Budget 2023:
Commentary and Reactions

An analysis of online conversations
around the announcement

MSL

Executive Summary

The Union Budget 2023-24 is the last full budget to be presented by the current government before the general elections next year. It was high on social spending and infrastructure creation; both digital and physical.

With the aim to spur growth and create jobs, the Budget made interventions across infrastructure, agriculture, manufacturing, cooperatives as well as digital economy and start-ups.

This report is an extensive exercise in online listening. The result is comprehensive intelligence based on conversations from across sectors. We've identified relevant narratives, counter narratives as well as eminent voices on social media (policymakers, opposition members, analysts, industry captains, and journalists) and those of top publishers. The data captured for this exercise is from 1st Feb to 10th Feb.

Key Highlights

Interest peaked on February 1 - the day the budget was presented, with #budget2023 and #amritkaalbudget trending on social media. In the 10-day period following the presentation of the Union Budget, conversations around it clocked over 2,96,000 mentions by close to 63,000 unique authors. Expectedly, Finance Minister Nirmala Sitharaman, Prime Minister Narendra Modi and the Finance Ministry were the most frequently mentioned tweeters.

Key Insights | Budget | Feb 01, 2023 - Feb 10, 2023

Total Mentions ⓘ

296.14K

▲ 769%
Previous Period:*
34.07K

Unique Authors ⓘ

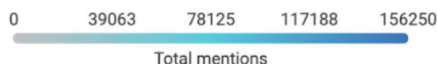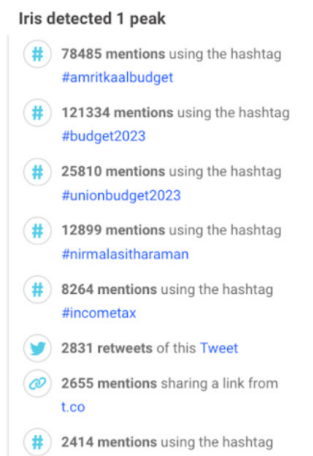**63.87**K

▲ 405%
Previous Period:*
12.65K

*Previous period pertains to the Total mentions and Authors in the 10 days preceding this time period

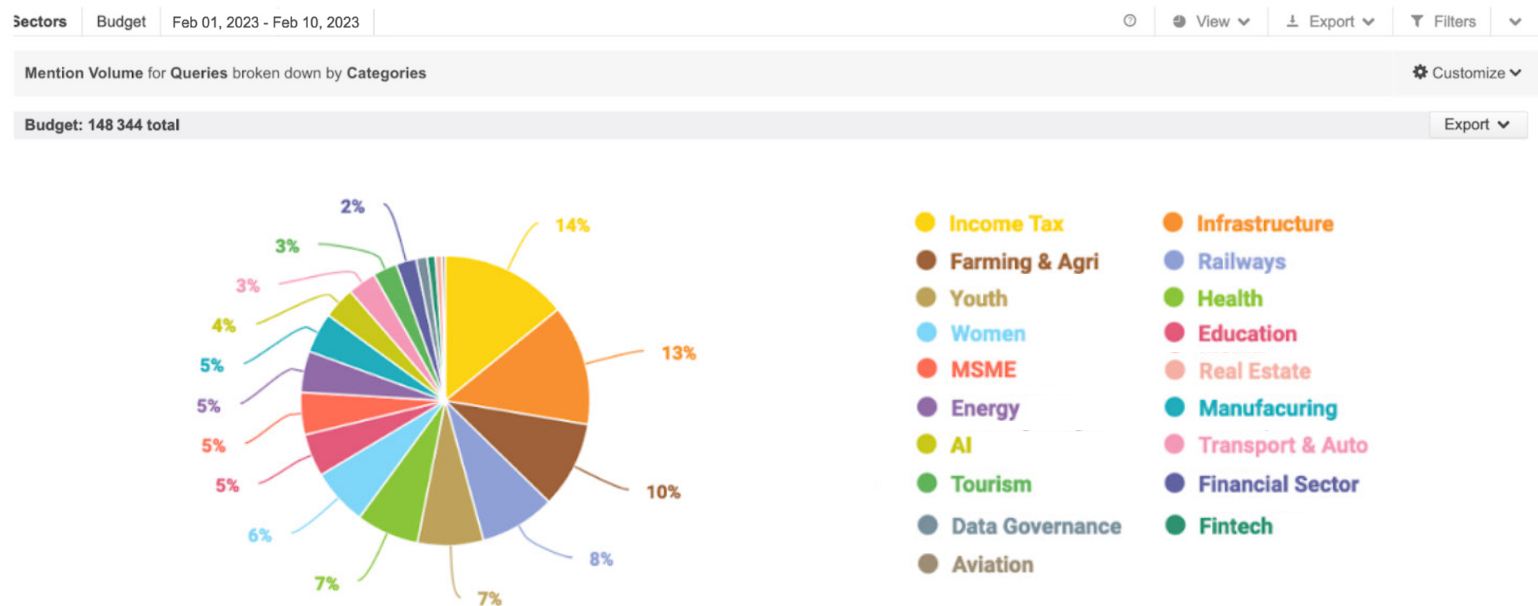⊘ ⌁ View ⌄ ⬇ Export ⌄ ▽ Filters ⌄

Mention Volume for **Days** broken down by **Queries**   ⚙ Customize ⌄

Iris detected 1 peak

78485 mentions using the hashtag
#amritkaalbudget

121334 mentions using the hashtag
#budget2023

25810 mentions using the hashtag
#unionbudget2023

12899 mentions using the hashtag
#nirmalasitharaman

8264 mentions using the hashtag
#incometax

🐦 **2831 retweets** of this Tweet

🔗 **2655 mentions** sharing a link from
t.co

2414 mentions using the hashtag

--- Median Daily Mention Volume ● Budget

| | 0 | 39063 | 78125 | 117188 | 156250 | |
| Total mentions |

Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
👤 @nsitharaman	8923	41132	50055	4703825612
👤 @narendramodi	2538	23988	26526	1067149072
👤 @finminindia	2276	5366	7643	1483917998
👤 @bjp4india	582	3876	4459	73108627
👤 @ashwinivaishnaw	277	3011	3289	336036339
👤 @nsitharamanoffc	1231	1996	3229	574712598
👤 @pmoindia	1099	2129	3229	94553363
👤 @jpnadda	160	2766	2926	63949839
👤 @amitshah	202	2485	2688	137704959
👤 @rashtrapatibhvn	370	1814	2185	147611631

Sectors and Themes

A breakdown of mentions following the budget announcement reveals interesting details. We considered some of the most frequently mentioned topics in the Budget and identified key sectors under which the data in this report has been categorised.

