (2008-09)
- **Member of Working Group** on Technical Education for Formulation of Eleventh Five Year Plan 2007-12, Ministry of Human Resources, GOI (2007)

Contributing to Global Public Policy...

- **Country Coordinator** of *first multilateral social science research collaboration between India and Europe*. Participating countries are India (PRICE), Germany (Bielefeld University) and United Kingdom (London School of Economics), 2012-20.
- **Country Expert** to “*Mobile Communication Technology: An international Study of the Impacts of Precautionary Measures on Risk Perception and Trust*”, Forschungszentrum Juelich, Germany (2008-09). (Participating countries: Australia, Bangladesh, Brazil, Germany, India, Japan, South Africa, Netherlands, South Africa, Taiwan, United Kingdom and United States)
- **Group Leader** of a team 25 researchers from Europe, North and South America, India, China, Korea, Japan, South Africa, and Australia in compiling, integrating, analyzing, reconciling and calibrating European and Indian longitudinal data sets related Comparative Analysis of Engagement, Knowledge and Attitudes to Science: India and Europe.
- ❖ **Technical Advisor** to “*United Nations WTO Committee on Statistics and Macroeconomic Analysis of Tourism*”, World Tourism Organisation (WTO), Madrid, Spain (2006).
- ❖ **Consultant** to the study “*Sumatra Investment and Trade Survey (SITS) of Indonesia-Malaysia-Thailand Growth Triangle: Enhancement of Sub-regional Cooperation in BIMPEAGA and IMT-GT*”, Asian Development Bank, Manila (2008-09).
- ❖ **Technical Advisor** “*The Bird of Gold: The Rise of India’s Consumer Market*”, McKinsey Global Institute, Washington (2005-08)
- ❖ **Collaborative Research** on “*Analysis of Engagement and Attitudes to Science: India and Europe*” with The Royal Society, UK and London School of Economics (LSE) (since 2002).
- ❖ **Technical Expert** to the study “*Comparative Insights on Consumption and Investment Behavior in China and India*” Yale Centre for Consumer Insight, New Haven, CT (2008-09).

Key Publications

- ❖ *Authored 17 books, more than 30 national research reports, a number of research papers and popular articles.*
- ❖ *Covered diverse topics, household well-being; income distribution and inequality; regional disparity; Rural well-being; urbanisation; financial inclusion; tourism; science and technology; Indian youth; Caste and energy.*

Key Publications-Books/Published Reports

1. Rajesh Shukla (2022). *“The Rise of India’s Middle Class: Results from the PRICE’s ICE 3600 Surveys”*, PRICE.
2. Rajesh Shukla et.al (2020). *“Digital Payments Adoption in India, 2020”*, NPCI-PRICE REPORT, **National Payments Corporation of India (NPCI)**, Mumbai.
3. Rajesh Shukla (2018). *“Indian Citizens' Basic Needs: A Progress Report”*, prepared for the **Economic Advisory Council to the Prime Minister (EACPM)**, PRICE, New Delhi.
4. Rajesh Shukla et. al (2014) *“Cost of Cash in India”*, **The Fletcher School**, Tuff University and National Institute for Bank Management (NIBM).
5. Martin W Bauer, Petra Pansegrau and Rajesh Shukla (2018) *“The Cultural Authority of Science Comparing across Europe, Asia, Africa and the Americas”*, 1st Edition, **Routledge, U.K.**
[ISBN 9781138059924](#), [ISBN 9781315163284](#)
6. Martin W. Bauer, Rajesh Shukla, Nick Allum (2011) *“The Culture of Science: How the Public Relates to Science Across the Globe”*, **Routledge, U.K.** [ISBN 978-0415873697](#), [ISBN 9780415851022](#)
7. Rajesh Shukla, P.K. Ghosh and Rachna Sharma (2011) *“Assessing the Effectiveness of Small Borrowing in India”*, **NCAER, New Delhi.** [ISBN 8185877726](#), [ISBN 978-8185877723](#).
8. Rajesh Shukla (2010) *“How India Earns, Spends and Saves: Unmasking the real India”*, **SAGE**, New Delhi. [ISBN 978-8132104766](#)
9. Rajesh Shukla, Sunil Jain and Preeti Kakkar (2010) *“Caste in a Different Mould: Understanding the Discrimination”*, **Business Standard and NCAER**, New Delhi. [ISBN 9788190573597](#)
10. Rajesh Shukla (2010) *“Indian Youth: Demographics and Readership”*, **National Book Trust (NBT)**, New Delhi.
11. Rajesh Shukla (2005) *“India Science Report”*, **Indian National Science Academy (INSA)**, New Delhi. [ISBN 8188830070](#).

