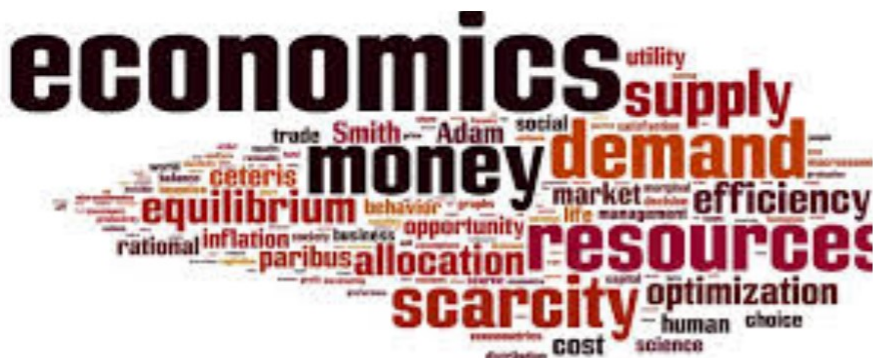


Newsletter

DEPARTMENT OF ECONOMICS, DURGAPUR GOVERNMENT COLLEGE



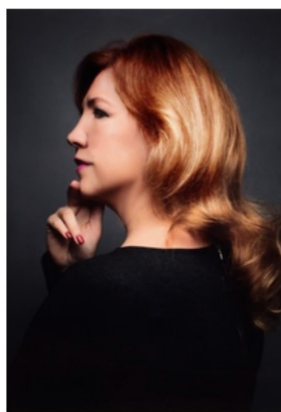
SHRINKFLATION: THE HIDDEN INFLATION

In economics, shrinkflation is the practice of reducing the size or quantity of a product while the price of the product remains the same or slightly increases. In some cases, the term may indicate lowering the quality of a product or its ingredients while the price remains the same.

British economist Pippa Malmgren is generally credited for inventing the term in 2009. The phenomenon has become quite common in the food and beverage industry.

Essentially, shrinkflation is a form of hidden inflation. Instead of increasing the price of a product, something that would be immediately evident to consumers, producers reduce the size of the product while maintaining the same price. The absolute price of the product doesn't go up, but the price per unit of weight or volume has increased. The small reduction in quantity is usually unnoticed by consumers (at least that's what the manufacturer hopes).

Shrinkflation is widely used by producers in the food and beverage industry. It has become a common tactic to help producers deal with their own inflation problems from suppliers. Many companies determined that their customers would balk and perhaps begin to look for substitute products if confronted with yet another price increase. The solution? – Shrinkflation.



Pippa Malmgren, Source: Wikipedia



HoD's Message,

Dear Readers,

I am delighted while releasing the first issue of Economics Quest by Department of Economics, Durgapur Government College.

Economics Quest highlights important aspects of Economics as a discipline.

Economics Quest in its debut issue also assembles the activities of the Department of Economics.

I wish best wishes to all the readers of Economics Quest!

Dr Anjan Ray Chaudhury
HoD, Department of Economics.

• WHEN IT COMES TO THE LONG RUN THEN ALL OF US ARE DEAD.
• –JOHN MAYNARD KEYNES

Departmental Activities



Inter-departmental Survey

ON MOBILE PHONE USAGE

by
Students of the Department of Economics

A survey was undertaken by the students of the Department of Economics as a part of their third semester curriculum in order to become familiar with the survey procedures and prepare a report on the mobile phone usage by the students of different departments of Durgapur Government College. The entire survey was supervised by Dr Samapti Saha, Associate Professor, Department of Economics.



Sensitization Programme towards Society

Dr Samapti Saha, Associate Professor, Department of Economics, Durgapur Government College conducted a sensitization programme by involving the students of the Department of Economics in a clothes and essential items distribution programme in the adjoining areas of the college. The students were encouraged to participate in the distribution programme which sensitized them towards their moral responsibilities towards the society.



Thanks for reading!