



Chief Guest Mr. Chandrasekhar, AGM of SIDBI
Seminar on Carbon Credits – A Key for Sustainability & ESG;



Chief Guest Justice M. Sunil Kishore Jaiswal, Former Judge Andhra Pradesh High Court,
Mediation – an Effective Dispute Resolution Tool for Corporates

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Unit-1 Chamber at a Glance

An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.

- Jack Welch



From the President's Desk



Dear Members,

Greetings from Andhra Chamber of Commerce!

Andhra Pradesh Industrial Development Policies 4.0 – Driving Growth and Innovation

Andhra Pradesh Industrial Development Policies 4.0 – Driving Growth and Innovation

Andhra Pradesh is set to redefine its industrial and economic landscape with the launch of transformative policies under the Industrial Development Policy 4.0 (2024-2029). Focused on sustainability, innovation, and inclusive growth, these initiatives aim to make the State a global leader in manufacturing and clean energy, while empowering MSMEs and promoting advanced sectors.

Key Highlights of the Policies

1. Industrial Development Policy 4.0

Aims to attract ₹83,000 crores in FDI, transforming Andhra Pradesh into a global manufacturing hub. Special incentives for companies focusing on employment generation and reducing carbon footprints.

2. MSME & Entrepreneur Development Policy 4.0

Plans to establish 22 lakh MSME units and attract ₹50,000 crore investments.

The Ratan Tata Innovation Hub in Amaravati will spearhead mentoring, innovation, and collaboration with universities, helping MSMEs integrate into the global value chain.

Additional Innovation Centers will be set up in Visakhapatnam, Rajahmundry, Vijayawada or Guntur, Tirupathi, and Anantapur.

3. Food Processing Policy 4.0

Targets ₹30,000 crore investments, creating three lakh jobs.

Promotes value addition and organic farming with the establishment of commodity boards and product clusters.

4. Electronics Policy 4.0

Focuses on cutting-edge sectors like IoT devices, 5G equipment, and semiconductors. Aims to mobilize ₹84,000 crore investments and generate five lakh jobs.

5. Private Parks Policy 4.0

Flexible models introduced for private park development with capital subsidies and exemptions.

6. Integrated Clean Energy Policy 4.0

Aims to develop 78.5 GW of solar and 35 GW of wind energy capacity, along with 25 GWh of battery storage. Targets ₹10 lakh crore investments, creating 7.5 lakh jobs, and fostering a circular economy.

Vision for the Future

These policies, designed for the period 2024-2029, aim to mobilize ₹30 lakh crore investments and create five lakh manufacturing jobs, alongside additional employment across various sectors.

Stay tuned as Andhra Pradesh builds a brighter, greener future!

I urge you to attend the Chamber programmes and be aware of the current new policies and the Opportunities available in Industries, MSME & Entrepreneur Development, Food Processing, Electronics, Private Parks and Clean Energy.

Wishing you all a Happy New Year 2025!!

Dr. V L Indira Dutt
President

CHAMBER



Fundraising Alternative Options beyond Banking

November 13, 2024; Daspalla Hotel, Visakhapatnam

Andhra Chamber of Commerce, Visakhapatnam Chapter organized a programme on “**Fundraising alternative options beyond Banking**” on Wednesday, November 13, 2024 at Daspalla Hotel for the benefit of the members.

Mr. Vineeth Kumar Jain, ACC Member chaired the session and welcomed the Guest Speaker and participants. In his welcome address Mr. Vineeth Kumar Jain, observed that in today's rapidly evolving economic landscape, the path to funding your entrepreneurial ventures has become increasingly diverse and dynamic. Gone are the days when entrepreneurs were limited to the constraints of bank loans and venture capital. The financial world has undergone a remarkable transformation, offering a wealth of innovative alternatives that can help propel your businesses forward.

Mr. J.C.Thirumurugan, Founder Director – WCMS Investment Solutions, Chennai – in his detailed presentation covered the following salient aspects:

- How to overcome the shortage of funds by navigating the business landscape with effective funding strategies.
- How to capture opportunities amidst crises through a methodical approach with unique solutions.
- Evaluation of different sources of funding such as debt funding, equity in terms of investor advantages, and the associated risks for the business owners.
- Alternative options presented include debt funding, equity funding, ECB funding, SBLC/ Business Guarantee, Trade Letter of credit, pre-IPO, Venture

capital, CCD/NCD/ICD. NBFC Funding, institutional funding, Reverse merger, bank loans, private equity, listing, stressed assets, SME IPO, High Net worth Individuals (HNI) & Ultra High Net worth Individuals (UHNI) Investment, strategic investors, joint ventures, Mergers and acquisitions etc.

- The preparations the business owners should make for each of these alternative options.

- How to mitigate the risk associated with each of these alternatives.

There was a good interaction between the participants and the speaker. Mr Murugan clarified queries raised by the participants in the Q & A session.

The programme concluded with a Vote of Thanks proposed by Shri Govind Rajesh Bhuktha, Member of ACC.

The number of participants for the programme were 45.

Mediation – an Effective Dispute Resolution Tool for Corporates

November 6, 2024; Hotel Best Western Ashoka, Lakdikapul, Hyderabad

Andhra Chamber of Commerce, Telangana State Chapter in collaboration with Dispute Resolution Hub La Mintage Legal LLP organized an Interactive Session on Mediation – an Effective Dispute Resolution Tool for Corporates on Wednesday, November 6, 2024 at Hotel Best Western Ashoka, Lakdikapul, Hyderabad for the benefit of the members.

Dr. VBSS Koteswara Rao, Vice-Chairman, Telangana State Chapter chaired the session and welcomed the Chief Guest and Distinguished Speakers and participants for the Interactive Session on Mediation. In his welcome address observed – Disputes and conflicts occur often in today's fast-paced and competitive business world. These can arise from disagreements between employees, contractual issues with vendors, or complaints from customers. Such disputes will disrupt and become distractions for companies.

Justice M. Sunil Kishore Jaiswal, President – Telangana State Consumer Redressal Commission, Former Judge Andhra Pradesh High Court, was the Chief Guest. He addressed members on “Need

for Mediation in Corporate Disputes”. In his address, Justice Jaiswal observed and reflected on his extensive judicial career, which spans over 45 years. He has held various positions, starting from Magistrate, moving on to Assistant Judge and Session Judge, and ultimately serving as a High Court Judge. Additionally, he has been the president of the State Commission for Consumer Disputes for the past five years, demonstrating his deep commitment to the field of law and justice.

Justice Jaiswal emphasized the transformative potential of mediation, describing it as a beacon of hope for those who may not fully acknowledge or understand their problems. Mediation embodies a steadfast belief in the possibility of finding solutions, offering a pathway toward amicably resolving disputes while ensuring satisfaction for both parties involved. He highlighted the increasing burden on the judiciary, marked by an overwhelming volume of pending cases, which has made mediation an essential tool in effectively alleviating this backlog.

Justice Jaiswal elaborated on the advantages of mediation over arbitration, particularly in terms of cost-effectiveness and reduced court fees. By providing concrete examples, he illustrated how mediation can lead to more streamlined processes and favourable outcomes for all involved. He noted that mediation is especially beneficial in complex cases where issues are intertwined, making it easier for parties to navigate and resolve their disputes.

Justice Jaiswal shared valuable anecdotes and insights that resonated with the audience, providing a deeper understanding of the practical applications and successes of mediation. He concluded his address by inviting questions from the audience, expressing his willingness to clarify any doubts and engage in further discussion on the topic.

Shri Shanthi Bhushan Rao Uppala, Secretary Telangana High Court Advocate Association and Dr. Moksha Kalyanram Abhiramula, Founder-Dispute Resolution Hub, Managing Partner – La Mintage Legal LLP addressed Member-participants on “**Mediation the Tool to Resolve Corporate Disputes**” & “**Role of Institutions for Effective Mediation in Corporate Disputes**” respectively.

