



“Story Telling - The New Age Brand Building Strategy”



Interactive Session on “Unleashing Your Inner Innovator: How Generative AI is Your New Creative Powerhouse”



Awareness Session on “Cyber Insurance”

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Chamber at a Glance

**First comes thought;
then organization of that
thought, into ideas and
plans; then transformation
of those plans into reality.**

**The beginning, as you
will observe, is in your
imagination.**

- Napoleon Hil



From the President's Desk

Dear Members,

**Greetings from Andhra Chamber of
Commerce!**

As we step into the mid-year mark of 2025, I am pleased to share that we are witnessing transformative momentum across several sectors of our economy—driven by innovation, sustainability, and proactive governance. On the national front, India has achieved a historic milestone—crossing the 1 billion tonnes mark in coal output for 2024-25. While this reflects the country's industrial vigour and energy demand, it also highlights the dual challenges and opportunities in balancing traditional energy reliance with an accelerated clean energy transition.

Another frontier where India is making significant strides is in Artificial Intelligence, especially within the pharmaceutical industry. AI is now revolutionizing how we approach drug discovery, diagnostics, and clinical trials—ushering in an era of smarter healthcare and more efficient R&D frameworks. It is crucial for our Chamber members across sectors to observe and adapt to such tech-driven transformations.

Andhra Pradesh has rightfully earned its place on the national and global renewable energy map, having attracted green investments nearing ₹4 trillion within just eight months. This remarkable achievement is a direct result of the State's Integrated Clean Energy Policy and its unwavering commitment to becoming a green energy hub. The surge in solar and wind power generation across major states, including Andhra Pradesh, Gujarat, Tamil Nadu, and Karnataka, further reinforces our collective stride towards a sustainable future.

Equally encouraging is the projection for India's Information Technology and Enabled Services (ITeS) sector, which is expected to grow by 20% in employment opportunities in 2025. This surge reaffirms our nation's standing as a global digital services hub and opens avenues for our youth and startups alike.

Amidst this growth, we must also focus on our backbone—the MSME sector. Recent observations from NITI Aayog and policy changes announced by the Government acknowledge the diverse needs of MSMEs. From revised investment and turnover thresholds to calls for cluster-based problem-solving, these steps are expected to ease compliance and promote scalable growth. It is imperative that we, as a Chamber, continue to voice the nuanced challenges of MSMEs and ensure that supportive, tailored policies are championed.

In closing, let us remain agile and forward-thinking as we align ourselves with national goals, global trends, and the aspirations of our member industries. I encourage all our members to engage proactively in Chamber activities, explore new collaborations, and be at the forefront of change.

Dr. V L Indira Dutt
President

CHAMBER



Interactive Session on “Unleashing Your Inner Innovator: How Generative AI is Your New Creative Powerhouse”

9, May 2025; Dr V L Dutt Hall, ACC, Chennai

The MSME Panel of Andhra Chamber of Commerce hosted a power-packed session on “Unleashing Your Inner Innovator: How Generative AI is Your New Creative Powerhouse” on 9th May 2025 at ACC, Chennai.

The event commenced with a warm welcome and a brief overview of ACC’s mission in empowering MSMEs to thrive in the evolving business landscape. The significance of generative AI in modern business was highlighted as the central theme of the session.

Mr. M.K. Anand, Chairman – MSME Panel, ACC, introduced the speaker Mr. Murali

Sundaram, IIT-M alumnus and Generative AI expert, led the session with engaging insights and practical tools on how MSMEs can leverage AI to enhance creativity and productivity.

He explained key Generative AI platforms such as ChatGPT, Midjourney, GitHub Copilot, Synthesia, and more.

Topics included:

- Types of Generative AI tools (text, image, audio, code, video, data)
- Use cases in marketing, design, customer engagement

- How MSMEs can create “Blue Ocean” strategies using AI
- Moonshot thinking and scalable AI-driven innovation
- Live demo of Google’s Notebook LM for podcast creation

Earlier Mr N Ravikumar Joint Secretary, ACC welcomed the participants and introduced the proceedings.

Mr. M.K. Anand concluded with closing remarks and a Vote of Thanks, encouraging MSMEs to embrace AI for future-ready growth. ACC reaffirmed its commitment to bringing more such learning platforms to its members. The session ended with a lively Q&A and networking over 44 participants attended in person.

Awareness Session on “Cyber Insurance”

13, May 2025; Dr V L Dutt Hall, ACC, Chennai

Mr Ramesh Bhashyam, Chairman, ICT Sub-Committee, ACC convened an impactful session focused on the growing importance of cybersecurity in today’s digital landscape. In his opening remarks, Mr. Bhashyam emphasized the critical need for robust data protection measures for businesses. Mrs. Raghini Peter, Secretary General, ACC, introduced the Chamber’s services before handing over the session to Mr. Santhosh Balaji, Associate Vice President at Bajaj Allianz.