Key Publications- Research Papers

1. Anirudh Krishna and Rajesh Shukla (2023) “Tracing the Geographies of Inequality in India Beneath the Urban–Rural Divide”, *Economic and Political Weekly*, March 4, 2023, Vol LVIII no 9.
2. Suman Bery and Rajesh Shukla (2003) “NCAER’s *Market Information Survey of Households: Statistical Properties and Application for Policy Analysis*”, *Economic and Political Weekly*, Jan 25, 2003.
3. Rajesh Shukla (2010) “*The Official Poor in India, Summed Up*”, *Indian Journal of Human Development*, 4 (2), 301-328.
4. Rajesh Shukla (2010) “*Trends in Poverty and Inequality: An Analysis of the High Growth Period*”, *Indian Journal of Human Development*, 5 (2), 345-364.
5. Rajesh Shukla (2003) “*Estimating Domestic Tourism Expenditure in Developing Economies: Lesson from India*”, *Tourism Satellite Accounts (TSA), Implementation Project, Enzo Paci Papers on Measuring the Economic Significance of Tourism*, Vol 3, World Tourism Organisation, Madrid, Spain.
6. Rajesh Shukla, Anil Rai and Nitasha Monga (2010) “*India Protection Index: An Objective Measurement of Economic and Social Well Being of Indian Population*”, *Margin, The Journal of Applied Economic Research*, 4 (3), 339-367, August 2010.
7. Rama Bijapurkar, Rajesh Shukla and Mridusmita Bordoloi (2014). “*Reasons and Attitudes Toward Using Cash in India.*” IBGC Working Paper 14-03.
8. Rajesh Shukla (2007) “*Utilisation Pattern of Human Resources in Science and Technology in India*”, *Margin: The Journal of Applied Economic Research*, Vol. 1, No. 2, 215-230.
9. Rajesh Shukla and Monga, Nitasha (2006) “*An Exploration of Leisure and Holidays*”, *Margin, The Journal of Applied Economic Research*, 38, 37-46.
10. Rajesh Shukla and Charu Jain (2006) “*Overseas Education – An Indian Perspective*”, *Margin: The Journal of Applied Economic Research*, 38(3).
11. P. Geetha Rani, Megha Shree, Rajesh Shukla (2019) “*Return to Skills in India: The Role of Digital Access and Usage*, *Indian Journal of Human Development*, 13 (3), 254-277.