Income Tax was the most mentioned category, accounting for up to 14% of all mentions. This was followed closely by infrastructure with a 13% volume share. Farming, railways, and healthcare also featured in the top five mentioned categories.

Sectors | Budget | Feb 01, 2023 - Feb 10, 2023 | View ∨ | Export ∨ | Filters ∨

Mention Volume for **Queries** broken down by **Categories** | Customize ∨

Budget: 148 344 total | Export ∨

Legend:
- Income Tax
- Infrastructure
- Farming & Agri
- Railways
- Youth
- Health
- Women
- Education
- MSME
- Real Estate
- Energy
- Manufacuring
- AI
- Transport & Auto
- Tourism
- Financial Sector
- Data Governance
- Fintech
- Aviation

Let's dive deeper

A closer look at sector-specific data allows us to glean further insight into how the budget has been received.

Specifically, we've looked at those sectors and themes where

1. **Negative mentions outweighed positive mentions significantly**
2. **There was a disproportionate share of positive or negative mentions**

Here are the sectors that made the cut:

1. **Income Tax:** A significant share of mentions with negative outweighing positive
2. **Railways:** Significant positive mentions
3. **Farming and Agriculture:** Evenly distributed positive and negative mentions with high-volume conversations
4. **Youth:** Positive mentions outweighed negative mentions
5. **Health:** Largely negative mentions
6. **Education:** Largely negative mentions
7. **Energy:** Largely positive mentions
8. **Tourism:** Largely positive mentions

Income Tax

While the 7L pa tax exemption was received positively, it came with a huge caveat that has left many individuals in a conundrum. Tax breaks that will not be available under the new regime include Section 80C deductions (Investments in PF, NPS, Life insurance premium), Section 80D (medical insurance premium), HRA and interest paid on housing loan. Tax breaks for the disabled and for charitable donations will also be dismissed.

Income Tax: 15 318 total — Export ⌄

2%
3%
95%

● Neutral ● Negative ● Positive
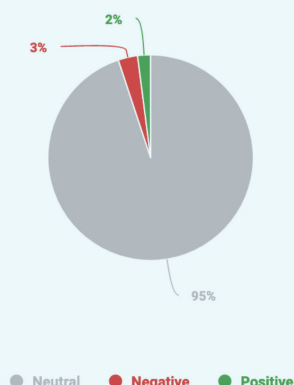
TOIPlus (TOI Plus) @TOIPlus ✓ — 31 Jan
Income tax evasion is rampant in India because those who do pay up — just 6.2% of the population seldom get anything tangible in return. By scrapping it, the government will profit in the long run. #Budget2023 #BudgetSession https://t.co/6PxV8vuz5w

firstpost (Firstpost) @firstpost ✓ — 2 Feb
While bringing the focus on migrating taxpayers to the new Income Tax regime, there would be some negative impacts on the trend of financialisation of savings in the new regime #UnionBudget2023 #UnionBudget https://t.co/jwEUpkXWPy

sagarcasm (Sagar) @sagarcasm — 1 Feb
RT @smileandraja Middle Class after finding out "No Income Tax upto 7 Lakhs" in new regime cancels out investment benefits. #Budget2023 https://t.co/mKAt100Q8U

Aisa lagta hai benefit diya hai, par nahi diya

Railways

Allocation for railways got a loud cheer given the large capital outlay towards the sector. In accordance with the focus on last mile connectivity, the hope is for Railways to play a central role in India's development, with an overhaul of the train stations and introduction of high speed modern trains in the country.

Railways: 9 203 total

1%
13%
86%

● Neutral ● Positive ● Negative
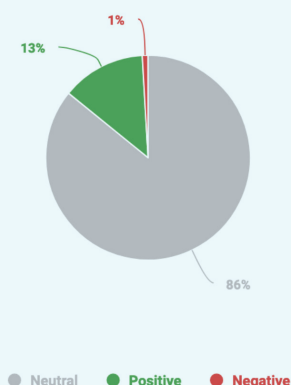
hvgoenka (Harsh Goenka) @hvgoenka ✓ — 1 Feb
Why we at RPG love this budget? It's RRR once again! - Railways - Renewables - Reforms A Naatu Naatu budget for the whole country putting us on track to conquer the golden globe. #ExcitingTimes #Budget2023

RailMinIndia (Ministry of Railways) @RailMinIndia ✓ — 1 Feb
A capital outlay of ₹2.40 lakh crores has been provided for the Railways. This is the highest ever outlay and about 9x outlay made in 2013-2014: Hon'ble Finance Minister @nsitharaman #Budget2023 #AmritKaalBudget https://t.co/aGVAZZXzbx

Farming and Agriculture

Allocation for this sector received a mixed response. Most negative mentions came from states that felt ignored. The focus on Agri-Tech, as opposed to farmers in general, also invited further criticism. For the sector that employs the largest number of people in India, the efforts made in the Budget were considered modest at best.

Farming & Agri: 8 944 total

3%
3%
94%

● Neutral ● Negative ● Positive
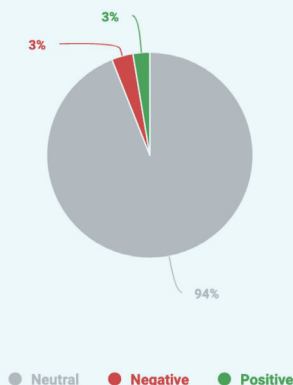
Devinder_Sharma (Devinder Sharma) @Devinder_Sharma   1 Feb
A lot of people were expecting the focus of the #Budget2023 to be on agriculture. But they must be disappointed.