In his detailed presentation it covered various topics related to cyber security and data protection, with a focus on the importance of cyber insurance for businesses. It included the potential risks and consequences of cyber-attacks, data breaches, and the need for robust network security measures. Legal matters, the role of government in data privacy, and the importance of raising awareness about these issues among businesses and individuals.

Mr. Balaji delivered an insightful presentation on cybersecurity and data protection, highlighting the growing threats posed by cyber-attacks, data breaches, and the vital role of cyber insurance. He addressed technical safeguards such as regular system updates, firewall and antivirus implementation, user management protocols, disaster recovery plans, and monitoring for suspicious activity. The session also covered legal compliance, crisis communication, GDPR alignment, and risk assessment frameworks for different business types.

Key action points were shared for different teams—IT, Legal, Insurance, PR, and Compliance—emphasizing a coordinated approach to cybersecurity. Members were advised to be cautious online: verify websites, limit data sharing, delete unnecessary data, and report cyber fraud to 1930.

The Chamber called on businesses handling more than 10,000 customer records to review their data privacy measures and understand cyber insurance options, especially tailored for MSMEs/SMEs.

Mr. Bhashyam concluded the session with a Vote of Thanks, encouraging MSMEs, SMEs, Startups to proactively strengthen cyber resilience. The event saw active participation with over 34 attendees and ended with a vibrant Q&A and networking session.

130 Joint Session of ACC and MMA

“Story Telling - The New Age Brand Building Strategy”

28 May 2025; Dr V.L. Dutt Hall, Chennai

The Andhra Chamber of Commerce, in collaboration with Madras Management Association (MMA), Chennai, has been consistently organizing impactful programmes for over a decade. In this continuing series, a dynamic session was recently held featuring Dr. V. Vijay Anand Sriram – Author, Coach, and Brand Strategist.

The session commenced with Mr. B. Gautham, Chairman of the Skill Development Sub-Committee, ACC, who welcomed the participants and introduced the Chamber’s services. Mr. N. Ravikumar, Acting Secretary, ACC, formally welcomed the gathering, following which Mr. P. Barnabas Immanuel, Assistant Secretary, ACC, introduced the guest speaker.

Dr. Vijay Anand opened the session with an engaging activity to capture the audience’s interest. Emphasizing practical application, he urged attendees to implement at least a 0.1% lifestyle improvement based on insights gained during the session.

Key takeaways included guiding business owners to personify their brand identity and align it with their customers’ aspirations. Marketing teams were encouraged to craft simple, compelling stories that directly address customer challenges. He stressed the importance of using real people—customers, employees, and founders—to foster authenticity in brand storytelling.

Dr. Vijay further emphasized the need for consistent messaging across platforms for a sustained period of 6-7 months. He also highlighted the importance of continuous learning and evolving brand narratives as companies grow. Suggestions also included leveraging digital platforms and using slogans for concise storytelling.

The session concluded with an interactive Q&A, and a vote of thanks was proposed by Mr. B. Gautham. The programme saw the participation of 43 members and invitees.

Memories to Cherish

Interactive Session on “Unleashing Your Inner Innovator: How Generative AI is Your New Creative Powerhouse”

9, May 2025; Dr V L Dutt Hall, ACC, Chennai



Awareness Session on “Cyber Insurance” 13, May 2025; Dr V L Dutt Hall, ACC, Chennai



130 Joint Session of ACC and MMA
“Story Telling - The New Age Brand Building Strategy”
28 May 2025; Dr V.L. Dutt Hall, Chennai