Key Publications- Popular Articles in Financial Dailies

1. • Rajesh Shukla: “The Super-Rich want exclusivity, will not settle for second best”, [The Times of India](#). April 16, 2023
2. • Rajesh Shukla: “India in All Its Spender”, [The Times of India](#). March 1, 2023
3. • Rajesh Shukla: “Middle Goes to Top”, [The Times of India](#). February 2, 2023
4. • Rajesh Shukla: “Greatly Expanding Indian Middle Class”, [The Times of India](#). January 10, 2023
5. Rajesh Shukla:”Loss of income; ground-up assessment of recovery support to households”, [The Indian Express](#). April 12, 2020.
6. Rajesh Shukla:”Why internet access is an enabler for high returns on skills”, [The Financial Express](#). March 21, 2019.
7. Rajesh Shukla: “Return on skill: The widening earnings gap”, [The Financial Express](#). March 20, 2019.
8. Rajesh Shukla: “Explained: Gap between Skill India goals and current status”, [The Financial Express](#). March 19, 2019.
9. Rajesh Shukla: “What makes merchants adopt digital payments?”, [The MINT](#). August 9, 2018.
10. Rajesh Shukla: “Digital divide in India: 20 per cent of households access Net-banking, cashless payments have a long way to go”, [The Financial Express](#). June 7, 2017.
11. Rajesh Shukla: “ 7th Pay Commission report: Who will be the loser? ”, [The Financial Express](#). July 8, 2016
12. Rajesh Shukla: “ Here’s what stops agriculture sector from being revived”, [The Financial Express](#). June 24, 2016
13. Rajesh Shukla: “Looking at both sides of coin”, [The Financial Express](#). June 10, 2016
14. Rajesh Shukla: “Bridging the connectivity gap”, [The Financial Express](#). May 27, 2016
15. Rajesh Shukla: “The wheels of household well-being”, [The Financial Express](#). May 13, 2016
16. Rajesh Shukla: “Measuring household well-being”, [The Financial Express](#). April 29, 2016
17. Rajesh Shukla: “North India’s potential stymied by laggard states”, [The Financial Express](#). April 15, 2016
18. Rajesh Shukla: “Financial inclusion eludes female-headed households”, [The Financial Express](#). April 1, 2016
19. Rajesh Shukla: “Riding up the growth path”, [The Financial Express](#). March 18, 2016
20. Rajesh Shukla: “Putting rural economy back on track”, [The Financial Express](#). March 4, 2016
21. Rajesh Shukla: “Towards more equitable economic growth of districts”, [The Financial Express](#). February 19, 2016
22. Rajesh Shukla: “Impact of GDP growth on income inequality”, [The Financial Express](#). February 5, 2016

Key Publications- Popular Articles in Financial Dailies

19. Rajesh Shukla: “The long journey towards inclusive growth”, [The Financial Express](#). January 22, 2016
20. Rajesh Shukla: “Strengthen household saving data for effective policy-making”, [The Financial Express](#). January 8, 2016
21. Rajesh Shukla: “Unleashing our growth potential”, [The Financial Express](#). January 1, 2016
22. Rajesh Shukla: “Growth in household spending fuels education market”, [The Financial Express](#). December 25, 2015
23. Rajesh Shukla: “Tackling the demographic challenge”, [The Financial Express](#). December 18, 2015
24. Rajesh Shukla: “Tracking income growth of Indian households”, [The Financial Express](#). December 11, 2015
25. Rajesh Shukla: “Declining per capita protein intake spells trouble”, [The Financial Express](#). December 4, 2015
26. Rajesh Shukla: “Higher disposable income leads to a protein-rich diet”, [The Financial Express](#). November 27, 2015
27. Rajesh Shukla: “The changing dynamics of India’s consumer economy”, [The Financial Express](#). November 20, 2015
28. Rajesh Shukla: “Financial inclusion: Focus on Middle India”, [The Financial Express](#). November 13, 2015
29. Rajesh Shukla: “Rich vs poor consumption story: A study of contrasts”, [The Financial Express](#). November 6, 2015
30. Rajesh Shukla: “Working towards better life satisfaction”, [The Financial Express](#). October 30, 2015.
31. Rajesh Shukla: “Financial inclusion only when service providers raise awareness”, [The Financial Express](#). October 23, 2015
32. Rajesh Shukla: “Education is a marker of household and societal well-being”, [The Financial Express](#). October 16, 2015
33. Rajesh Shukla: “Financial risk continues to dog Indian households”, [The Financial Express](#). October 9, 2015
34. Rajesh Shukla: “Linking work-related mobility with well-being”, [The Financial Express](#). October 2, 2015
35. Rajesh Shukla: “Transitioning to a cashless economy not a walkover”, [The Financial Express](#). September 25, 2015
36. Rajesh Shukla: “Rural development: Shrinking Bharat needs a new approach”, [The Financial Express](#). September 18, 2015
37. Rajesh Shukla: “Revitalising rural economy”, [The Financial Express](#). September 11, 2015
38. Rajesh Shukla: “Pulses can restore India’s nutrition needs”, [The Financial Express](#). September 04, 2015