Shri Shanthi Bhushan Rao Uppala, Secretary Telangana High Court Advocate Association in his address he observed-Mediation is an important method for dispute resolution. Over time, the enactment of various acts has granted mediation its own authority, leading to the establishment of dedicated institutions. Unlike the more straightforward perceptions of mediation in our daily lives, it is now pursued in a more professional and systematic manner.

The key distinction between an arbitrator and a mediator is that an arbitrator holds authority to make binding decisions, while mediators act as facilitators in the process. When an individual or institution faces a conflict, opting for arbitration means undergoing a complete procedural process. In contrast, litigation in a court requires waiting for the entire conflict to be examined before a final judgment is reached. Mediation, however, simplifies this process, often resolving issues more efficiently.

Mediators are specifically trained to identify underlying flaws in the conflict without disclosing them to the parties involved, which is a significant aspect of the mediation process. There are numerous examples that illustrate the effectiveness of mediation and the types of solutions it can provide effortlessly.

Dr. Moksha Kalyanram Abhiramula, Founder-Dispute Resolution Hub, Managing Partner – La Mintage Legal LLP in his address, observed- When engaging individuals for institutional mediation, it is important to be mindful of potential misspellings and documentation discrepancies. Additionally, streamlining processes can present significant challenges. Institutional mediation operates under specific mandates and provides valuable feedback to mediators, highlighting areas for improvement and identifying oversights. This approach enables mediators to enhance their practices and effectively address issues.

Dispute Resolution Hub serves as a crucial link between the mediation process and the expectations of litigants seeking resolution. DRH functions in a manner akin to a courtroom by thoroughly documenting all proceedings of the mediation and offering secretarial support. During discussions, proceedings will be recorded, and future meeting dates

will be scheduled. Each session will include an evaluation of the issues addressed and negotiated.

Furthermore, he provided several examples illustrating the effectiveness of this mediation process, the conduct of discussions, and the solutions derived. The speaker concluded by emphasizing that the facilities they aim to establish for the various chambers including Andhra Chambers for the benefits of its members and we will work collaboratively with the chambers to advance our objectives.

DRH will act as a bridge between the mediation process and what the litigant expects to solve the case. DRH records the entire proceedings of the mediation and helps in secretarial service. During the discussion, there will be a recording process, and the next

date will be given. During today's debate, they will estimate and evaluate the issues solved and negotiated.

Dr Moksha shared a few examples of how this mediation is effective, how the conversation has been driven, and how the solutions have been arrived at in commercial disputes.

There was good interaction between the participants and the speakers and all the questions raised by the participants were clarified by the Chief Guest and speakers.

The Programme concluded with a Vote of Thanks proposed by Shri N. Pardhasaradhi, Hon. Advisor on Foreign Trade, ACC.

The number of participants for the Interactive Session was 85.

Seminar on Carbon Credits – A Key for Sustainability & ESG;

22nd November 2024; Hotel Taj Club House, Chennai.

Andhra Chamber of Commerce in association with FNF, Germany organised the Seminar on Carbon Credits. Mr V V Sampath Kumar, Treasurer of ACC in his welcome address briefed about the Chamber.

Dr V L Indira Dutt, President of the Chamber in her Special address said that Carbon Credits play a key role in ESG (environmental, social, and governance) by helping companies reduce their carbon emissions and demonstrate their commitment to sustainability. Carbon credits were devised as a mechanism to reduce greenhouse gas emissions. Greenhouse gas emissions contribute to climate change, which affects human health and ecosystems, weather patterns, and sea level rise. By reducing greenhouse gas emissions, we can

help limit the increase in global temperature, and help protect people from potentially catastrophic impacts.

The Chief Guest, Mr. Chandrasekhar, AGM of SIDBI, highlighted various initiatives by the Small Industries Development Bank of India (SIDBI) to promote green practices and reduce carbon emissions. Key schemes include:

- Green Finance Schemes: Financial assistance for climate change mitigation and adaptation projects.
- Decarbonization Challenge Fund (DCF): Support for innovative and scalable eco-friendly technologies.
- Mission Solar: Encourages solar power adoption.

- Mission EV for ECO: Promotes the electric vehicle ecosystem.
- Mission Energy Efficiency: Enhances energy efficiency in businesses.
- Mission Waste to Environment Taste: Supports circular economy initiatives.
- Mission Nurture to Nature: Offers standardized green technology solutions.
- FMAP Program: Provides concessional loans for low-emission technologies.

He urged participants to leverage these schemes for improved energy efficiency and sustainability in their businesses.

Mr P.S.Kumar, Chairman, ESG Sub-Committee & Past President of the Chamber delivered technical sessions - What is Carbon Credit and how it works? and The role of Carbon Credit in achieving ESG Goals.

In his presentation he said that the word 'sustainability' encompasses all three aspects of Environment, Social and Governance (ESG) although climate change has begun to be the most important aspect lately. Climate change is caused by anthropogenic activities (i.e. by human activities as determined by the majority of scientific community) and is the result of emissions of greenhouse gases (GHG) arising out of burning fossil fuels, industrial processes etc.,

The global shift towards alternative technologies to reduce greenhouse gas (GHG) emissions faces challenges like scientific advancements and high costs. The landmark COP21 Paris Agreement in 2015 emphasized quantifiable goals for reducing global warming and highlighted the need for significant funding, especially for developing countries, least-developed nations, and island

states, to adapt and address climate change impacts like floods and fires.

To mitigate emissions, measures like carbon taxes and "Cap and Trade" systems have been adopted. Under Cap and Trade, entities reducing emissions earn "carbon credits" that can be sold to those exceeding their emission limits. India leveraged this mechanism under the Kyoto Protocol of 2006, allowing voluntary carbon credit trading without obligations on developing nations.

At COP29, the Paris Agreement's proposal for a regulated international carbon market was adopted, ensuring stricter oversight by a UN body. India has introduced the Carbon Credits Trading Scheme, 2023, with two components:

Compliance Market: Incorporating carbon tax and Cap and Trade features.

Offset Market: A voluntary but regulated market.

Additionally, the Green Credit Programme (GCP), 2023, enables individuals to participate in sustainability efforts.

It was an extensive presentation on the seminar topic by Mr P.S.Kumar which was well appreciated by the Participants. They also showed great interest in the sessions and raised many questions which was well addressed by the resource person during the Q & A. Ms. R.Vijayalakshmi, Consultant, FNF Programmes, ACC proposed vote of thanks.

Sixty-two participants attended the programme and found it very informative and useful.

124th Joint session of ACC and MMA

'Good Leadership Starts in the "Gut" for Lasting Business Success'

27th November, 2024; Dr V L Dutt Hall, Chennai

Andhra Chamber of Commerce along with MMA, Chennai has been organising programmes on the last Wednesday of every month for more than a decade. Mr R.R Padmanabhan, Executive Committee member, and Chairman, Foreign Trade Sub – committee of ACC, in his opening remarks highlighted on the importance of gut health for business success. He Introduced Ms Jayanthi Sundar, Director, Jig-Nyashika.

The following aspects were highlighted and elaborated by Ms Jayanthi Sundar.

- **Gut Health as Second Brain**

The importance of gut health, compares to a second brain. The Gut health would become a significant area of study in the future. She debunked myths about the gut health and introduced the concept of mindful eating. It was part of a broader exploration of business success and leadership.