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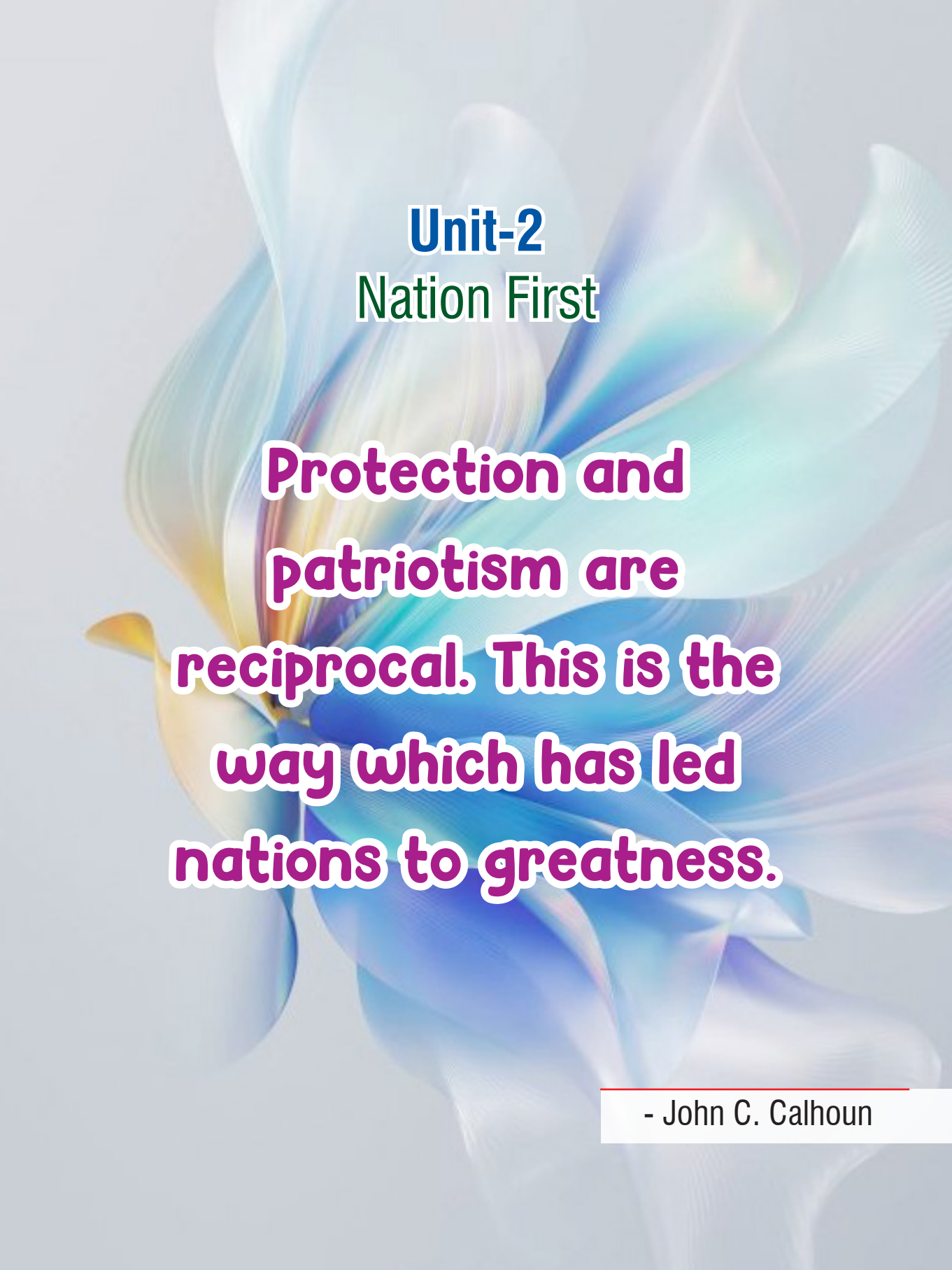
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Unit-2

Nation First

**Protection and
patriotism are
reciprocal. This is the
way which has led
nations to greatness.**

- John C. Calhoun

INDIAN ECONOMY

Overview

Economic Milestone: India Now World's Fourth Biggest Economy



India has overtaken Japan to become the fourth largest economy in the world, and would surpass Germany to claim the third position over the next two and half years to three years, NITI Aayog CEO BVR Subrahmanyam.

The International Monetary Fund (IMF)'s April 2025 World Economic Outlook projects India's gross domestic product (GDP) for the financial year 2025-26 (FY26) to reach \$4.187 trillion taking over Japan's \$4.186 trillion GDP for the calendar year 2025.

The IMF's projection for the next financial year shows a wider gap between India and Japan's GDP. India's GDP is expected to

reach \$4.601 trillion in FY27 against Japan's calendar year GDP of \$ 4.373 trillion in 2026, it reckoned.

The size of India's economy was estimated higher at Rs 331 trillion for FY25 against the earlier estimate of Rs 324 trillion.

India's gross domestic product (GDP) growth is officially estimated to decelerate to 6.5 per cent during FY25 against 9.2 per cent last year. Japan's economy stood at \$4 trillion in 2024.

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

India Success Story

India's renewable energy capacity grows 3-fold to 232GW in last decade

India has logged threefold growth in its renewable power capacity in the last decade, with the installed green energy capacity reaching 232GW, including large hydro power plants, currently compared to 75.52GW capacity in March 2014, official sources said.