Key Publications- Popular Articles in Financial Dailies

39. Rajesh Shukla: "Healthcare spend pushing households below poverty line", [The Financial Express](#). August 28, 2015
40. Rajesh Shukla: "Caste is an irrelerent marker of the state of well-being", [The Financial Express](#). August 21, 2015
41. Rajesh Shukla: "Rural India, a reality check", [Financial Express](#). August 14, 2015
42. Rajesh Shukla: "Rural India's dark underbelly", [Financial Express](#). August 13, 2015
43. Rajesh Shukla: "Rural-urban continuum and the lessons for India", [Financial Express](#) . August 12, 2015
44. Rajesh Shukla: "Well-being: The path towards inclusive growth", [Financial Express](#). August 11, 2015
45. Rama Bijapurkar and Rajesh Shukla: "The real acche din: Why development mantra should be about improving the lives of those in rural India", [The EconomicTimes](#). August 09, 2015
46. Rajesh Shukla: "Sitting on a gold mine", [Financial Express](#) . May 26, 2015
47. Rama Bijapurkar and Rajesh Shukla: "Marketers must revise their rural marketing formula based on hard facts", [The EconomicTimes](#). March 18, 2015
48. Rama Bijapurkar and Rajesh Shukla: "Gold monetisation: Make your metal work for you and the economy", [The Indian Express](#). March 16, 2015
49. Rama Bijapurkar and Rajesh Shukla: "The consumer is ready; are companies?", [The Mint](#) . February 24, 2015
50. Rama Bijapurkar and Rajesh Shukla: "Bridging the income gap", [Business Today](#). January 04, 2015
51. Rajesh Shukla: "The poor are moving on". [Financial Express](#), 04 June, 2013.
52. Rajesh Shukla: "Changing consumer segmentation and identification of best customer". [Financial Express](#), 27th March 2013.
53. Rajesh Shukla: "Unleashing a billion aspirations: Service sectors will leave us with educated but unemployed aspirers, [The EconomicTimes](#), December 03, 2012
54. Rajesh Shukla: "Intertwined Fortunes-Slippage in growth below 6% will make poverty reduction distant goals, [The EconomicTimes](#), November, 2012

Key Publications- Popular Articles in Financial Dailies

55. Rajesh Shukla: “Coverage of Food Security Must Be Reworked, Factoring In Trends On Changing Consumption Spends”. [The Economic Times](#), 27th August 2012
56. Rajesh Shukla: “Low Growth, High Inflation Will Hit Consumption...” [The Economic Times](#), 13 July 2012
57. Rajesh Shukla: “Plug Loopholes In Proposed Law On Right To Education”. [The Economics Times](#), May 7, 2012
58. Rajesh Shukla: “Poverty Data Based On Consumption Expenditure Gives Skewed Result”.
59. [The Economics Times](#), April 09, 2012
60. Rajesh Shukla: “Rich Write The Consumption Book”. [The Economics Times](#), 5th March 2012
61. Rajesh Shukla: “How Much The Many Indias Earn”. [The Economics Times](#), 6th February 2012
62. Rajesh Shukla: “Give A Concerted Push To Reforms.” [The Economics Times](#) , 2nd January 2012
63. Rajesh Shukla: Parties Should Look At Spinoffs From FDI In Multi-Brand Retail To Farmers, Producers & Consumers”. [The Economics Times](#), 12th December 2011
64. Rajesh Shukla: Don't Blame MFINs”. [The Economics Times](#), 10th October 2011
65. Rajesh Shukla: Just What Is Poverty, Really? ”. [Financial Express](#), 5th October 2011
66. Rajesh Shukla: “Changing Consumption Basket”, [The Economic Times](#). September 26, 2011
67. Rajesh Shukla: “Strategist Anna Mobilised Aspirers”, [The Economic Times](#). September 5, 2011
68. Rajesh Shukla: “Enequality Breeds Revolt of Middle, [The Economic Times](#). August 22, 2011
69. Rajesh Shukla: “High School Standard=High Growth”, [The Economic Times](#). August 1, 2011
70. Rajesh Shukla: “Chapter 1: e-governance in Education”, [The Economic Times](#). June 6, 2011
71. Rajesh Shukla: “Books are Youth’s Best Friends”, [The Economic Times](#). May 2, 2011
72. Rajesh Shukla : “Unfulfilled education aspiration”, [The Economic Times](#). Jan. 10, 2011