- **Gut Health and Business Success**

Gut health and its impact on overall well-being. She emphasized that gut health is crucial for immunity and that it is influenced by factors such as sleeping, dieting, and stress levels. She highlighted the need for work-life integration rather than work-life balance. The success of business leaders such as Elon Musk, Satya Nadella, and Howard Schultz can be attributed to their ability to adapt to change and their resilience in the face of adversity and mentioned Richard Branson as a compassionate leader.

- **Gut Health for Leaders and Success**

Gut health is not just about food, but also about stress, exercise, and sleep. The role of gut microbes in producing serotonin and dopamine, which are essential for clear thinking and compassion. Maintaining a balance in gut health and the potential benefits of exercise and sleep for gut health. Gut health is not just for leaders, but for everyone, and it can improve decision-making and overall well-being.

- **Mindful Practices for Stress Management**

The importance of Journaling and Mindful practices to identify and manage stress, cannot be undermined. There is a need to download a notes app and maintain a daily journal to track habits and stress levels. She highlighted the importance of hydration, nutrition, and prioritizing sleep. She highlighted an experience with her mother, who was able to improve her haemoglobin levels through diet alone, without any medication. She stressed the importance of believing in oneself and not being afraid to voice concerns about medical procedures.

- **Gut Health and Mindful Eating**

She discussed the importance of gut health, mindful eating, and gratitude exercises for achieving weight loss and overall well-being. She emphasized the need to avoid screens while eating, consume a variety of colorful fruits and

vegetables, and limit processed foods. She also highlighted the importance of reducing stress and avoiding antibiotics and C-sections.

After the Q& A Session Mr B Gautham, Executive Committee member & Chairman, Skill Development Sub – committee of ACC proposed the Vote of Thanks. The meeting was attended by 30 members and invitees.

"Role of AI In Cybersecurity"

29th November; Dr V L Dutt Hall, Chennai

Mr Ramesh Bhashyam, Chairman, ICT Sub – Committee, ACC convened the meeting. In his opening remarks he highlighted on the importance of cybersecurity, the role of AI in various industries, and the potential of AI in enhancing cybersecurity measures, the need for secure passwords, the use of AI-based security measures in healthcare, and the potential of AI in preventing financial frauds and cybercrimes. Mr Ramesh Bhashyam introduced the Guest Speaker Mr Gunasekaran Loganathan. Associate Vice President – IT Hinduja Leyland Finance, Chennai.

In his detailed presentation, the following salient aspects were covered by Mr Gunasekaran Loganathan

- Artificial Intelligence experts to continue developing and improving AI-based cybersecurity solutions for various industries.
- Financial institutions to implement AI-powered fraud detection systems to prevent synthetic identity fraud and other financial crimes.
- Healthcare organizations to enhance their cybersecurity measures using AI to protect patient data and prevent ransomware attacks.
- Transportation authorities to further integrate Artificial Intelligence into traffic management systems and driver safety monitoring.

- Border security agencies to explore the implementation of AI-powered drone systems for enhanced surveillance.
- Information Technology professionals to stay updated on the latest AI advancements in cybersecurity and implement them in their organizations.
- Banks to consider developing common application forms and implementing Block Chain Technology for improved security and transparency.
- Regulatory bodies to continue updating and enforcing cybersecurity standards for financial institutions and other organizations handling sensitive data.
- Individuals to practice better personal cybersecurity habits, including regular password changes and multi-factor authentication.
- Organizations to educate employees and customers about the importance of data privacy and cybersecurity best practices.

There was a good interaction between the participants and the speaker. and concluded with a Vote of Thanks proposed by Mr Ramesh Bhashyam,

The number of participants for the programme was 35.

Memories to Cherish

Mediation – an Effective Dispute Resolution Tool for Corporates

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Unit-2

Nation First

Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource.

John F. Kennedy

INDIAN ECONOMY Overview

The Trend in Capital Flows

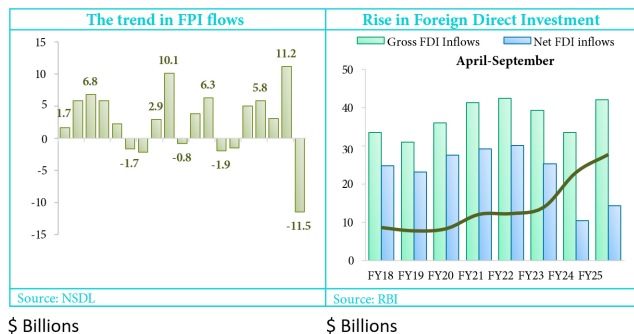
Foreign Portfolio Investors (FPIs) became net buyers in the Indian equity market starting in June 2024 after being the next sellers in the first two months of FY25. This trend continued until September 2024, showcasing a clear preference for Indian equities as FPIs injected substantial capital into the market over those months. However, in October, this trend reversed, resulting in a net outflow of USD 11.5 billion. Factors such as concerns about slowing earnings growth, high valuations, rising geopolitical tensions, and recent developments in China led FPIs to withdraw significant funds from Indian equities in October. Overall, due to mixed trends, FPI inflows between April and October 2024 moderated to USD 10.1 billion, compared to USD 18.6 billion during the same period the previous year.

Foreign Direct Investment (FDI) recorded a revival in FY25, with net FDI inflows rising from USD 10.4 billion during H1 of FY24 to USD 14.3 billion in the corresponding period

of FY25, which is a YoY growth of 37.6 per cent. The rise in net FDI inflows can be attributed to an increase in gross FDI inflows. Manufacturing, financial services, electricity and other energy sectors, and communication services contributed to around two-thirds of the gross FDI inflows. Singapore, Mauritius, the Netherlands, the UAE, and the US were sources for about three-fourths of the flows. Though cumulative net FDI inflows in H1 of FY25 were greater than those in the same period of the previous year, there was an outflow of net FDI in September 2024 due to a significant increase in repatriation and disinvestment, which exceeded the gross FDI inflows during that month.

After surpassing the USD 700 billion mark, India's foreign exchange reserves moderated to USD 684.8 billion at the end of October 2024, sufficient to cover 11.8 months of imports and more than 100 per cent of external debt at the end of June 2024. Supported by stable capital inflows, as of 1st November 2024, India's forex reserves increased by USD 64.8 billion so far during 2024, the second-largest increase after China amongst major forex reserve- holding countries. Foreign currency assets accounted for the majority of the increase in forex reserves during 2024.

Source : <https://dea.gov.in/>



EMPLOYEE DEVELOPMENT



Mr M.L. Narendra Kumar
Director, Instivate Learning Solutions Pvt. Ltd

Basics of Conflict Management

Can we even fathom any place in this vast world, whether it's a humble abode, an educational institution, a nation, or a professional environment without conflicts? It seems highly improbable. Before delving further into this topic, let's take a moment to comprehend what conflict truly entails.

Conflicts can arise from myriad sources, including disagreements, differences of opinion, variance in values, and, most significantly, when opposing parties fail to see a potential win-win outcome, thus leading to a conflict.

In the context of a typical workplace, we encounter various types of conflicts, such as:

1. Intrapersonal conflict - which encompasses internal conflicts experienced by an individual

- 2. Interpersonal conflict** - involving conflicts between two individuals
- 3. Intradepartmental conflicts** - conflicts confined within a specific department
- 4. Interdepartmental conflicts** - conflicts involving two distinct departments. It's safe to assume that our organisation grapples with various conflicts across these categories.

So, is conflict inherently good or bad? The answer is Yes and No. Conflict can yield positive outcomes when it leads to the development of win-win solutions and contributes to improved output quality. Contrastingly, conflict becomes detrimental when it culminates in the breakdown of relationships and cooperation.

Resolving a conflict is essential; to achieve this, a detailed definition of the conflict and a clear outline of expected outcomes is crucial.

There exist several methods to resolve conflicts.