India has emerged as a global front runner in renewable energy space as the tariff of the grid-connected solar power plants has

gone down by 80 per cent to Rs 10.95 per unit (for 170MW at Neemuch), sources said.

In March 2014, India's installed solar energy capacity was 2.82 GW, which has crossed 108GW now, recording multifold growth. Wind energy capacity has more than doubled to 51GW presently from 21GW in 2014.

In 2024, India has transformed into a global leader, with solar module manufacturing



skyrocketing to 90GW and by 2030, the nation will reach an impressive 150GW, they said.

India has built a strong foundation with 25GW of solar cell production and 2GW of wafer production.

India has planned solar cells and wafer capacity of 100GW and 40GW respectively by 2030, which is aimed at reducing dependence on imports and becoming a self-sustaining power house.

Even in fully integrated production, the country has reached 3.2GW in 2024, with a target of 24GW by 2030.

Similarly, the bio power generation capacity has increased by 42 per cent from 8.1GW to 11.5GW over the last 10 years.

Compressed Biogas (CBG) sector expanded from a single project with 8 tonnes per day (TPD) CBG generation capacity in 2014 to 150 projects with a cumulative capacity of 1,211 TPD in 2024.

The PM-Surya Ghar Muft Bijli Yojana, has gained significant traction, benefitting almost 13.3 lakh households, with nearly 12 lakh installation in the past 10 months, sources stated.

India has added a record 25GW of renewable energy capacity in 2024, which is 34.63 per cent higher than 18.57 GW achieved in the previous year.

India has set an ambitious target of having 500GW of renewable energy capacity by 2030, which requires the addition of about 50GW of green capacity per annum in the next five to six years, they stated.

Four renewable energy implementing agency (REIA), SECI, NTPC, NHPC and SJVN, have collectively issued RE power procurement tenders of around 44GW in fiscal year 2024-25.

Earlier in April, India became the world's third-largest producer of electricity from wind and solar energy in 2024, overtaking Germany.

Source: Internet.

EMPLOYEE DEVELOPMENT



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

Laughter brings the child out.

Does a child find a reason to laugh? No, it is a natural expression. But once we grow up, we restrict ourselves from laughing. We attribute our dull faces to stress and pressure.

Ladies and gentlemen, let us understand that laughter is instrumental in our mental being.

Remember, laughing is a physical exercise that helps us to:
Stimulate many organs

- It cools down the stress response & aids in a better Heartbeat
- Intake of oxygen
- Muscle relaxation
- Improve the immune system
- Improve your mood
- Reduces pain

People think we need a joke, stand-up comedy, or a humour club to laugh. They are correct, but we cannot depend on such outside forces. However, when we sit and

talk to each other, we can laugh. We can share our childhood moments, the funny moments we saw on the road, etc.

We can sit and discuss lighter moments with our colleagues or discuss pressure, EMI, workplace stress, etc. Remember, worrying does not change anything. We have already invested our time and money in those moments, but still, we have a few minutes to relax our bodies and minds. Let us do it by being humorous and laughing with each other.

When we bond with humorous people, we will have numerous laughter moments. Let us not forget that it is okay to laugh with others but not at others.

Laughing activates the child within; when the child is active, stress takes the backseat, and fun takes the front seat. Let's invest a few minutes a day in laughing to add a few days to our lives.

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



Unit-3

Kaizen Corner

**Only To win
without risk is to
triumph without
glory.**

- Pierre Corneille

Madras High Court Judgments in

VAT CST GST



Shri. V.V. Sampathkumar

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

Without justification order: Considering the rival submissions made and upon perusal of the materials, it is evident that though the petitioner has filed detailed reply on 31.12.2024, the respondent without any discussion and explanation, merely by extracting the reply of the petitioner has rejected the same in one line stating that the reply of the petitioner is not accepted. The respondent should have passed speaking orders by giving some reasons for rejection of the reply. The impugned order is therefore, held to be not sustainable. **M/s. Bharathi Store Vs. AC(ST), Namakkal Rural Circle, W.P.No.7770 of 2025 Dated: 11.03.2025**

Withdrawal of order: Court earlier has remitted back this matter back for re-examination of the application filed by the petitioner. Without going into merits, once again, the respondent mechanically passed the impugned order. Respondents intend to withdraw the impugned order and requested this Court to dismiss the present WP by granting liberty to pass fresh orders.