Key Publications- Popular Articles in Financial Dailies

73. Rajesh Shukla : “Usage of mass media by youth”, [The Economic Times](#), Dec.6, 2010
74. Rajesh Shukla: “Young, employed and unhappy?”, [The Economic Times](#), Dec.22, 2010
75. Rajesh Shukla : “Desultory financial inclusion drive”, [The Economic Times](#), Nov.1, 2010
76. Rajesh Shukla : “Inclusive urbanization needed”, [The Economic Times](#), Oct.4, 2010
77. Rajesh Shukla : “Consumption and consumerism”, [The Economic Times](#), July 5, 2010
78. Rajesh Shukla : “Library as change agent”, [The Economic Times](#), April 5, 2010
79. Rajesh Shukla : “Young, employed and unhappy?”, [The Financial Express](#), Dec.22, 2010
80. Rajesh Shukla : “Rural India goes urban”, [The Financial Express](#), Sept. 21, 2010
81. Rajesh Shukla : “The multiple dimensions of poverty”, [The Financial Express](#), June 29, 2010
82. Rajesh Shukla : “Rural Consumers to Sustain Growth”, [The Economic Times](#). Jan 26, 2010
83. Rajesh Shukla : “Firms must Tackle Rural-Urban Divide”, [Mint – The Wall Street Journal](#). Dec. 1, 2008
84. Rajesh Shukla : “Disturbing trend in HR use in India” - Guest Column, [The Economic Times](#). (Jan 17, 2007)

Key Research Studies

- ❖ *Long-standing expertise to execute scientific and robust primary and secondary data-based research by using an internationally accepted “Quality Assurance Framework for Primary Data Research.”*
- ❖ *Engaged over 30 years in primary and secondary data-based socio-economic and households research studies (baseline, impact evaluation, and longitudinal)*
- ❖ *Executed over 30 national-level studies covering a range of topics such as rural livelihood, household income, expenditure and saving; Income Distribution and Inequality; Financial Inclusion; Tourism; Science and Technology; Public Understanding of Science; Indian Youth; and Energy, etc.*

Key Primary data-based Pan India Research Studies led as Principal Investigator/Project Leader

Sl. No.	Year	Title of research studies	Sponsors
1.	2023	Household survey on Gold Consumption: IGPC-PRICE	Indian Institute of Management, Ahmedabad
2.	2022	Consumer Survey on Digital Channels and Consumer Emotions	Indian Institute of Management, Ahmedabad
3.	2021	Household survey on Gold Consumption: IGPC-PRICE	Indian Institute of Management, Ahmedabad
4.	2021	ICE 360° Survey (2021)- Household Survey on India's Citizen's Environment and Consumer Economy (Wave 3.0)	JAMSETJI Tata Trust, World Gold Council, ICICI Bank Ltd, TVS Motor Company Ltd., Maruti Suzuki India Ltd
5.	2020	Digital Payments Adoption in India	National Payments Corporation of India
6.	2019	Understanding Next 100 Million Digital Users	Flipkart Internet Pvt. Ltd.
7.	2018	Future of Consumption in Fast-Growth Consumer Markets: INDIA	Bain & Company
8.	2018	Accelerating Financial Inclusion in India: Survey Among Jan Dhan Users and Micro Merchants	MasterCard, India
9.	2017	ICE 360° Survey (2016)- Household Survey on India's Citizen's Environment and Consumer Economy (Wave 2.0)	JAMSETJI Tata Trust, World Gold Council, TVS Motor Company Ltd., Mahindra & Mahindra
10.	2017	Mapping the Merchant's Mind: An Analysis of Digital Payments Behaviors by Micro Businesses	Catalysts, IFMR lead, Chennai
11.	2015	ICE 360° Survey (2014)- National Survey Indian Consumers- Middle India: Key to Inclusive Growth and a Prosperous Future India (Wave 1.0)	MasterCard Centre for Incl. Growth, World Gold Council, TVS Motor Company Ltd.
12.	2014	The Cost of Cash in India	IBGC, The Fletcher School, Tufts University, National Institute for Bank Management
13.	2009-10	National Youth Readership Survey	National Book Trust
14.	2009-10	Evaluation of Integrated Child Development Schemes (ICDS)	Planning Commission, GOI
15.	2008-09	Saving Behaviour Survey	ICICI Bank, India

Key Primary data-based Pan India Research Studies led as Principal Investigator/Project Leader...