KisanSabha (AIKS) @KisanSabha ✓   4 Feb
call up on the peasants and the agricultural workers across India to observe 9th February 2023 as Black Day to protest the cruelly anti- peasant, anti-worker **Union Budget**. The day will be observed by organizing burning the copies of the budget, effigy burning, demonstrations,

ziahaq (Zia Haq) @ziahaq ✓   3 Feb
Agriculture and farmers per se are disappointed with a budget they say fell short of expectations. Overall, lower agri spending has been budgeted in 2023-24 than in 2022-23, with the lowest allocation for any scheme, amounting to a mere Rs 1 lakh. https://t.co/tYJXQ1V7mS

Hillalahmed5 (Hillal Ahmed) @Hillalahmed5   7 Feb
The 7 biggest issues in the country did not get a place in the 2023-24 **Union Budget** of the Modi government. 1. Unemployment. 2. Petrol and diesel. 3. Inflation. 4. LPG cylinders. 5. Farmer. 6. Poor peoples. 7. Minorities. #BudgetSession2023

Youth

While the central government articulated its intent to create opportunities for the youth through programmes such as Agniveer and Kaushal Vikas Yojana, critics found the measures inadequate given the high rate of unemployment and the urgent need for job creation. With a sharp reduction in MNREGA, several state leaders lashed out at the lack of any concerted effort by the central government to cater to the needs of the youth.

Youth: 7 284 total

2%
6%
92%

● Neutral ● Positive ● Negative
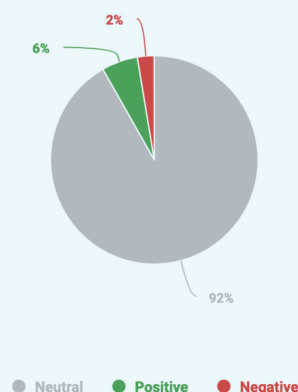
PiyushGoyal (Piyush Goyal) @PiyushGoyal ✓   1 Feb
The #AmritKaalBudget is a blueprint which will empower women, youth, farmers, middle class and the weaker sections. It infuses new energy to India's development trajectory steering it to stay on track as a global bright star.

officeofssbadal (Sukhbir Singh Badal) @officeofssbadal ✓   1 Feb
#UnionBudget2023 has failed farmers, rural poor & youth. Farmers' income not doubled by 2022 & nothing done to procure all crops on MSP. Nothing done for promised Pucca houses for all. Nothing to control inflation & bring down fuel & LPG prices. Youth still await 16 cr jobs. 1/2

CMOFFICEHP (CMO HIMACHAL) @CMOFFICEHP ✓   1 Feb
Sheer disappointment for the youth, farmers and poor! It fails to address the problems faced by debt-ridden states.Himachal Pradesh is completely ignored in the budget! #Budget2023 https://t.co/IBusBQLZ8I

A A Rahim ✓ @AARahimdyfi · Feb 1   ···
Unemployment is at historic highs. Youth of India are demanding strengthening and extension of employment guarantee scheme. Union Govt's response? Slash MGNREGS allocation by 33%. An anti-people, anti-youth budget! #Budget2023

Health

The lack of any significant spending in healthcare triggered most of the negative mentions with several healthcare professionals criticising the budget. While nursing, medical education, technology and research did get a boost, it was not deemed optimal as it seemed to have come at the cost of social welfare in India. Overall, health expenditure reduced in absolute terms from 2.2% of GDP to 1.98% of GDP.

Health: 5 574 total

2%
5%
93%

● Neutral   ● Negative   ● Positive
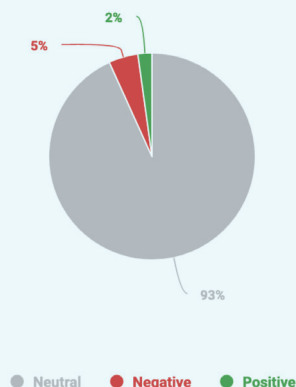
tehseenp (Tehseen Poonawalla Official 🇮🇳) @tehseenp ✔   1 Feb
The #Budget had no big ticket idea how to create jobs and deal with inflation. The #Budget document shows us a grim reality- the big numbers in expenditure in health & education promised last year in #Budget2022 have not been spent ! #BudgetSession2023 #Budget2023

drkafeelkhan (Dr Kafeel Khan) @drkafeelkhan ✔   1 Feb
Health budget 86606 Cr up from 77351 cr — just covering inflation For a population of 1,415,977,593 ऊँट के मुँह में जीरा 🙄 It's still around 1.2% of GDP , talk of spending 5% of GDP on health expenditures- is just जुमला😤 Really disappointed 😔 #Budget2023 #Health

CPR_India (CPR India) @CPR_India ✔   3 Feb
Push for capital expenditure seems to be coming at the cost of welfare programmes:@avani_kapur says, schemes for health, education, rural employment have seen cuts or have remained stagnant @AccInitiative #UnionBudget2023 #Budget2023 #BudgetSession #UnionBudget https://t.co/bCQIvPeEYd

jindalmukesh1 (Dr. Mukesh Jindal) @jindalmukesh1   1 Feb
Union Budget 2023 has been a big disappointment 1) Education spend has reduced to 2.5% of GDP from 2.64% last year 2) Healthcare spend has reduced to 1.97% from 2.2% last year. India needs much higher spend on education and healthcare. https://t.co/eteYrn5tmR
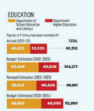
drshamamohd (Dr. Shama Mohamed) @drshamamohd ✔   2 Feb
There is nothing much in #Budget2023 for farmers, healthcare, creation of employment & no measures to control inflation. As for the new tax slabs, it pushes people to migrate to the new tax regime, which takes away the social security net of the people of India. https://t.co/TR2UGhL4PP

Education

Despite announcements such as the creation of a National Digital Library and increased allocation towards teachers' training, overall, the efforts were considered inadequate to allow us to take advantage of the demographic dividend in India. In absolute terms, the outlay was reduced to 1.98% of GDP from 2.2% of GDP.