Based on that, this Court dismissed the present petition and granted liberty to the respondent to pass fresh order. **M/s. ARP Exports Vs. DCTO-I, Panruti (Rural). W.P.No.13429 of 2025 Dated:17.04.2025**

Principles of Natural Justice The impugned order came to be passed without hearing the petitioner. Hence, this Court decided that the impugned order is 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. Visalaatchi Food India Pvt. Ltd Vs. AC (ST)(FAC) / CTO, Pochampalli, W.P.No.10914 of 2025 Dated: 26.03.2025**

Levy of Interest: Once the input tax credit was neither availed nor utilised by the petitioner, question of imposing the penalty does not arise. The impugned order is set-aside and the matter is remitted back to the second respondent for fresh consideration afresh. **M/s. Fairmacs Shipstores Private**

Limited Vs 1. DC(ST), GST Appeal, 2. DCTO Harbour: North I: Chennai North, Writ Petition No.39022 of 2024 Dated: 12.02.2025

Appeal filed with Delay: In case, where, the delay is on the aspect of substantive law, certainly, the Appellate Authority has no power to condone the delay. In the present case, the delay in filing the Appeals is due to the fact that the Accountant engaged by the petitioner was not well. Thus, the delay is not covered on the aspect of substantive law but on the procedural aspect. Therefore, the first respondent, has been conferred with power to entertain the Appeal beyond the condonable period of 30 days. In the interest of justice, the Court condoned the delay and directed that the first respondent to take up the Appeals on file and dispose of the same on merits and in accordance with law. **M/s. Western India Paint Colour Co (P) Ltd. Vs. 1. DC(CT), GST Appeals, Chennai-II, Chennai-6. 2. AC(CT), Chengalpattu Assessment Circle W.P.Nos.39431 & 39433 of 2025 DATED: 19.03.2025**

Mistake: Petitioner has inadvertently entered the taxable value of Rs.13,50,099/- as ITC under the IGST column, resulting in an incorrect declaration. Upon realizing the error, rectified the mistake by reversing the wrongly claimed ITC in October 2018 before the end of the financial year. Though the petitioner had given detailed explanation in this regard, without considering this aspect, the 1st respondent has issued SCN and the consequential impugned order with non-application of mind. When the petitioner has rectified the error within the statutory

time limit, the question of issuing SCN does not arise at all and hence, the SCN and the impugned order are not sustainable. Writ petition allowed. **M/s. Shakthi Enterprises, Vs. 1. CTO, Kodungaiyur Assessment Circle, 2. The BM, DBS Bank India Ltd, Perambur. W.P.No.37068 of 2024 Dated: 13.03.2025**

Opportunity: Notice was issued on 21.11.2023. Time limit for filing the reply was fixed on or before 21.12.2023. Reply was filed on 21.12.2023. In the said notice, the date of personal hearing was fixed on 05.12.2023, which is around 2 weeks prior to the expiry of time limit for filing the reply. Impugned order came to be passed by the respondent by stating that no reply was filed by the petitioner and that too without providing any opportunity of personal hearing, subsequent to the filing of reply, which is contrary to Section 75(4). In this background, this Court set aside the impugned order and the matter is remanded for fresh consideration and issued directions to the parties herein. **Palani Jayakumar Vs. DCTO(ST), Padi Assessment Circle, W.P.Nos.8728 & 8736 of 2025 Dated:13.03.2025**

IT Act 2000: Communication was sent by post on 18.02.2025, informing the petitioner to avail the benefits of Section 128-A of CGST/TNGST Act, 2017 in respect of the impugned order dated 22.11.2023. Later, the order was retrieved from the GST portal by the petitioner on 18.02.2025. It was submitted that mere uploading of the order to the GST portal does not amount to issue of order, when no acknowledgment is given as required u/s 12 of Information Technology

Act, 2000. Cut-off date to issue the order for Assessment Year 2017-2018 u/s 73 is 31.12.2023. Since the order was not issued on or before 31.12.2023, the proceedings are deemed to be closed as per Section 75(10) of CGST Act, 2017 and the impugned order is time barred. As no opportunity of personal hearing was provided to the petitioner, the said order is 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. Stating so, this Court set aside the impugned order dated 22.11.2023 passed by the Respondent with other directions to the parties herein. **M/s . Aalayam Foundation P Ltd Vs STO, Kuniyamuthur Circle, Coimbatore-1, WP No. 8401 of 2025 DATED: 12-03-2025**

GST on Coinsurance and Reinsurance: Whether the coinsurance premium and reinsurance commission would be treated as supply or whether the petitioners-assesses are liable to pay GST was decided in favour of the petitioners/assesses in W.P.Nos.8194, 8196, etc. of 2024, by this Court, by holding that the coinsurance premium and reinsurance commission cannot not be considered as supply. **M/s. Star Health and Allied Insurance Co Ltd. Vs 1. Addl Commr, Chennai South Commissionerate, 2. Addl Director DG GST Intelligence, Zonal Unit, Mumbai. W.P.No.8057 of 2025 DATED :10.03.2025**