- 1. Competing:** This approach involves strongly advocating for one's views, particularly when a person's actions violate organizational values or safety regulations.
- 2. Collaborating:** When two heads are better than one, it is better to collaborate to resolve a conflict than to have a single person try to use his limited wisdom.
- 3. Avoiding:** In cases where the issue is relatively minor or trivial, it may be prudent to adopt an avoidance approach.
- 4. Compromising:** Admitting mistakes and compromising can be an effective strategy for dealing with conflicts.

- 5. Accommodating:** A collaborative approach can warrant acknowledging the other party's significance and potential future utility.

Frequently, individuals avoid directly confronting conflicts, which can potentially exacerbate the situation, leading to severe problems and crises. It's essential to recognize that many positive outcomes and significant developments, such as the Just-in-Time (JIT) concept arising from conflicts between production and procurement or the negotiation of peace treaties post-war, stem from conflicts.

To address conflicts effectively, it's imperative to approach these situations by actively listening, understanding, and respecting others. In essence, conflict resolution must focus on the organization's goals rather than personal egos.

Unit-3 Kaizen Corner

Once you replace
negative thoughts
with positive ones,
you'll start having
positive results.

BUSINESS MATTERS



Mr. S. Prakash
Founder - CEO, SEE CHANGE

Driving Innovation: How CEOs Can Foster a Culture of Creativity in MSMEs

Innovation is no longer a luxury; it is a necessity for businesses, especially for Micro, Small, and Medium Enterprises (MSMEs). In today's competitive landscape, innovation drives differentiation, efficiency, and growth. However, fostering a culture of creativity within MSMEs requires intentional strategies and visionary leadership. This article explores how CEOs can build an innovation-driven organization, with a specific focus on Indian MSMEs, supported by case studies and actionable solutions.

Why Innovation Matters for MSMEs

For MSMEs, innovation isn't just about launching cutting-edge products or services. It includes finding smarter ways to operate, discovering new markets, and enhancing customer experiences. The key to survival and growth lies in embedding creativity at all levels of the organization.

Case Study : VST Tillers and Tractors – Affordable Mechanization

Bengaluru-based VST Tillers and Tractors revolutionized farming in India by focusing on affordable mechanization for small-scale farmers.

Key Innovations:

- 1. Customer-Centric Design:** VST focused on creating compact, cost-effective tractors tailored to the needs of Indian farmers with small landholdings.
- 2. Collaborations:** Partnering with international firms, VST incorporated advanced technology while keeping prices competitive.

Impact:

By combining innovation with affordability, VST emerged as a leader in its niche, empowering small farmers to boost

productivity and profitability. Their creative strategies ensured that innovation reached even the most underserved markets.

Two Solutions to Drive Innovation in MSMEs

1. Establish an Innovation Framework

For MSMEs, having a structured approach to innovation is crucial. CEOs can create an environment where creativity thrives by implementing the following strategies:

Encourage Bottom-Up Ideas:

- Empower employees at all levels to share ideas without fear of judgment.
- Create suggestion programs or innovation challenges to spark creativity.

Allocate Resources:

- Dedicate a portion of time, budget, and manpower for experimentation.
- Set up innovation hubs or cross-functional teams to pilot new concepts.

Recognize and Reward Creativity:

- Celebrate innovative ideas, even those that fail, to foster a risk-taking culture.
- Introduce incentives for employees who contribute to innovation.

Example:

A textiles MSME in Tamil Nadu implemented a bi-monthly "Innovation Day" where employees presented process improvements. This practice not only enhanced productivity but also boosted

morale and employee engagement.

2. Leverage Technology to Enable Innovation

Technology plays a pivotal role in democratizing innovation for MSMEs. By adopting the right tools, MSMEs can optimize operations and enhance customer experiences.

Digital Transformation:

- Invest in affordable ERP systems to streamline operations and reduce inefficiencies.
- Use AI-driven tools to analyze market trends and customer preferences.

Collaborative Platforms:

- Encourage teams to use digital platforms for brainstorming and collaboration.
- Partner with startups or academic institutions to co-develop innovative solutions.

Example:

A Pune-based MSME manufacturing automotive components adopted IoT sensors to monitor production lines in real-time. The data-driven insights enabled the company to reduce wastage by 15%, improving both sustainability and profitability.

Role of the CEO in Cultivating Innovation

The CEO plays a critical role as the torchbearer of innovation in any MSME. Here's how:

1. Lead by Example:

- Demonstrate openness to new ideas and a willingness to embrace change.
- Show vulnerability by acknowledging that not all initiatives succeed, but every effort adds value.

2. Promote Cross-Functional Collaboration:

- Break silos by encouraging departments to work together on innovation projects.
- Host regular brainstorming sessions to align the organization's creative efforts with business goals.

3. Foster a Learning Culture:

- Encourage employees to upskill by attending workshops, webinars, or certification courses.
- Celebrate continuous learning as a core value of the organization.

Overcoming Challenges in Fostering Innovation

Resource Constraints:

MSMEs often face budget and manpower limitations. The solution lies in adopting frugal innovation—achieving more with less by creatively using available resources.

Resistance to Change:

Employees may hesitate to adopt new processes or technologies. CEOs should invest in change management and communicate the benefits of innovation effectively.

Market Uncertainty:

MSMEs operate in volatile environments where risks are amplified. Mitigate risks by testing innovations on a small scale before full implementation.

Conclusion

Innovation is the lifeblood of MSMEs striving to maintain a competitive edge in an ever-evolving market. By creating a structured framework for creativity and leveraging technology, MSMEs can unlock immense potential. The success stories of Jaipur Rugs and VST Tillers and Tractors demonstrate how innovation not only drives growth but also solves real-world challenges.

As CEOs, fostering a culture of creativity means leading with vision, empowering teams, and aligning innovation efforts with organizational goals. It is through this commitment that MSMEs can thrive and contribute to a broader ecosystem of Peace, Happiness, and Growth Economics (PHGNomics).

Disclaimer: The views expressed in this article are solely those of the author

Madras High Court Judgments in

VAT CST GST



Shri. V.V. Sampathkumar

Treasurer and Chairman, Indirect Taxes Sub - Committee, Andhra Chamber of Commerce

No reply Submitted: Petitioner has not chosen to file its reply and hence impugned assessment order came to be passed. Petitioner submit that impugned order came to be passed without affording an opportunity of hearing and therefore the same is in violation of principles of natural justice and therefore prays to set aside the same. This Court has not accepted the submissions. This Writ Petition stands dismissed, with liberty to the Petitioner to file an Appeal, challenging the impugned order before the Appellate authority, within a period of thirty days from the receipt of the copy of this order. M/s. Sri Balaji Pharma Surgicals Vs STO, Dharmapuri Assessment Circle, W.P.No.29409 of 2024 Dated: 14.10.2024

Notice u/s 73 order u/s 74: It is an admitted fact that though the notice in Form DRC-01 was issued under Section 73 of the GST Act, the impugned order was passed under Section 74 of the GST Act. If at all if there is an intention to pass any assessment order u/s 74 of the GST Act, the respondent

is supposed to have issued a notice by fulfilling the conditions narrated u/s 74 of the GST Act. In this case, it is apparent that no such notice was issued u/s 74 of the GST Act. When such being the case, no order can be passed by the respondent u/s 74 of the GST Act and hence, the impugned order passed by the respondent is not only in violation of principles of natural justice but also against the provision of law. Tvl. Rajaa Offset Vs.STO (FAC), Mannargudi Assessment Circle, W.P.No.30189 of 2024 Dated: 15.10.2024