Sl. No.	Year	Title of research studies	Sponsors
16.	2008-10	3 rd All India Census of Handloom Weavers and Allied Workers – Issuing of Photo Identity Cards to Weavers	Development Commissioner (Handlooms), Ministry of Textiles, GOI
17.	2008-09	Saving Behaviour Survey	ICICI Bank, India
18.	2005-06	National Survey of Household Income and Expenditure (NSHIE)	Self-sponsored- NCAER
19.	2005-07	India Financial Protection Survey	Max New York Life Insurance Ltd, New York
20.	2005-06	Tourism Satellite Accounts for India	Ministry of Tourism, GOI
21.	2005-06	Evaluation of Rasoi Ghar	Hindustan Petroleum Corporation , LTD
22.	2005-06	Feasibility Report on Establishing a Think-Tank in the Sultanate of Oman	Government of the Sultanate of Oman, Muscat
23.	2004-05	India Science Report	Indian National Science Academy, Delhi
24.	2002-03	Access to Rural Finance	World Bank (India office)
25.	2001-02	Domestic Tourism Expenditure Survey	Ministry of Tourism, GOI
26.	2001-02	Evaluation Survey of National Programme on Improved Chulha	Ministry of Non-conventional Energy Sources, GOI
27.	1997-98	A Case Study of People’s Perception Towards Science and Technology	Department of Science & Technology (DST), GOI
28.	1995-97	Impact Evaluation of Operation Flood Programme on Rural Dairy Sector	National Dairy Development Board, ANAND

Contribution in creating important
primary databases

Description of selected data bases

I. IIMA-PRICE Survey, 2023

Name of study	Household survey on Gold Consumption: IGPC-PRICE
Geographic coverage	25 major states
Survey methodology	Probability sample, three stage stratified random sampling
Sample size	40,000 households (Listing of 200,000 households)
Time period	2022-23 (Financial Year)
Unit of observation	Households
Universe	National representative of Indian households
Variable count	750
Database Access	People Research on India's Consumer Economy (PRICE, ICE360°)

II. IIMA-PRICE Survey, 2022

Name of study	Consumer Survey on Digital Channels and Consumer Emotions
Geographic coverage	25 major states
Survey methodology	Probability sample, three stage stratified random sampling
Sample size	35,000 households
Time period	2021-22 (Financial Year)
Unit of observation	Households
Universe	National representative of Indian households
Variable count	750
Database Access	People Research on India's Consumer Economy (PRICE, ICE360°)

Description of selected data bases

III. ICE 360° Survey, 2021

Name of study	ICE 360° Survey (2021)- Household Survey on India's Citizen's Environment and Consumer Economy (Wave 3.0)
Geographic coverage	24 major states
Survey methodology	Probability sample, three stage stratified random sampling
Sample size	40,000 households (Listing of 200,000 households)
Time period	2020-21 (Financial Year)
Unit of observation	Households
Universe	National representative of Indian households
Variable count	1250
Database Access	People Research on India's Consumer Economy (PRICE, ICE360°)

IV. IIMA-PRICE Survey, 2021

Name of study	Household survey on Gold Consumption: IGPC-PRICE
Geographic coverage	24 major states
Survey methodology	Probability sample, three stage stratified random sampling
Sample size	40,000 households (Listing of 200,000 households)
Time period	2020-21 (Financial Year)
Unit of observation	Households
Universe	National representative of Indian households
Variable count	750
Database Access	People Research on India's Consumer Economy (PRICE, ICE360°)