Returns containing errors: SCN issued by the Respondent was unnoticed by the petitioner since the same was uploaded in the GST Portal but not directly served. Petitioner failed to file reply. Respondent,

without affording an opportunity of personal hearing, passed the impugned order. Petitioner filed a rectification Application but the respondent vide order dated 26.12.2024 rejected it. Considering the fact that the issue pertains to the wrong entries made in the GSTR-3B, the errors could be rectified if an opportunity of hearing is granted to the petitioner. This Court set aside the order dated 26.12.2024 and remanded the matter for re-consideration. **Mr. V. Sekar Vs. DCTO, Chidambaram-I Assessment Circle, W.P.No.11968 of 2025 DATED: 09.04.2025.**

Non-availability of Documents: Since some of the documents sought for by the respondent has not been furnished, impugned orders dated 22.10.2024 came to be passed. Petitioner submitted that they received the documents from the GST Department only on 18.02.2025 and therefore an opportunity may be provided to substantiate their case. The petitioner was not able to produce some of the documents sought, this Court stated that the impugned orders came to be passed in the absence of some of the documents, which amounts to depriving the interest of the petitioner. The impugned orders dated 22.10.2024 are set aside, with certain other conditions. and the matters are remanded to the respondents for fresh consideration. **M/s. Madras Metals Vs. STO, Ekkatuthangal Assessment Circle, W.P. Nos. 12656, 12659 & 12662 of 2025 Dated: 09.04.2025**

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

Shout -Sales and MARKETING MATTERS



Mr.M.K. Anand

Chairman, MSME Sub-Committee
Andhra Chamber of Commerce



This month issue, I wish to deep dive into tool recommendations which are widely popular and used by several organisations around the world. The top 7 latest marketing terms and its benefits, Top 7 trends in Brand Visibility and Top 10 AI Tools for MSME Business Growth have been researched and crafted for our members to get benefited. Here it is.

Top 7 Latest Marketing Terms (2025)

1. Zero-Click Content

Content designed to provide complete value **without needing a click**, especially on platforms like LinkedIn, Instagram, and TikTok.

→ Drives **engagement over traffic**.

2. Community-Led Growth (CLG)

A strategy where **user communities** organically promote, support, and grow your brand (beyond influencer marketing).

→ Think: Reddit forums, WhatsApp groups, Discord servers.

3. AI-Native Branding

Building a brand **from the ground up** using AI tools (naming, logos, content, product testing).

→ Often lean, ultra-fast GTM (Go-To-Market) cycles.

4. Attention-as-a-Currency

Beyond ROI, brands are now measuring **A.T.M.** – Attention, Trust, and Meaning.

→ Attention is becoming **scarcer than money**.

5. Synthetic Influencers

AI-generated brand ambassadors or personalities (like Lil Miquela).

→ Low risk, always on-brand, and scalable.

6. Emotion-Led UX

Marketing design that **maps emotions**, not just user journeys.

→ Incorporates micro-interactions and mood-based customization.

7. Post-Search Optimization (PSO)

Optimizing content for platforms where **search isn't dominant**—like TikTok, Instagram Reels, or WhatsApp.

→ Think “discoverability without keywords.”

Here are the Top 7 Trends in Brand Visibility (2025) that are redefining how brands get noticed, remembered, and chosen:

Top Brand Visibility Trends (2025)

1. Personality-First Branding

Brands are being built like people—with a **clear tone, values, quirks**, and storytelling style.

→ Relatable > Professional.

2. Micro-Content Domination

Short-form, swipeable content (5–15 seconds) is the **first touchpoint** for most users.

→ Think Reels, Shorts, Carousels, Story Polls.

3. UGC & Community Amplification

User-Generated Content + Community shoutouts = **Organic, trustworthy reach**.

→ Real people, real results.

4. AI-Enhanced Personalization

Hyper-personalized messages, emails, offers, and ads powered by AI.

→ Every user feels like the only user.

5. Omni-Sensory Branding

Using **sound, scent, voice, AR filters, and motion graphics** to make brands **multi-sensory**.

→ Experience = Memory = Recall.

6. Brand Activism with Authenticity

Speaking up on causes is no longer optional—but only **if you walk the talk**.

→ Impact + Integrity = Influence.

7. Presence in Dark Social Channels

WhatsApp, Telegram, Closed FB/LinkedIn groups—**non-public sharing** is where brand love spreads.

→ Invisible, yet powerful.