Rectification Petition: WP filed by the petitioner to consider the rectification application filed u/s 161 of the GST Act on 03.05.2024 for the Assessment Year 2017-18. Considering the submissions made by the learned counsel appearing for the Petitioner as well as the Respondent, this Court directs the 1st Respondent to pass orders on the rectification petition filed by the Petitioner on 03.05.2024, on merits and in accordance with law, after

affording an opportunity of hearing to the Petitioner, within 3 months from the date of receipt of a copy of this order. M/s.Ganesh Constructions Vs.1. DSTO, Ayanavaram Assessment Circle 2. CGM, BSNL, Chennai Telephones, Chennai-10. W.P.No.29351 of 2024 Dated: 14.10.2024

Refund: Petitioner has made application claiming refund of the tax u/s 54 of CGST Act, 2017 followed a reminder letter dated 29.03.2019, but the respondent has not processed the same, but after a lapse of more than one year, issued a Deficiency Memo on 12.04.2019 calling upon the petitioner to rectify certain deficiencies mentioned therein. According to the petitioner, they had not received the said Deficiency Memo and they came to know only when they received a letter dated 26.5.2023 from the respondent. Therefore, since the petitioner has made the application claiming refund of the tax within the time, which was not processed by the respondent more than a year, the Hon'ble Court was of the view that it would be appropriate to direct the respondent to process the application without insisting limitation aspect and pass orders therein and issued directions. M/s. Regal Engineers & Contractors P Ltd Vs AC of CGST & CE, Pallavaram Divn, Chennai-18. W.P.No.29256 of 2024 Dated: 14.10.2024.

Cancelling the GST registration: GST registration of the petitioner was cancelled. According to the petitioner, since their turn over had never crossed a sum of Rs.20,00,000/-, they are under the impression that they are not required to file their returns. Under these circumstances,

the GST Registration of the petitioner was cancelled for non-filing of returns for 6 months. The reason provided for non-compliance with the relevant provisions of the Act within the prescribed time, in the considered opinion of the Hon'ble Court, appears to be genuine. This Court revoked the impugned order cancelling the GST registration of the petitioner, subject to the fulfillment of the conditions. M/s.AVR Traders Vs. Supdt of GST and CE, Villupuram I Assessment Circle, W.P.No.30731 of 2024 Dated: 24.10.2024

Delay: Due to the demise of the petitioner's father, petitioners preferred an appeal against the said assessment order with a delay of 44 days. In such case, the reason provided for non-filing of appeal within the prescribed time appears to be genuine. Therefore, being satisfied with the reasons assigned by the petitioner and also considering the submission made by the petitioner, this Court has condoned the delay. M/s. Nithya Cotton Mills Vs.1.DC (ST) (GST)(Appeal), Erode and Salem, Erode-1. 2. STO, Tiruppur Assessment Circle, W.P.No.30500 of 2024 Dated : 18.10.2024

Refund : As per the Notification No.13/2022 dated 05.07.2022, the last date for filing the refund claim for 2019-20 is 29.02.2024, but the learned counsel for the Petitioner submitted that the effect of the above mentioned notification is that the period from 01.03.2020 to 28.02.2022 shall be excluded, which means that the 2 years exclusion period shall be added to the original time-limit of 31.03.2022 which stands extended to 31.03.2024. It appears that due to some confusion whether the limitation

ends on 29.02.2024 or 31.03.2024, the Petitioner filed the rectification application with a delay of 7 days. Considering the submissions made by the learned counsel for the Petitioner as well as the Respondent and in view of the settled proposition of law that when substantial justice is pitted against technical consideration, credence should be given to the substantial justice, this Court has condoned the delay of 7 in filing the refund application before the Respondent. M/s.Trisula Engg and Trading P Ltd, Vs. AC, Cuddalore GST & C.E., Cuddalore 607001 W.P.No.28614 of 2024 Dated : 17.10.2024

Tax not paid and ITC: In the absence of material evidences with regard to the remittance of tax amount by the supplier, the respondent had rightly arrived at the conclusion to reverse the ITC availed by the petitioner and passed the impugned order dated 23.04.2024. In such case, the Hon'ble Court also does not find any merits in the present petition. Therefore, this Court dismissed this petition by granting liberty to the petitioner to file an appeal against the impugned order. Tvl.Green Star Traders Vs. CTO, Room No.224, Farnpet, Chennai-35. W.P.No.29741 of 2024 Dated: 15.10.2024

Order passed without giving findings If the respondent is intending to reject the reply filed by the petitioner, they have to state as to why they are rejecting the reply and provide a due consideration with regard to the submission made by the petitioner. However, in this case, no reason has been stated with regard to the rejection of reply filed. Therefore, it is clear that the impugned order came to be passed by the respondent

in violation of principles of natural justice and the same is set aside with conditions. Tvl.Coir Mediaa Enterprises Vs. DCTO-2, Pollachi (West), Assessment Circle, W.P.No.30091 of 2024 Dated : 15.10.2024

GST Registration, Suspension: It is the fundamental right of the petitioner to trade and carry on the business in the country and the State can impose reasonable restrictions. However, in the present case, the respondent without resorting to take legal action invoking penal provisions, suspended the GST registration of the petitioner and deprived the petitioner from carrying on the business, which amounts to violation of fundamental right of the petitioner and prevented the petitioner, which, cannot be sustained. M/s. A.V.Traders Vs. CTO, Thiruvallikeni Assessment Circle, Chennai South-I, W.P.No.31285 of 2024 Dated: 29.10.2024.

Opportunity of Personal Hearing: No opportunity of personal hearing was provided to the Petitioner prior to the passing of impugned order. Hence, this Court is of the view that the impugned orders are passed in violation of principles of natural justice and it is just and necessary to provide an opportunity to the Petitioner to establish their case on merits. M/s. Sky Moon Sea Foods Vs. AC(ST)(FAC), Chintadripet Assessment Circle W.P.No.32061 of 2024 Dated: 28.10.2024

Disclaimer: The views expressed in this article are solely those of the author

Shout -Sales and MARKETING MATTERS

A Geographical Indication [GI Tag] for Building Brand towards Sales Success



A Geographical Indication (GI) tag can be very important to a company's Success, particularly if it sells goods or services that are unique to a given area.

A GI tag, or Geographical Indication tag, is a sign or name given to a product that identifies its geographical origin or location. GI tags are often used for products such as handicrafts, agricultural products, spirit drinks, foodstuffs, and industrial products.

A GI tag helps a firm succeed in the following ways:

1. Authenticity and Brand Differentiation:

A GI tag attests to a product's provenance and attributes, such as its reputation, that come from a certain geographic area. It helps companies stand out in crowded markets by forging a unique character that guarantees exclusivity and authenticity.



Mr.M.K. Anand
Chairman, MSME Sub-Committee
Andhra Chamber of Commerce

2. Premium Pricing and Market Value:

Because of their perceived quality and originality, GI-tagged products are frequently more expensive. Products with cultural and regional relevance can command higher prices from consumers.

3. Potential for Export:

Because of its uniqueness and cultural significance, GI-tagged products are frequently sought after in global marketplaces. It increases credibility, which facilitates adherence to import laws and draws in foreign customers.

4. Economic Development in Local Areas:

By highlighting their customs and abilities, the GI tag helps the area's farmers, producers, and craftspeople. It supports local economies and creates jobs.

5. Preservation of Culture and Heritage:

A GI tag ensures the continuity of traditional knowledge and practices. Businesses help to preserve the traditions connected to these products by marketing them.

6. Legal Defense:

Businesses can safeguard their intellectual property by using the GI tag, which offers legal protection against infringement or misuse. It guarantees that the GI mark can only be used by approved companies in the specified area.

7. A Rise in Customer Trust

GI-tagged goods are guaranteed to be of high quality, which increases customer loyalty and trust. It fits nicely with consumers' increasing desire for locally produced and ecological goods.