Description of selected data bases

V. ICE 360^o Survey, 2016

Name of study	Household Survey on India's Citizen Environment and Consumer Economy (Wave 2.0)
Geographic coverage	24 major states
Survey methodology	Probability sample, three stage stratified random sampling
Sample size	61,000 households (Listing of 300,000 households), 10,000 panel households
Time period	2015-16 (Financial Year)
Unit of observation	Households
Universe	National representative of Indian households
Variable count	650
Database Access	People Research on India's Consumer Economy (PRICE, ICE360^o)

VI. ICE 360^o Survey, 2014

Name of study	Household Survey on India's Citizen Environment and Consumer Economy (Wave 1.0)
Geographic coverage	21 major states, Rural/Urban, Seven major clusters (Metros, Boom towns... Under Developed Rural)
Survey methodology	Probability sample, three stage stratified random sampling
Sample size	20,195 households (Listing 101,000 households)
Time period	2013-14 (Financial Year)
Unit of observation	Households
Universe	National representative of Indian households
Variable count	191
Database Access	People Research on India's Consumer Economy (PRICE, ICE360^o)

Description of selected data bases

VII. ICDS STUDY, 2010

Name of study	Evaluation of Integrated Child Development Services (ICDS)
Geographic coverage	States and UTs of India
Survey methodology	2010-10 (Financial Year)
Sample size	Beneficiary child, Non-beneficiary child, adolescents, pregnant women, community leader, Health functionaries
Time period	National representative of Aganwadi across India
Unit of observation	2,974
Universe	Planning Commission, Government of India
Variable count	Evaluation of Integrated Child Development Services (ICDS)
Database Access	States and UTs of India

VIII. THIRD HANDLOOM CENSUS OF WEAVERS AND ARTISANS, 2009

Name of study	Third Handloom Census of Weavers and Artisans
Geographic coverage	29 major states
Survey methodology	Census
Sample size	2,783,271 weaver households
Time period	2008-09
Unit of observation	Handloom weavers and artisans
Universe	National representative of Indian households
Variable count	188
Database Access	Development Commissioner (Handlooms), Ministry of Textile, GOI

Description of selected data bases

IX. NATIONAL SURVEY OF HOUSEHOLDS INCOME AND EXPENDITURE (NSHIE 2004-05)

Name of study	National Survey of Households Income and Expenditure
Geographic coverage	All major states of India
Survey methodology	Probability sample, three stage stratified random sampling
Sample size	63,0015
Time period	2004-05
Unit of observation	Households
Universe	National representative of Indian households
Variable count	197
Database Access	National Council of Applied Economic Research (NCAER)

X. INDIA SCIENCE REPORT DATA, 2005

Name of study	India Science Report
Geographic coverage	All major states of India
Survey methodology	Probability sample, three stage stratified random sampling
Sample size	30,255
Time period	2004-05
Unit of observation	Sample respondents, individuals over 10 years of age
Universe	National representative of Indian households
Variable count	449
Database Access	Indian National Science Academy (INSA)

Description of selected data bases

XI. DOMESTIC TOURISM SURVEY, 2003

Name of study	Domestic Tourism Survey
Geographic coverage	All Indian states and UTs
Survey methodology	Multistage Stratified Random Sampling
Sample size	Listing: 800,000 households; Main: 80,000 households
Time period	2003
Unit of observation	Tourist households and Same Day Trip households
Universe	National representative of Indian households
Variable count	756
Database Access	Ministry of Tourism, GOI

Institution Building and Networking

Institution Building

- ❖ Co-founded and heading People Research on India's Consumer Economy (PRICE branded as ICE 360°) to guide public policy with facts and insights about today's India as Director and CEO. One of its core activities is to conduct ICE 360 surveys: "Household Survey on Consumer Economy and Citizens Environment" to provide the household view on how India earns, spends, saves, invests, lives, thinks and accesses public goods.
 - Seven-year-old institution, among other research studies, PRICE has already completed 3 pan India of ICE 360 surveys (2014, 2016 & 2021).
 - Created Value propositions:
 - *Independence:* Unbiased platform and aid to public policy and business strategy;
 - *Integrity:* Accurate, credible research focused on quality and objectivity;
 - *Knowledge dissemination:* Propagation and transmission of results through publishing, distribution and public dialogue; and
 - *Fiduciary responsibility:* Utilisation of funds with utmost prudence and duty of care.
- ❖ As Founder Director provided academic and administrative leadership to NCAER-Center for Macro Consumer Research (NCAER-CMCR) to develop it as an important and vibrant platform to build and disseminate seminal knowledge about Indian consumer economy on a regular basis.
- ❖ Expert to the Ministry of Commerce and Industry, Sultanate of Oman to examine the feasibility of setting up a policy research organization like NCAER to analyze policy issues for the Sultanate of Oman. Undertaken SWOT analysis of Oman's economic situation and brought a policy document to the attention of policy makers and Oman Government to establish Economic Think Tank in laying out strategies and action plans.