Top AI Tools for MSME Business Growth (2025)

1. ChatGPT + GPTs (Custom GPTs)

Use for: Strategy, content, email writing, business planning, documentation

→ Your 24/7 business consultant

→ Train with your use cases via “Custom GPTs”

2. Zoho Zia (India-friendly CRM AI)

Use for: CRM insights, sales predictions, workflow automation

- Made for Indian MSMEs
- Integrates across Zoho suite (Books, CRM, Inventory)

3. Predis.ai

Use for: Auto-generate social media posts, hashtags, reels

- Perfect for low-budget MSME marketing teams
- Hindi, Tamil, Sinhala support evolving

4. TallyPrime + Biz Analyst (AI Add-on)

Use for: Accounting, sales insights, GST filing, predictive cash flow

- Trusted by Indian SMEs
- Combine for dashboard + mobile analytics

5. WATI (WhatsApp API + AI bot)

Use for: Customer engagement, lead nurturing, support automation on WhatsApp

- Great for retail, FMCG, and D2C MSMEs

6. Shopify Magic / Dukaan AI

Use for: Setting up online store, product descriptions, sales boosting

- Zero tech knowledge needed
- Shopify for global, Dukaan for India-local

7. Lumen5 / Pictory

Use for: Video creation from text, blog to video, product explainers

- No editing skills needed
- Best for YouTube/Instagram Reels

8. Notion AI / ClickUp AI

Use for: Project tracking, SOP creation, team documentation

- Think of it as a digital assistant for backend ops

9. Voiceflow or Tars

Use for: Build AI-powered chatbots or voice assistants

- Lead generation bots for websites or WhatsApp

10. Crux Intelligence / DashThis

Use for: Real-time dashboards for sales, marketing, and performance

- Mobile-first business intelligence for MSMEs

Use for: Business diagnosis, strategy frameworks, doubling revenue

- Tailored to Indian MSMEs with guided intervention

Disclaimer: Before you attempt to download and use the tools referred above, kindly examine the terms of use, policy, price point and any other confidentiality clause with the help of an expert and decide. This is purely for academic learning purpose to enable MSMEs to be aware of the trends and tech tools which are benefiting their business growth. Subject to validations and verifications before buying.

Image Source: Internet for learning purposes only.
Consult with your Strategic Business Advisor for your Business Decisions.

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

STANDARDS, CERTIFICATIONS & REGULATIONS UPDATES



Rama Venugopal

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

Guidelines for Recognition of Environmental Laboratories under the Environment (Protection) Act

– Released by CPCB – Central Pollution Control Board

The Central Pollution Control Board (CPCB) has introduced revised and updated guidelines, LATS/9/2024-2025 (Revised & Updated Version, December 2024), for the recognition of environmental laboratories under The Environment (Protection) Act, 1986. These guidelines serve as a comprehensive manual outlining the complete requirements and procedures for environmental laboratories seeking recognition.

Brief about the Guidelines: The guidelines detail the process and criteria for environmental laboratories to obtain recognition, ensuring they are equipped with the necessary facilities and infrastructure to accurately analyze environmental quality parameters. This recognition enhances the credibility of these laboratories, as they are notified under the Government of India Gazette following an approved procedure with periodical surveillance. The document also covers the legal provisions, objectives, and benefits of such recognition.

Objective of the Guidelines: Environmental laboratories are crucial for assessing environmental status and are essential cornerstones of any effective pollution control program, providing qualitative and quantitative data for decision-making. For successful environmental protection programs, it is vital to identify and quantify pollution sources, lay down standards, and build monitoring systems. These guidelines ensure that laboratories generate valuable data with desired accuracy and have standard facilities, trained manpower, and capabilities to achieve these goals. The recognition also helps in better control of laboratory operations, improves analytical quality and safety, increases operational efficiency, and builds confidence in testing data.

Applicability of the Guidelines: The guidelines are applicable to environmental laboratories of various organizations seeking recognition (fresh or renewal). This includes:

- Autonomous & Government Departments/Institutions (including Pollution Control Boards/Committees)
- Public Sector Undertakings
- Educational Institutes (Government/ Government Aided/Private)
- Private Laboratories

- Non-Government Organizations (NGOs)
- Co-operative Sector Laboratories
- Public Private Partnership (PPP) Laboratories

Key Requirements for Recognition of Environmental Laboratories: Recognition is granted for three years, requiring valid accreditation as per ISO/IEC 17025:2017 (NABL) and certification for Occupational Health and Safety Management System (IS/ISO 45001:2018).

The application process involves several steps through a dedicated web-portal (<http://cpcbepalab.in/epalab>), starting with registration, selecting the type of recognition (new/renewal/other), and fulfilling pre-requisite requirements.