Education: 3 508 total

3%
7%
90%

● Neutral   ● Negative   ● Positive
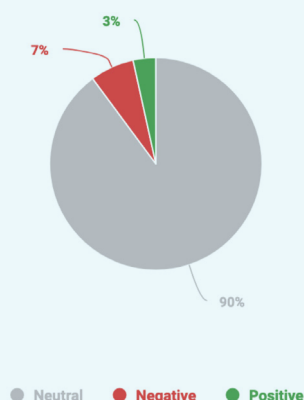
rethinkecon_in (Rethinking Economics India) @rethinkecon_in   1 Feb
Highlights from #Budget2023 Budget cuts for agri, education, health, welfare, and rural development (-2%); MGNREGA lowest as a % of GDP with 33% cut; cuts in NSAP, NHM, EPS, food subsidy, real term decline in ICDS. These will worsen lives for poor and exacerbate rural stress.

idsuban7 (Suban.M) @idsuban7   4 Feb
Education and skill development allocation for Minorities drastically reduced.. By Almost 40% Government Move's openly displaying its anti-minority policy as if it was a badge of honour. Shame.. #Budget2023 https://t.co/WlBQVgs7ik

Energy

With a big push for renewables across sectors, the energy outlook in the Budget met with positive reception.

Energy: 3 357 total

- 0%
- 10%
- 90%

Neutral ● Positive ● Negative
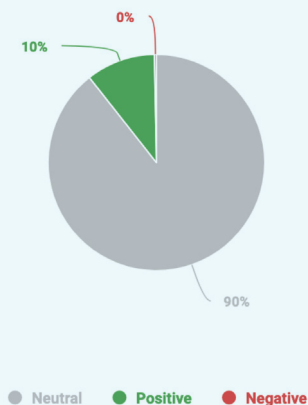
smritiirani (Smriti Z Irani) @smritiirani ✓   1 Feb
Congratulations to PM @narendramodi Ji & FM @nsitharaman Ji for a truly #AmritKaalBudget epitomising inclusive development & reinforcing economic fundamentals. Emphasis given to infra, tech, green energy & other areas will institutionalise India's growth for a stronger tomorrow.

nsitharamanoffc (NSitharamanOffice) @nsitharamanoffc ✓   1 Feb
Among many measures for a greener growth of the country, inter-state transmission system for evacuation and grid integration of 13 GW renewable energy from Ladakh to be constructed with investment of Rs 20,700 crore. #AmritKaalBudget https://t.co /bPuPJOU82Y

KPMGIndia (KPMG India) @KPMGIndia ✓   1 Feb
#UnionBudget2023 in a winning strike pegs #greengrowth & allocates over INR70,000 crore for India's #netzero transition: INR19,700 crore for #greenhydrogen, INR35,000 crore for #energytransition, INR20,700 crore for #renewableenergy evacuation: Saurabh Kamdar, @KPMGIndia. https://t.co/k1b9w7i9cY

shreya_jai (Shreya Jai) @shreya_jai ✓   3 Feb
One of the headline announcements of the #UnionBudget2023 is shrouded in confusion. The Rs 35k crore #EnergyTransition fund has been allocated to the @PetroleumMin with no clear details. @shinejac & I try to make sense of it: https://t.co/G2UMQ5DT9X

Tourism

Announcements pertaining to tourism received generally positive reviews as the government announced measures to promote a tourism-based economy.

Tourism: 2 296 total

- 0%
- 4%
- 96%

Neutral ● Positive ● Negative
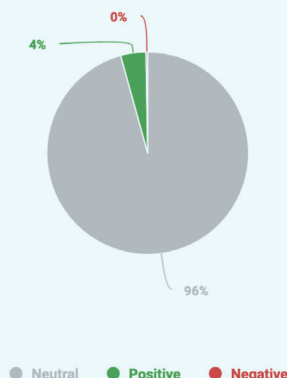
InfoGujarat (Gujarat Information) @InfoGujarat ✓   1 Feb
Govt to launch Dekho Apna Desh initiative to promote domestic tourism- #Budget2023 #AmritKaalBudget

ICRALimited (ICRA) @ICRALimited   1 Feb
@ICRALimited Focus on #tourism development may boost air travel. #Budget2023ICRA #Budget2023 #UnionBudget2023 #ICRAViews

CEO Outlook

We also evaluated reactions to the Union Budget from CEOs and compared these against general mentions and tweets which did not necessarily have quotes from a CEO. This helped us identify themes and sectors CEOs were comfortable talking about. We have highlighted some articles and tweets from select themes and sectors (such as Agri-Tech, MSME, Logistics and Education) that fell under this category.
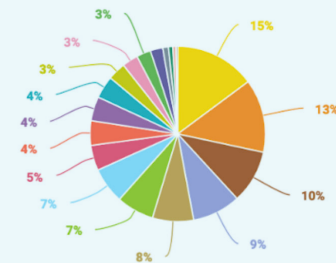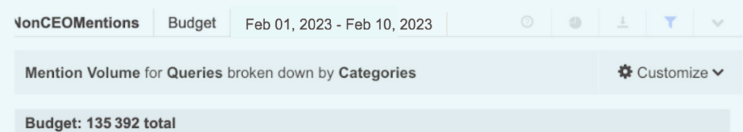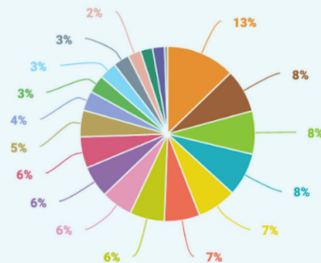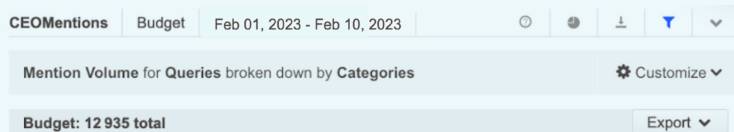
Agri-Tech

Agri-Tech CEOs were excited about some of the budget announcements. Initiatives such as the creation of an Agriculture Accelerator Fund to encourage agri startups, computerisation for 63,000 primary agricultural credit societies, and a greater emphasis on digital payments through a scheme for digital agriculture infrastructure, struck a chord.