India has a rich heritage of products that have been granted Geographical Indication (GI) tags, recognizing their unique origin and qualities. These products span various categories, including agricultural goods, handicrafts, textiles, and manufactured items. Here are some notable GI-tagged products from different states:

To cite an Example of Business Success Through GI Tags

- Darjeeling Tea (India):** Recognized worldwide for its distinctive flavor, the GI tag has helped secure international markets.
- Pashmina (India):** The GI tag promotes the unique craftsmanship of Kashmiri artisans, leading to increased global demand.
- Kanchipuram Silk Sarees:** Exquisite silk sarees from Tamil Nadu, renowned for their intricate designs and superior quality.
- Mysore Silk:** Premium silk from Karnataka, known for its purity and fine texture

- Pochampalli Ikat:** A traditional weaving style from Telangana, famous for its geometric patterns.
- Banarasi Sarees:** Luxurious sarees from Uttar Pradesh, distinguished by their rich embroidery and brocade work
- Kullu Shawl:** Handwoven shawls from Himachal Pradesh, admired for their vibrant patterns and warmth.
- Madhubani Paintings:** Traditional art form from Bihar, characterized by intricate designs and natural dyes.

These GI-tagged products not only highlight India's diverse cultural heritage but also contribute significantly to the economic development of their respective regions. For a comprehensive and updated list of GI-tagged products in India, you can refer to the official Geographical Indications Registry.

The process for registering a GI in India includes:

- Filing an application
- Examination
- Publication in GI
- Acceptance
- Objections
- Acceptance
- Entry in GI Register
- Issue of Registration

NABARD offers assistance for GIs, including grants and loans.

Govt of India Site Ref: ipindia.gov.in

Image Source: Internet for learning purposes only.

STANDARDS, CERTIFICATIONS & REGULATIONS UPDATES



Rama Venugopal

Chairman – S.C.R. Sub - Committee,
Andhra Chamber of Commerce

Launch of World's First Green Taxonomy on Steel

India is committed to decarbonise the steel sector in alignment with net-zero emission intensity target by 2070. With this global commitment to SDGs, Ministry of Steel and Heavy Industries has released the **World's First Green Taxonomy** on Steel few days ago. This is a Rating Framework. The **taxonomy** is expected to align India's **steel** industry with **global** best practices while meeting the **commitments** under the Paris Agreement.

The release of the **Taxonomy of Green Steel** marks a crucial step in advancing the **National Mission on Green Steel**. Globally, there is no commonly accepted definition of green steel; India is the first nation to release the Taxonomy of Green Steel.

The recently published Taxonomy for Green Steel in India outlines a structured

framework for assessing the environmental impact of steel production.

Adoption of Taxonomy of the Green Steel is not an option, it is a mandate to adopt this towards achieving the environmental sustainability target.

Ministry of Steel, with the help of all the industry stakeholders, has set a target to achieve the taxonomy of green steel to reduce the emission intensity of **2.2 tCO₂ per tonne by 2030**, ensuring global competitiveness and continued growth.

A stakeholder consultation on draft National Mission on Green Steel (NMGS) and draft Green Steel Public Procurement Policy (GSPPP) was also conducted by the Ministry. Suggestions and inputs received from stakeholders will be reviewed and integrated in finalising the NMGS and GSPPP.

Here are the key takeaways from the framework:

Definition of Green Steel :

Green Steel is defined based on its CO₂ equivalent emission intensity, which must be less than 2.2 tonnes of CO₂e per tonne of finished steel (tfs). The greenness is expressed as a percentage, reflecting how much lower the plant's emissions are compared to this threshold

Rating System :

The framework establishes a star rating system for green steel based on emission intensity:

Five-Star: Emission intensity < 1.6 t-CO₂e/tfs

Four-Star: Emission intensity between 1.6 and 2.0 t-CO₂e/tfs

Three-Star: Emission intensity between 2.0 and 2.2 t-CO₂e/tfs

Emission intensity > 2.2 t-CO₂e/tfs is not eligible for any green rating

Review and Scope

The thresholds for star ratings will be reviewed every three years to ensure they remain relevant and effective.

The scope of emissions considered includes Scope 1, Scope 2, and limited Scope 3 emissions, primarily up to the finished steel production stage

Measurement and Certification

The National Institute of Secondary Steel Technology (NISST) will serve as the nodal

agency responsible for measurement, reporting, verification (MRV), and issuing greenness certificates along with star ratings for steel plants

To obtain certification, steel plants must register with NISST, paying a one-time fee of Rs 10,000 and an additional Rs 1,000 for every 500 tonnes of finished steel certified

A registry of green-rated steel shall be maintained by NISST.

Emission Calculation Methodology

Technical explanation of Green Steel

Taxonomy:

The calculation of greenness percentage (G%) for a plant producing steel with emissions between E₀ (net-zero) and E_t (threshold) is defined clearly, allowing plants to quantify their environmental performance accurately.

For example, if a plant has an emission intensity of 2.0 t-CO₂e/tfs, it would be rated as producing 9.1% green steel

This framework aims to promote sustainable practices in the Indian steel industry by providing clear guidelines for measuring and certifying the environmental impact of steel production.

Source:

<https://egazette.gov.in/WriteReadData/2024/259382.pdf>

EXPORT AND IMPORT



Shri R R Padmanabhan
Chairman, Foreign Trade Sub-Committee
Andhra Chamber of Commerce

Unlocking India's Carrot Export Potential!

India stands proudly among the top 10 global carrot producers, leveraging diverse climates and advanced agricultural practices to cultivate high-quality carrots. Notably, Ooty in Tamil Nadu alone produces **half of the UK's carrot supply**, showcasing India's agricultural prowess. With an annual production of ~1 million metric tons, the nation is poised to expand its footprint in the international market.

Export Opportunities:

- **Fresh Carrots:** Targeting high-demand regions like Europe, the Middle East, North America, and Southeast Asia with premium, year-round available produce.
- **Value-Added Products:** From nutrient-rich carrot juice and puree to healthy snacks like carrot chips and innovative items like carrot flour and noodles, India's versatility meets global health and wellness trends.
- **Organic & Sustainable Options:** Catering to the growing demand for organic and eco-friendly products, enhancing market appeal and premium pricing.

Competitive Advantages:

- **Cost-Effective Production:** Competitive labour costs and efficient farming make Indian carrots price-competitive.
- **Diverse Product Range:** Ability to offer a wide array of products tailored to various market segments.
- **Strategic Location:** Proximity to key markets and major ports like Mumbai and Chennai ensures efficient logistics.

Supportive Ecosystem:

- **Government Initiatives:** Schemes like RoDTEP and investments in cold storage and processing facilities bolster export capabilities.
- **Innovation & Quality:** Emphasis on certifications (Global GAP, ISO) and modern post-harvest management reduce losses and meet international standards.

Future Outlook: With continuous investment in technology, infrastructure, and value addition, India is set to enhance its carrot export landscape, driving economic growth and empowering farmers.

Disclaimer: The views expressed in this article are solely those of the author

INFORMATION TECHNOLOGY UPDATES

ISO 27001



Shri Ramesh Bhashyam
Chairman, I.C.T. Sub-Committee
Andhra Chamber of Commerce

Introduction

ISO 27001 is the international standard for information security management, it is a well-recognized regulation sought after by businesses of all types and industries and is the International Standard describing best practice for an Information Security Management Systems (ISMS). It provides a framework for organizations to establish, implement, and maintain an ISMS to protect the confidentiality, integrity, and availability of their information.

What Is ISO 27001?

