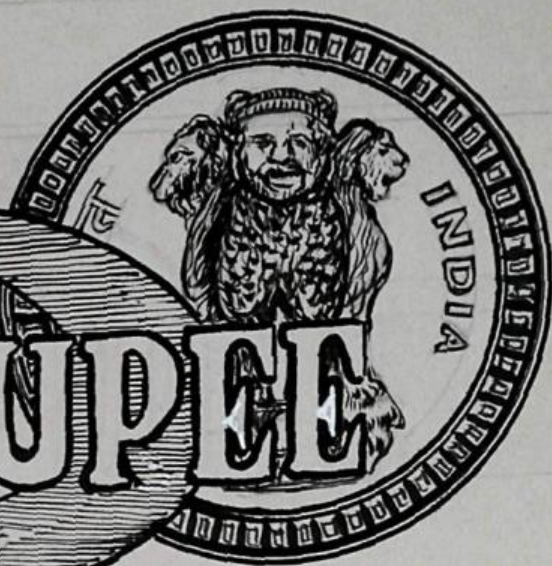


WHAT IS THE RUPEE



1968

1

THE RUPEE IS THE LINK BETWEEN YESTERDAY, TODAY AND TOMORROW

2

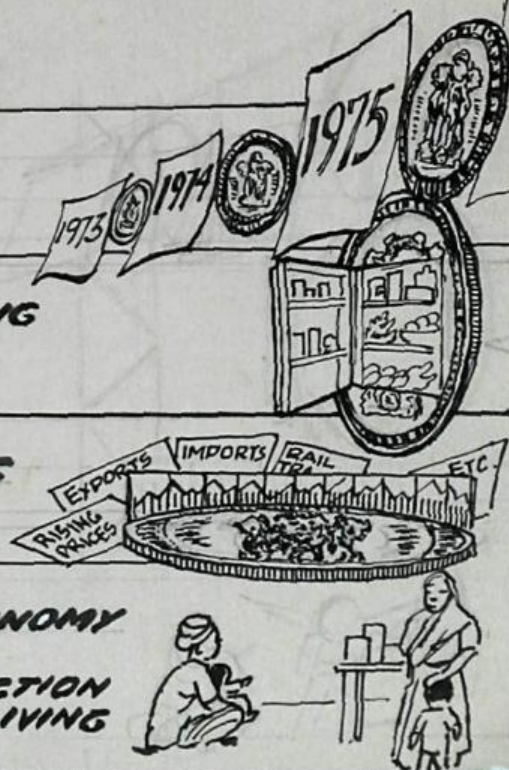
IT STORES YOUR PURCHASING POWER

3

IT MEASURES ALL ECONOMIC ACTIVITIES

4

IT HELPS AN EXCHANGE ECONOMY VIZ. DIVISION OF LABOUR, SPECIALISATION, MORE PRODUCTION AND BETTER STANDARDS OF LIVING FOR ALL



LIKE THE YARDSTICK WITH WHICH A CLOTH MERCHANT MEASURES HIS CLOTH, IT IS IMPORTANT THAT THE RUPEE SHOULD REMAIN UNIFORM AND SHOULD NOT HAVE WIDE FLUCTUATIONS IN VALUE