Sutanuka Ghosal - indiatimes.com (News) 1 Feb
Corporates in agri space say FM has brought game-changing reforms for agri and agritech sectors
"IANS FM Sitharaman announced an accelerator fund to push agri-tech startups. Corporates, who are in the agri and agri tech space, feel that the **Union Budget** 2023 -2024 has set the stage perfectly for the exponential growth of agritech ecosystem in the country. Mr Aneesh Jain, Founder, Gram Unnati - Agritech "The budget is a game changer for the..."
↱ Engage

news18.com (News) 2 Feb
Budget 2023 Creates Fertile Ground for Agri-Tech, Industry Insiders Tell News18 How This Will Help India
"..."Garuda **drones** will help government labs develop 5G-enabled applications. Last year's budget helped Kisan **Drone** Loans and subsidies and it set up a platform for India to become a Global **Drone** Hub by 2030." According to Jayaprakash, "This transformation will be centred on precision Made in India **drones** in the agri sector with helping the youth. The..."

AgnishwarJ (AgnishwarJayaprakash) @AgnishwarJ 2 Feb
#Budget2023 Creates Fertile Ground for Agri-Tech, Industry Insiders Tell News18 How This Will Help India https://t.co/w7J4IOAOn6 Agnishwar Jayaprakash Founder CEO @garuda_india How This Helps Indian Farmers, Youth & Drone Ecosystem @narendramodi @JM_Scindia @nsitharaman https://t.co/aulDejXwqa

Logistics & Transport

The industry was generally upbeat due to investments across infrastructure and railways. CEOs were excited at the growth prospects with the rise of digital commerce and push for domestic manufacturing. Some players, however, did express concern about the manifestation of the National Logistics Policy.

indiatimes.com (News)   6 Feb
View: Budget ensures 'clean' becomes growth vehicle
"Agencies There are many good things for the clean energy sector. The Government of India deserves to be congratulated for presenting a **Union Budget** for 2023-24 that takes a prudent medium term view in the management of the economy. At this point in time, the economy needs a continued thrust on enhanced spending - to keep the production levels up..."

indiatimes.com (News)   9 Feb
Union Budget: Indian logistics industry receives boost to enhance competitiveness
"...that we are moving in the right direction. Vineet Agarwal, MD at Transport Corporation of India Ltd: This "Saptarishi" guiding-priorities based **Union budget** is holistic, optimistic and it beautifully fleshes out the ambitious schemes announced by the government to boost all critical segments. For the Logistics Sector, a committed focus on all..."

MSME

CEOs reacted positively to announcements aimed at the MSME sector, especially the push towards digitization and greater access to cheap credit. Covid-fraught MSMEs were also provided relief measures to ensure they remain afloat.

indiatimes.com (News)   2 Feb
Retail Industry: Reduction in compliance burden to ease doing business, drive consumption: Retail industry - The Economic Times
"...will set the stage for demand and supply side momentum." This will translate into personal consumption expenditure growth at accelerated levels, setting the sector growth for many years to come, he said. Raymond Group CMD Gautam Hari Singhania said **Union Budget** 2023-24 has a futuristic and digitally-forward approach. The identified seven priorities..."

ETRetail (ET Retail) @ETRetail   2 Feb
Budget 2023 brings 'Amrit Kaal' for Indian economy: Arvind Mediratta, MD & CEO, Metro Cash and Carry India #RetailBudget2023 #UnionBudget #ArvindMediratta #MetroCashAndCarry #FinanceMinister #AmritKaal #MSMEs https://t.co/2iEwyJYTl2

ReNew_Power (ReNew Power) @ReNew_Power   2 Feb
Focus on the green and MSME sectors, building skills and tax rationalisation are key aspects of Budget 2023. ReNew Power Chairman and CEO @sumant_sinha spoke with @sweta_goswami / @moneycontrolcom. #Budget2023 https://t.co/QutDIFQEAe

Oneindia (Oneindia News) @Oneindia   2 Feb
Meesho CEO Vidit Aatrey said that the **Union Budget** 2023-24 is a significant step by the government to put the country's MSMEs "in the fast lane" https://t.co/85fdfy4zcC #meesho #shartups #Budget #BudgetSession #MSMEs https://t.co/0oHLx7bjet

Education

Announcements around digitisation, AI, teacher training programmes and upskilling were appreciated by CEOs. However, some leaders did express concerns over the resource mobilisation required to truly democratise education.

Pallavi Singhal - moneycontrol.com (News)   2 Feb
New-Age, Cutting Edge: Education gets digital, AI push
"February 02, 2023 / 08:55 PM IST **Union Budget** 2023-24 presented by FM Nirmala Sitharaman Futuristic plans for education, including teachers' training, a National Digital Library for children and adolescents, three Centres of Excellence for artificial intelligence (AI), and an upskilling programme for the youth, were announced by Finance Minister..."

firstpost.com (News)   1 Feb
Budget 2023: EdTech sector welcomes digital initiatives, terms it a 'digital revolution'
"...for developing applications using 5G services, and a national digital library for children and adolescents for facilitating the availability of quality books across geographies, languages and genres, are among the announcements for the education sector in the 2023-24 Budget. Aarul Malviya, the founder of Zamt, said **Union Budget** 2023-24 reflects the..."

Top Concern

"Inadequate" provisioning for MNREGA emerged as the top concern. Social welfare initiatives for the marginalised and rural communities seemed lacklustre. MPs, Think Tanks and leading voices criticised the sharp budget cut.

Ashok521014 (Ashok Singhal) @Ashok521014   2 Feb
RT @KPYCC_YPRD For a scheme that empowers millions of rural people who farm seasonally and are underemployed, the reduction of 33% from #MGNREGA scheme is criminal. The #Budget2023 was only an eyewash for short-term political gains targeting a certain class. #BJPFailsIndia https://t.co/8DbcK4yWsY

Nik_Inamdar (Nikhil Inamdar) @Nik_Inamdar   1 Feb
Literally not a single Indian business channel has spoken about the sharp cuts in **MGNREGA** allocations. It is as if rural India doesn't exist. #Budget2023

TS_SinghDeo (T S Singhdeo) @TS_SinghDeo   1 Feb
- No announcement for the poor - No plans laid for employment - No strategy to decrease economic divide - Even **MGNREGA** budget cut short #Budget2023 is but only a baffling attempt to hide BJP's ignorance towards common Indians and dedication for its crony friends.

Spotlight: Journalists

Some journalists were sharing real time updates and posting their stories on Twitter. Following are some of the tweets which garnered the highest reach during the time frame considered for this analysis.

The tweets with the highest reach were not necessarily news stories, but hot topics of debate that triggered further discourse from the general public.