ISO 27001 is part of the ISO/IEC 27000 family of standards, which are designed to help organizations maintain the security of their data. Developed by the International Organization for Standardization (ISO) in conjunction with the International Electro technical Commission (IEC), the 27000 family of standards includes more than

a dozen individual standards that set worldwide baselines for information security. Within this family, ISO 27001 is the most well-known standard, pertaining specifically to the implementation of consistent and reliable security controls through an information security management system.

Approach to ISMS

- Project Initiation and Governance Structure
- Project ISMS Initiation – With Internal Key Stakeholders
- Management Framework
- Building Security Criteria
- Risk Management - Gap fit & Risk Assessment
- ISO 27001 Implementation
- Progress - Measure, Monitor and Review
- ISO 27001 Certification

Why does an organization need to achieve ISO 27001 certification?

ISO 27001 is one of the most popular information security standards in the world, with certifications growing by more than 100% in the past ten years. It is recognized globally as a benchmark for good security practice and enables organizations to achieve accredited certification by an accredited certification body following the successful completion of an audit.

Information security management systems are management suites that monitor risks to organizations' information. The ISMS identify, analyze and address all risks to information, ensuring the organization can fine-tune security arrangements to the business' needs and vulnerabilities.

By addressing the requirements of ISMS to keep up with modern business considerations, ISO 27001 provides a more comprehensive approach compared to PCI DSS. The standard also applies to any industry that makes use of ISMS, including retail, financial, healthcare and government organizations of all sizes and types.

How ISMS Works?

The ISMS establishment process follows the known **Plan-Do-Check-Act (PDCA)** cycle prescribed by ISO27001. As part of the PDCA cycle, CISO will assess the security risk and liaise with the Stakeholders to create an associated risk treatment plan. The risk treatment plan will constitute a security roadmap for security officers, who can rely on the identified risks to create compelling business cases and secure funding.

Benefits of ISMS implementation

Like any other ISO standard, certification for ISO 27001 isn't obligatory. However, the choice to certify for ISO 27001 can be an important one for your business for the following reasons:

- To Avoid Breaches
- To Enhance Customer Reputation
- To earn recognition
- Access New Markets
- Avoid Penalties:

Image Source: <https://gccertification.com/iso-27001-and-the-pdca-cycle-a-roadmap-to-information-security/>

Unit-4 Self Development Corner

**Know thy self,
know thy enemy.
A thousand
battles, a thousand
victories.**

- Sun Tzu

Business Stories - Inspiration Matters

An Eco-Warrior's Approach to Waste



Introduction

Ann Alexia Anra sees potential where others saw waste mounds. **'Wasted 360 Solutions'**, hidden just a few minutes from the hustle and bustle of Pondy Bazaar, is quietly flipping the script, by creating a holistic waste management program. What started as a collection centre and thrift store, is now anchoring a movement, supporting communities and changing the way people perceive waste.

Greater Chennai generates over 6,500 tonnes of waste every day, of which 80% remains unsegregated and inundate the landfills which is the final destination. On the other hand, the micro-composting centres and the Bio-CNG plants in the city are in need of a feeder to supply them continuously

with segregated waste. Enter Ann Alexia Anra's **Wasted 360 Solutions**—a little organisation playing a mighty role in the city's trash collection and segregation. Young Ann Anra has been tirelessly working at bringing together multiple stakeholders to collaborate in building a circular economy: an aspirational state where waste management transforms from a much-ignored necessity to value-added product of society.

Stakeholder Collaboration is Key

"Conscientious citizens who drop off waste at our collection centres are the primary catalysts of our society's change. Once they drop off the waste, we employ trained people to segregate them into 25 categories that is then sent to relevant repurposing units. Our Wasted Trust works to create employment opportunities by up-skilling end beneficiaries to mend and repair discarded material to make it fit for reuse, some of which goes into our thrift store. Corporate organizations are the key to support these projects. And, of course, the backing of the Government is critical to making it work. Over and above this we have the Pollution Control Board overseeing the system. We all have to work together to make this work," Ann explains with fervour.



Fascinated by Waste

Ann began her career as a child actor, featuring in advertising commercials and movies like Avvai Shanmugi. At twenty-one, she took on the financial responsibilities left by her parents, including clearing their debts. She completed a BBA from Loyola College, after which she started working in advertising and marketing. One of her assignments involved working with the Chennai Police on their Kavalan app., which exposed her to the issues of overflowing dustbins in the city. "I saw mixed waste spilling before me, and this opened my eyes to the huge challenge it posed. However, I could study waste-related issues in depth only after being free of my financial constraints. From 2017, I spent two years finding answers to many puzzling gaps," recounts Ann on how fascination with waste began.

Proving the Value of Waste

"Waste has inherent value—we can upcycle it, downcycle it and put it to multiple uses. But the key to all those value discovery is that waste needs to be segregated. A rag thrown into the dustbin will surely end up in landfills. But if the same piece is given to waste segregators or organizations like Goonj, there's a 95% chance that it will not end there! Polluters and brands have to be part of the change,". Urban areas generate more waste than urban areas. There are 200 micro composting centres in Greater Chennai Corporation that are fed wet waste collected by battery-operated vehicles. The Bio-CNG Unit in Chetput produces compressed natural gas, powered by our waste. "People need to start segregating their waste before it can be processed to feed any of these needs. As Central Chennai



generates most of the waste, I began to set up collection centres for every 10 kilometer radius, so we could collect waste while maintaining a minimal carbon footprint,".

Testament to Circular Economy

Wasted 360 Solutions' new address, tucked away in the quiet by lanes of T.Nagar, behind the bustling Pondy Bazaar, is easily accessible for those who want to drop off waste. The ground floor serves as a collection centre and the first floor houses the thrift shop. "We wanted to show that sustainability is more than carrying your own manjapai (the ubiquitous yellow cloth bag popular in Tamil Nadu), taking public transport or carrying our own water bottle. It includes shopping locally, buying second-hand or from local artisans. We don't have the budgets to compete with large brands, and the alternative is to function like a community that appeals to a younger audience. We show them that engaging in a circular economy is not overwhelming, but fun and easy!"

Source: <https://www.gotn.in/wasted-360-solutions-an-eco-warriors-approach-to-waste/>

Patience, Peace and a Masterpiece

A young man stood for quite some time, mesmerised by a sculptor diligently applying the final touches to his statue. The sculptor worked with great attention to detail, occasionally stepping back to view his creation from various angles before meticulously cleaning it. Intrigued by the artistry, the young man approached and asked the sculptor, “How do you create such an incredible piece?”

The sculptor looked up, a warm smile spreading across his face. “Thank you for your kind words. While we craft the statues, individuals like you ultimately label them masterpieces. I appreciate your perspective, and I’d be delighted to share some insights on the process behind our work.

Inner peace is the first and most essential quality to create a true masterpiece. This tranquillity allows an artist to focus entirely on the work without being distracted by external chaos. Peace fosters creativity and clarity of thought, enabling us to connect deeply with our art.

Alongside peace, unwavering patience is crucial. The journey of creating a sculpture is often fraught with challenges; there will be moments of doubt and mistakes along the way. However, those who possess patience can gracefully navigate these ups and downs. They understand that each setback is an opportunity for growth and learning.

These two qualities, peace and patience, function like powerful magnets, drawing in other virtues necessary for our craft, such as resilience, dedication, and the ability to appreciate the beauty in progress.

So, my dear young man, what you affectionately call a masterpiece is not merely the result of talent and skill but rather the beautiful culmination of peace within and the steadfast patience that guides the creative process.”

Contributed by:
Mr M.L. Narendra Kumar

Disclaimer: The views expressed in this article are solely those of the author



FITNESS MATTERS LIVING 360°



| By Gita Krishna Raj

CEO, Maverick
National Head - PEPS,
Sports Skill Council of India

My Dear Readers,

Greetings from Maverick!