Working research experience ...

Ministries and Departments of Government of India

- NITI Aayog, GOI
- National Book Trust, GOI
- Development Commissioner (Handlooms), Ministry of Textiles, GOI
- Ministry of Tourism, GOI
- Hindustan Petroleum Corporation Limited (HPCL)
- Ministry of Petroleum and Natural Gas, GOI
- Indian National Science Academy, GOI
- Development Commissioner (Handicraft), Ministry of Textiles, GOI
- Ministry of Non-conventional Energy Sources, GOI
- Department of Science & Technology (DST), GOI
- National Dairy Development Board, ANAND

Working research experience...

National/International Institutes and Funding Agencies

- World Bank.
- Asian Development Bank (ADB), Manila.
- The MasterCard Institute for Financial Inclusion, New York.
- The Fletcher School, Tufts University, Washington.
- Government of the Sultanate of Oman, Muscat.
- McKinsey Global Institute, Washington.
- International Institute Environment and Development (IIED), UK
- United Nations Development Programme (UNDP)
- University of Pennsylvania, USA
- World Gold Council, Mumbai
- Bill Gates Foundation, India Office
- Indian Council of Social Science Research (ICSSR), India
- National Institute of Advanced Studies, Bangalore.

Experience with Corporate Bodies

- Banks
- Consulting firms
- Consumer durable
- Credit rating agencies
- Credit card providers
- Equity and commodity exchanges
- Equity, commodity and insurance brokerages
- Financial regulators
- Foreign trade missions
- Housing finance companies
- Institutional retailers
- International Trust Funds
- Investment bankers
- Life, nonlife and health insurers
- Media companies
- Microfinance firms
- Multilateral and bi-lateral aid agencies
- Mutual funds
- NBFCs
- Payment solutions providers
- Pension fund managers
- Pharmaceutical companies
- Real estate developers
- Stock Depositories
- Telecom companies
- Third party financial services distributors
- Vehicle manufacturers

International Alliances and Collaborations

- London School of Economics (LSE)
- Yale Centre of Consumer Insights, Yale School of Management.
- London Business School.
- Centre for India & Global Business (CIGB), University of Cambridge.
- Carlson School of Management , University of Minnesota
- McCombs School of Business, the University of Texas.
- Louisiana State University.
- ITAS, Karlsruhe Institute of Technology.
- Faculty of Business and Commerce, Keio University, Tokyo, Japan
- Faculty of Behavioural Sciences, University of Twente, Enschede, Netherlands, Brain Sciences Institute, Swinburne University of Technology, Hawthorn, Australia
- Faculty of Health Sciences, Stellenbosch University, Stellenbosch, South Africa, Laboratório de Estudos Avançados em Jornalismo, Universidade Estadual de Campinas, São Paulo, Brazil
- Australian Centre for RF Bioeffects Research, Hawthorn, Australia
- The Institute for Environmental Modeling, University of Tennessee, Knoxville, USA
- Psychology, University of Surrey, UK.

Personal Details & Introduction

Personal Details

Name	Dr. Rajesh Kumar Shukla	
Sex	Male	
Date of birth and Age	01-08-1965 (56+ Years)	
Education	M.Sc. & Ph.D. (Agricultural Statistics) , Indian Agriculture Statistics Research Institute (IASRI), New Delhi.	
Current employment	Director and CEO , PRICE, Indian Institute of Management Udaipur (IIMU), Rajasthan.	
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Thanks...

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