TITLE	CONTENT FOUND	TWITTER RETWEETS	REPLIES	LIKES	TWEETS	FOLLOWERS	REACH TOTAL
Nik_Inamdar (Nikhil Inamdar) @Nik_Inamdar 1st Feb Literally not a single Indian business channel has spoken about the sharp cuts in MGNREGA allocations. It is as if rural India doesn't exist. #Budget2023	2023-02-01	1380	203	4781	7076	5951	579415
KP_Aashish (Ashish) @KP_Aashish 2nd Feb Ruling #BRS Put posters expressing disappointment over the General Budget and non-allocation of funds to #Telangana. #Budget2023 https://t.co/um0Os7hB1D	2023-02-02	258	74	1271	22109	10409	169496
rahulkanwal (Rahul Kanwal) @rahulkanwal 6th Feb While talking about defense budget Finance Minister @nsitharaman takes a dig at Congress, reminds the Opposition of Bofors #IndiaTodayBudgetRoundtable #AmritKaalBudget https://t.co/wAXsVeoaE6	2023-02-06	18	38	106	46624	4483006	135305
rahulkanwal (Rahul Kanwal) @rahulkanwal 6th Feb In the past two years steadily the appetite for capital expenditure has gone up in various departments, says @nsitharaman, Finance Minister #IndiaTodayBudgetRoundtable #AmritKaalBudget https://t.co/2ghfU9BITS	2023-02-06	5	4	20	46622	4483007	84771
suhasinih (Suhasini Haidar) @suhasinih 8th Feb RT @CSEP_Org #Budget2023 1/5 MEA receives 2nd highest allocation (Rs 18050 cr) but remains among India's least funded ministries. Does it align with India's aspirations to be a leading power? CSEP scholars @ConstantinoX & @_RiyaSinha explore this in the latest blog. https://t.co/VF6iQH35Eh https://t.co/j7XsIDe5pr	2023-02-08	0	0	0	85403	1358694	48264
YatinMota (Yatin Mota) @YatinMota 1st Feb Senior Citizen Savings Scheme limit increased to Rs 30 lakhs from Rs 15 lakhs #Budget2023 #BudgetonAwaaz #FixedDeposit	2023-02-01	13	3	162	13927	132043	27397
PushparajVD (Pushparaj Deshpande | पुष्पराज देशपांडे | புஷ்பராஜ்) @PushparajVD 3rd Feb A careful analysis of #Budget2023 reveals huge structural issues that all Indians MUST be concerned about- 1/6: ₹10.7 lakh cr of India's total budget (₹45 lakh cr) goes for interest payments. While most nations use 8-12% of their budgets for this, India uses a shocking 23.9%! https://t.co/FZPHtXjmp5	2023-02-03	55	6	54	2348	997	27385
chandrarsrikant (Chandra R. Srikanth) @chandrarsrikant 2nd Feb We had 4 good columns by VCs decoding what Budget had for startups. It was mostly a damp squib thanks to the angel tax scare Here, @banglani on the dreaded angel tax and the curious absence of startups in budget 2023 https://t.co/EyQnr9yQy4	2023-02-02	7	1	17	48697	113546	24221
madversity (Madhavan Narayanan) @madversity 2nd Feb #Budget2023 is a growth Gamble but inflation threat is real My piece for @TheQuint on the #Budget by #NirmalaSitharaman https://t.co/Zbnt2WK0bC	2023-02-02	0	0	1	236342	237129	23615
dugalira (Ira Dugal) @dugalira 1st Feb #Budget2023 Key fiscal numbers in line with expectation. Fiscal deficit - 5.9% Gross borrowing - 15.43 trillion rupees Net tax revenue seen up abt 11% (reasonable) Expenditure up about 7%	2023-02-01	9	3	55	38274	92348	23595

Spotlight: Politicians

We ranked tweets from politicians based on each tweet's reach.
Following are some of the high-reach, negative-sentiment mentions:

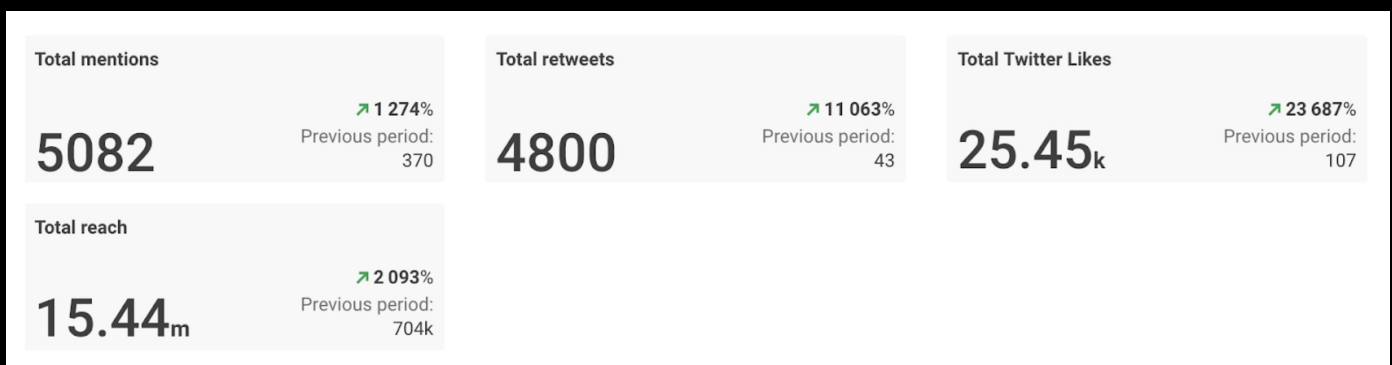| TITLE	SENTIMENT AND EMOTION ⓘ	CONTENT ⓘ		TWITTER ⓘ					REACH ⓘ
	SENTIMENT	FOUND	RETWEETS	REPLIES	LIKES	TWEETS	FOLLOWERS	TOTAL ▾
ShashiTharoor (Shashi Tharoor) @ShashiTharoor ✔ 1st Feb — Now we know why: shockingly, lowest-ever allocation for MNREGA at 60,000 cr, when last year @nsitharaman had to come back with supplementary demands. Social security programs for women& children have been cut too. #Budget2023	Negative	2023-02-01	66	8	320	69014	8487355	128480
asadowaisi (Asaduddin Owaisi) @asadowaisi ✔ 2nd Feb — RT @IsmatAraa I had earlier reported that the Ministry of Minority Affairs is staring at a major crisis. Keeping in line, the ministry's budget has been cut by over 38% in #Budget2023 @frontline_india https://t.co/S0WukA2CRB https://t.co/N2WbU2hiEB	Negative	2023-02-02	0	0	0	39923	2610573	62445
officeofssbadal (Sukhbir Singh Badal) @officeofssbadal ✔ 1st Feb — #UnionBudget2023 has failed farmers, rural poor & youth. Farmers' income not doubled by 2022 & nothing done to procure all crops on MSP. Nothing done for promised Pucca houses for all. Nothing to control inflation & bring down fuel & LPG prices. Youth still await 16 cr jobs. 1/2	Negative	2023-02-01	17	2	50	10409	428122	40690
BalubhauOffice (Balubhau Dhanorkar MP) @BalubhauOffice ✔ 2nd Feb — RT @RoshanLalBittu My Statement on #Budget2023 This budget is an attack on the future of India, because education decides the future of any country. And when there is a need for huge investment in Education, the Modi government is busy and worried about Ambani Adani's investment and business. https://t.co/YunTHsnsDC	Negative	2023-02-02	0	0	0	1260	3880	2464
Swamy39 (Subramanian Swamy) @Swamy39 ✔ 8th Feb — RT @NewIndianXpress The allocation for agriculture and allied sectors in #Budget2023 is 27% less than that in 2021-22, and 5% less than the budget estimates of last year. https://t.co/4H5MMlLsjW	Neutral	2023-02-08	0	0	0	110918	10908517	108589

