

## Select a Topic, Search the Internet, and Find Statistics

Course: MBA (General) Semester: II

This activity was designed to help students build one of the most fundamental research competencies in the digital age: the ability to search for relevant, credible, and up-to-date data and statistics on any given topic. In an era where decision-making, strategy formulation, and academic writing are increasingly dependent on evidence and data-backed insights, this skill is indispensable.

The purpose was to make students understand:

- ☐ Where to look for authentic statistics (government portals, credible international agencies, reputed databases).
- ☐ How to frame their search queries effectively.
- ☐ How to evaluate the credibility, recency, and source of the data they find.
- ☐ How to interpret and present that data meaningfully in their academic or professional work.

Each student was asked to:

1. Select any topic related to their area of interest (e.g., mental health at the workplace, electric vehicle adoption in India, inflation trends, startup failure rates, women in leadership, etc.).
2. Search for recent and relevant statistics using credible sources such as:
  - o National Sample Survey (NSSO)
  - o Ministry reports
  - o World Bank, IMF, UNDP, WHO data
  - o Industry associations (e.g., FICCI, NASSCOM)
  - o Market research firms (e.g., McKinsey, Statista)
  - o Reputed newspapers and business magazines
3. Compile at least three to five relevant statistics, along with source citation.
4. Present the statistics either as a short report or a class presentation, explaining what the numbers reveal and why they are important.

Several students expressed surprise at how much authentic data is publicly available — if one knows where and how to look. The task also showed the practical application of statistics in shaping business reports, marketing plans, and policy suggestions