The movement of the spine generates 90% of the brain’s stimulation and nutrition. Yet, as we sit hunched over computers or endure long hours of sedentary work, our posture and physical health deteriorate. Stress and poor ergonomics compound the problem, leading to discomfort and long-term health issues. Are we de-evolving in how we care for our bodies?

Proper keyboard height is crucial for maintaining a healthy posture. Adjust your chair so that your elbows are at a 90-degree angle, with your shoulders relaxed. Your knees should also form a 90-degree angle, with feet flat on the floor. If your feet don’t reach, use a footrest. For an alternative seating option, try a properly sized Swiss ball to encourage

spinal movement and maintain hydration of spinal discs.

Unsupported feet can cause pressure on the thighs, compressing the sciatic nerve and leading to pain or numbness. Adjustable footrests or wobble boards can provide support and encourage active movement. Similarly, desk height should accommodate both typing and writing tasks. If your desk is too high or low for comfort, consider adjusting your workstation to balance both activities.

The placement of your monitor and reference materials is equally important. Align the middle of the screen with your eye level, keeping it 14–30 inches away. Reference materials should be positioned close to your line of sight to reduce neck strain. Chairs with adjustable lumbar

support help maintain the natural curve of the spine, preventing fatigue and slouching.

A tilting seat pan can reduce back discomfort by supporting different tasks like typing or writing. Alternatively, an air-filled sitting disk allows subtle movement, hydrating the spinal discs and promoting a healthy spine. Proper keyboard setup is also essential to prevent wrist strain or carpal tunnel syndrome. Adjust your keyboard angle according to your finger length and consider using a wrist rest for additional support.

For reading, a bookstand can improve posture, reduce strain on the neck and shoulders, and enhance concentration by increasing blood flow to the brain. Similarly, using a headset for phone calls can eliminate the strain caused by holding

the phone with your shoulder or arm for extended periods.

While these ergonomic adjustments are vital, movement throughout the day is equally important. Prolonged sitting, even with an optimal setup, can cause stiffness and reduce energy levels.

Incorporate regular stretches, physical activity, and good nutrition to maintain overall health and productivity.

Small changes in workplace habits can significantly improve your posture and well-being. The question is, are we taking the necessary steps to evolve toward better health, or are we letting modern life drag us backward? By embracing these practices, we can ensure that we're moving forward—physically, mentally, and in life.

Disclaimer: The views expressed in this article are solely those of the author



Vivekananda Rock Memorial, Tamilnadu Overview

Amid the soothing sea breeze and dancing waves is a rock, so enigmatic and elegant. It's a tribute to India's greatest monk who took this land's spiritual brilliance to the world. The Vivekananda Rock Memorial is as timeless as the sage himself.

"In a conflict between the heart and the brain, follow your heart", said Swami Vivekananda, one of the greatest spiritual leaders who ever lived. When you reach Kanyakumari, you can't help but follow your heart and brain alike as the Vivekananda Rock Memorial will invite you with its stunning majesty. One of the most visited tourism attractions in India, the Vivekananda Rock Memorial is located on a rock in the sea, about 500 metres from the mainland.

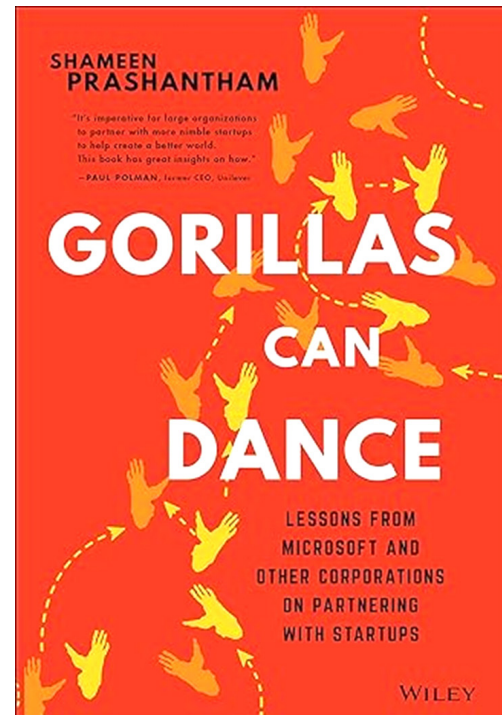
A 19th century philosopher and author, Swami Vivekananda took India's spiritual fame to the world at the Parliament of World's Religions held in Chicago in 1893. It was in honour of the great monk that the memorial was erected in 1970. The rock

on which the memorial is built is said to be where Vivekananda attained enlightenment. Legends also say that it was on this rock that goddess Kanyakumari prayed to lord Shiva, thus attaining an important place in India's religious premises. There is a specially preserved portion in the rock which is believed to be the imprint of the goddess's feet. The memorial showcases an elegant blend of different architectural genres. The Sripada Mandapam and Vivekananda Mandapam are two structures to be explored in the memorial. There is also a life-sized bronze statue of Swami Vivekananda in the premises.

The rock is surrounded by the Laccadive sea where the Bay of Bengal, the Indian Ocean and the Arabian Sea form a confluence. The location is absolutely picturesque and will leave you wondered.

Source

<https://www.tamilnadutourism.tn.gov.in/destinations/vivekananda-rock-memorial>

BOOK REVIEW**GORILLAS CAN DANCE : Lessons from Microsoft and other corporations on partnering with Startups**

Achieve exceptional results with your organization's next partnership for corporate innovation. In *Gorillas Can Dance*, distinguished international business strategy professor and expert Dr. Shameen Prashantham delivers a proven roadmap for large corporations collaborating with startups. Drawing on over a decade of international research, Dr. Prashantham explains the "why," "how," and "where" of corporate-startup partnering.

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exemplar to achieve outstanding results in your partnership. Why the very thing that attracts large corporations to startups—their significant differences—also makes it difficult to work together. Where in the world to find your ideal startup partnerships and how to use them as a force for good. Perfect for C-suite executives, managers, business unit heads, and corporate innovation managers, *Gorillas Can Dance* is a must-have resource for business leaders seeking strategic guidance on partnering and collaborating with startups.

**Unit-5
Bulletin Corner**

Networking has been cited as the number one unwritten rule of success in business. Who you know really impacts what you know.

- Sallie Krawcheck

CONDOLENCE



Dr. M.K. Muthuvelu

Executive Committee Member, Andhra Chamber of Commerce.

With a deep sense of sorrow, we regret to inform you about the sudden demise of Dr. M.K. Muthuvelu, Managing Director, Meticulous Consultants P. Ltd., and Executive Committee Member of Andhra Chamber of Commerce on December 11, 2024.

The Chamber has lost a committed well-wisher, meticulous guide and far-sighted visionary.

Dr. M.K. Muthuvelu was associated with Andhra Chamber of Commerce from 1987. He was the Senior Vice-President of the Chamber from 2022-23 to 2023-24, Treasurer from 2012-13 to 2021-22 and Executive Committee Member from 2007.

On behalf of the Members of the Executive Committee of the Andhra Chamber of Commerce, we convey our heartfelt condolences to his wife Smt. M. Kalpana and Members of the family.

His Rich legacy of Service, Integrity and Greater Purpose, will be cherished and nourished by the Chamber.

Our Prayers of Comfort to his Family, Near and Dear Ones.

Dr V L Indira Dutt

President

Andhra Chamber of Commerce

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DR V.L. DUTT AC HALL, CHENNAI RENTAL TARIFF

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EDITED, PUBLISHED AND PRINTED BY

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Organize Business Delegations to foreign countries for development of two-way trade between Indian and respective countries



Issue of introductory letters to Members proceeding Abroad on Business



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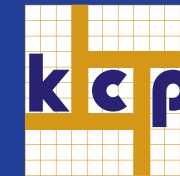
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