Top Tweeters	Budget	Feb 01, 2023 - Feb 10, 2023			
			IMPACT ⓘ	TWITTER ⓘ	REACH ⓘ
TWEETER		MATCHING TWEETS	AVERAGE	FOLLOWERS	AVERAGE ▾
@narendramodi		2	99.7	86 356 873	2 686 960
@PMOIndia		3	98.2	52 271 003	499 157
@achyuta_samanta		1	84.3	264 337	179 888
@smritiirani		4	93.2	12 724 039	160 427
@ianuragthakur		8	81.8	2 280 695	122 874
@Tejasvi_Surya		28	79.3	1 262 050	122 796
@ShashiTharoor		10	90.1	8 487 717	111 047
@AARahimdyfi		1	83.4	15 177	108 953
@Swamy39		1	91.6	10 908 517	108 589
@Ra_THORe		7	79.6	1 753 270	99 769
@rsprasad		1	85.5	5 396 009	82 826
@nsitharaman		5	85.3	5 319 305	82 336
@drharshvardhan		3	83.3	3 218 356	76 855
@kishanreddybjp		20	76.2	357 296	74 236
@JPNadda		1	80.7	3 302 394	68 452

Politicians with the highest reach tweeting about the budget.

Spotlight : Artificial Intelligence

Given the current interest and discourse around artificial intelligence,
we zoomed in further on this segment and identified key narratives taking shape.

Synopsis

The announcement of setting up Centres of Excellence on AI, the creation of a
National Digital Library and 100 Labs for 5G innovation were widely spoken of.

Total mentions		Total retweets		Total Twitter Likes	
5082	↗ 1 274% Previous period: 370	**4800**	↗ 11 063% Previous period: 43	**25.45k**	↗ 23 687% Previous period: 107

| Total reach	
15.44m	↗ 2 093% Previous period: 704k

The government is pushing for the creation of Digital Public Goods. AI has been central to
driving innovation at scale. PMKVY 4.0 holds promise to cover training for related themes
such as mechatronics, IoT, robotics and drones. Coupled with investments in 5G
infrastructure, this sector is poised for growth.

High Reach Tweets

	TITLE	SENTIMENT AND EMOTION ⓘ	CONTENT ⓘ	TWITTER ⓘ					REACH ⓘ
		SENTIMENT	FOUND	RETWEETS	REPLIES	LIKES	TWEETS	FOLLOWERS	TOTAL ▾
01 ☐ ☆	**VikramAhuja27 (Vikram Ahuja)** @VikramAhuja27 1st Feb 2023 is the year of AI. Indian government's decision to set-up Centers of Excellence for Artificial Intelligence is a huge step in India's digitization journey. A yet another opportunity for India to cement ourselves as the destination for cutting-edge technologists. #Budget2023	Neutral	2023-02-01	896	107	10353	2480	8126	344954
	ndtv (NDTV) @ndtv ✓ 1st Feb RT @NDTVProfit Budget 2023 - AI, Robotics: New Age Courses Planned To Skill Young People https://t.co/iXClK22T3U https://t.co/bQXKPaSlw7	Neutral	2023-02-01	0	0	0	1079948	17693761	130626
	Rajeev_GoI (Rajeev Chandrasekhar 🇮🇳) @Rajeev_GoI ✓ 1st Feb Three Centers of Excellence for #AI announced by @nsitharaman. A major step towards realizing the vision of "Make AI in India and make AI work in India" @narendramodi #Budget2023 #AmritKaalBudget https://t.co/8D9yMKib03	Neutral	2023-02-01	334	11	491	73477	312963	115396
	the_hindu (The Hindu) @the_hindu ✓ 1st Feb #BudgetWithTheHindu	#PMKaushalYojana 4.0 will be launched to train lakhs of youth within three years. The scheme will also cover new age courses for Industry 4.0 like Coding, AI, Drones, 3d printing, and other soft #skills, the FM says. https://t.co/knmygWQoly https://t.co/R8trvnHgP6	Neutral	2023-02-01	0	3	10	481762	7975082	100490
	IndiaToday (IndiaToday) @IndiaToday ✓ 1st Feb Budget 2023 Highlights ▶3 centres for Artificial Intelligence to be set up ▶KYC process will be simplified ▶Scope of services in Digilocker to be expanded ▶PAN to be used as the common identifier #NirmalaSitharaman #ITVideo #Budget2023 #BudgetOnIndiaToday #Modinomics https://t.co/PNxlHJaRoY	Neutral	2023-02-01	2	0	2	1122040	6243626	98556
	livemint (Mint) @livemint ✓ 1st Feb #BudgetWithMint	"Emerging technologies like AI/ML play a pivotal role in country's development and Govt's focus on these areas is a welcome move," ManageEngine's Rajesh Ganesan on #Budget2023 Track all the Budget updates here: https://t.co/NL88aWfQQ2 https://t.co/6mYZzmqNBg	Neutral	2023-02-01	2	0	9	450999	2085490	59198
	abplive (ABP LIVE) @abplive 1st Feb #Budget2023: The increased emphasis on AI research and development is unquestionably a step in the right direction, said Redcliffe Labs founder Dheeraj Jain. #BudgetOnABP #BudgetLive #UnionBudget2023 Read More: https://t.co/ayffGIdEQJ	Neutral	2023-02-01	1	1	0	247060	2087754	59106

Top Publishers

Top Headlines
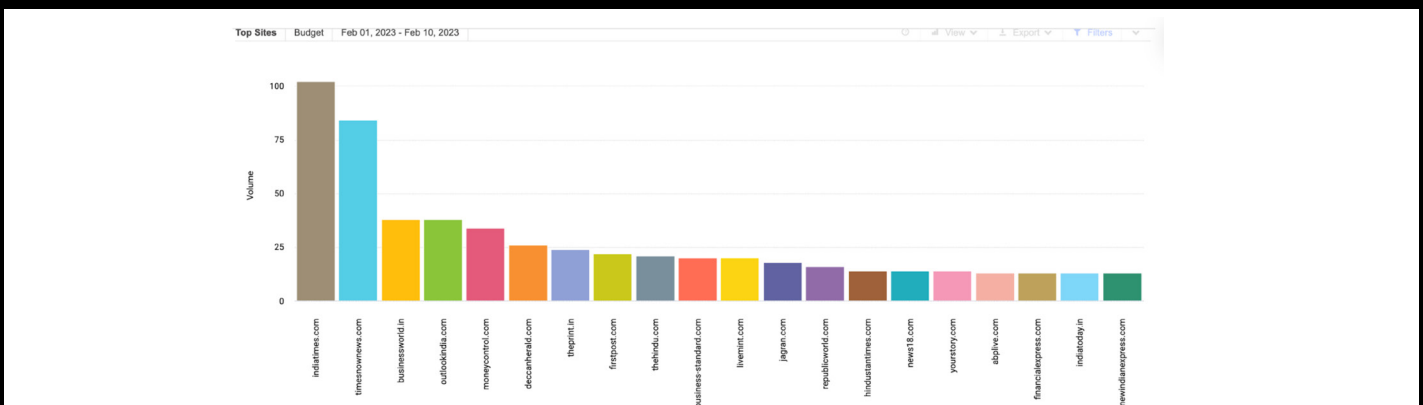
Business Standard BUDGET 2023 | BUDGET INSIGHT OUT 2023-24	Union Budget 2023: Centre bets big on Artificial Intelligence, IoT	Read more
techobserver.	Budget 2023 has turbocharged Digital India's dream, says STPI DG Arvind Kumar	Read more
TH	Budget 2023 | Government to set up 100 5G labs to develop new apps	Read more

Most Shared Sites on Twitter

Top Shared Sites		▼ Volume
Business Standard	www.business-standard.com	100
techobserver.	techobserver.in	67
TIMES NOW	www.timesnownews.com	28
YouTube	www.youtube.com	20
YOURSTORY	yourstory.com	19
ET THE ECONOMIC TIMES	economictimes.indiatimes.com	11
Press Information Bureau Government of India	pib.gov.in	11
pwc	www.pwc.in	10
moneycontrol	www.moneycontrol.com	9
ThePrint	theprint.in	7

Most Tweeted Links

Index	Insight	All Tweets	Retweets	Tweets	Impressions
1	https://www.business-standard.com/budget/article/union-budget-2023-centre-bets-big-on-artificial-intelligence-iot-123020100505_1.html	95	19	76	4403158
2	https://techobserver.in/2023/02/01/budget-2023-has-turbocharged-digital-indias-dream-says-stpi-dg-arvind-kumar	61	60	1	70413
3	https://www.timesnownews.com/entertainment-news/budget-2023-nirmala-sitharaman-announces-new-courses-in-ai-robotics-dyk-sushant-singh-rajput-predicted-this-article-97516683	21	19	1	19367867
4	https://pib.gov.in/PressReleasePage.aspx?PRID=1895302	11	11	0	6630562
5	https://yourstory.com/2023/01/union-budget-2023-live-updates-nirmala-sitharaman	11	9	1	538788
6	https://www.pwc.in/budget/union-budget-2023-24.html	10	1	9	208050
7	https://www.youtube.com/watch?v=0Eucf886wdg&feature=youtu.be	9	8	1	538587
8	https://economictimes.indiatimes.com/news/newsblogs/budget-live-news-fm-nirmala-sitharaman-speech-announcements-latest-updates-1-feb-2023/liveblog/97502955.cms	5	1	2	20576
9	https://roboticsindia.live/top-10-engineering-colleges-in-india-offering-robotics-and-ai-courses-2023/	5	4	1	373
10	https://theprint.in/budget/budget-2023-modi-govt-puts-focus-on-upgrading-skills-tech-ai-centres-training-scheme/1321460/	5	5	0	43235

Methodology

The study has been created after conducting comprehensive research on Brandwatch. Keywords and hashtags were used to crawl the open web to retrieve results from top publishers and Twitter between 1st and 10th Feb 2023.

From a segmentation perspective, we have considered the most frequently occurring keywords to make sense of and slice and dice all news articles and tweets into relevant categories cutting across sectors. We've also applied profession-based filters (Journalists / Politicians etc.) to get incisive results from the data set.

The insights above have been put together by Organic by MSL through its Magnify solutions team with inputs from Public Policy and Content.

Magnify allows brand and communications leads to categorise, dissect, and visualise publicly available information at scale. The expertise is best leveraged for crisis preparedness and management, influencer engagement, and in gauging prevalent sentiment among specific stakeholder groups.

For more details on our Digital Communications Intelligence and Analytics offering Magnify, please contact suryasen.kundu@mslgroup.com