Key mandatory requirements include:

- **Legal Entity:** The laboratory must be legally identifiable and registered with an appropriate statutory body (e.g., Company Registrar, Societies Registration Act, Partnership Deed).
- **Accreditation & Certification:** Mandatory ISO/IEC 17025:2017 accreditation and IS/ISO 45001:2018 certification are required. Applications without these will be rejected.
- **Scope of Accreditation:** Detailed scope of ISO/IEC 17025 accreditation must be submitted, covering all critical parameters identified by CPCB for recognition.
- **Total Work Area:** A minimum working area of 150 Sq. meters is required, excluding administration and accounts areas, with specific minimum spaces for different sections like Water

Analysis, Wastewater Analysis, Soil Analysis, Microbiological Analysis, Air & Emission Monitoring, and Instrumentation Sections.

- **Manpower:** The laboratory must have sufficient skilled manpower, including a Head of Laboratory, Environmental Scientists, Junior Scientists, Technical Officers, Laboratory Analysts, and Assistants, possessing specified qualifications and experience.
- **Code of Ethics & Integrity:** An undertaking to maintain a Code of Ethics and integrity of analytical reports must be furnished.
- **GST/PAN Registration:** Laboratories must provide their GST and Income Tax PAN numbers.
- **Technical Infrastructure & Equipment:** Quality infrastructure, sufficient sampling and sample processing equipment, analytical instruments, and support instruments are mandatory. Up-to-date inventory and calibration status with accepted validity for all instruments must be maintained and detailed.
- **Participation in Quality Control:** Compulsory participation in Inter-Laboratory Analytical Quality Control (AQC) exercises conducted by CPCB and Proficiency Testing (PT) programs by ISO/IEC: 17043 certified providers is required. A Z-Score below 2.0 must be achieved for all parameters.
- **Other Requirements:** Details regarding electricity supply, power backup, HVAC systems, water supply (distilled/deionized), quality of glassware/labware and chemicals,

evidence of Intra Laboratory Analytical Quality Control, laboratory signage, safety/protection equipment, and customer service feedback mechanisms must be furnished.

Audit, Inspection, Surveillance, and Action for Non-Compliance: Recognized laboratories are subject to desktop audits, surveillance, and surprise inspections, either physically or virtually, by a joint inspection team from MoEF&CC, CPCB, and SPCB at any time during the recognition period. The inspection team comprises at least two to three experienced officers.

Actions against non-compliance or shortcomings found during visits can include:

- **Revoking of Recognition:** This can occur if pre-requisite or mandatory requirements are not fulfilled, or if significant issues like non-availability of instruments for mandatory parameters are found.
- **Cancellation of Recognition for specific parameters:** If issues are found with the use of standard methods, availability of reference materials, or instrument calibration for specific parameters.
- **Suspension of Recognition:** If the laboratory fails to participate in mandatory PT/AQC exercises.
- **Stopping of analysis:** Until valid CRM is purchased or valid calibration certificates are submitted.
- **De-recognition:** If the qualification and competency of the Government Analyst are not met.
- **Suspension for false reporting:** If photographs provided with the application do not match the original

location, leading to a suspension of at least 3 months.

- **Cancellation for complaints:** If a complaint is verified and a violation or non-compliance is committed, the recognition can be canceled for 3 months.

Hiding facts, inadequate supporting documents, or gross manipulation of analytical data can lead to revoking/withdrawal of recognition. Penalties for contravention of the provisions of the Act and rules, orders, and directions are also applicable. A Show Cause Notice may be issued before revoking recognition

CPCB has also released the Statewise list of Environmental Laboratories (Private) recognized under Section 12(1) b of the Environment (Protection) Act, 1986 with valid recognition as on 10.06.2025 whose list is shared below under Sources.

Environmental Stewardship

Environmental Testing Laboratories play a critical role in the era of sustainability by providing the foundational scientific data and expertise necessary for environmental management, regulatory compliance, and the broader pursuit of sustainable development. While their primary function is often analytical testing and monitoring, they indirectly and directly guide businesses in meeting sustainability goals in several ways. Environmental Testing Laboratories act as the scientific backbone for environmental stewardship. Their accurate and reliable data empowers businesses to understand their environmental impact, comply with regulations, make informed decisions, and ultimately contribute to a more sustainable future.

The article discusses the misleading use of certifications like ISO 9001, ISO 22000, and HACCP on food products in India. While these certifications indicate that a company has implemented quality or food safety management systems, they do not guarantee the quality or safety of the products themselves. This misrepresentation violates international norms, which state that such claims should not appear on product labels. Instead, they can only be on packaging that is not integral to the product. Consumers are advised to report any misleading claims to manufacturers, certification bodies, or regulatory authorities like the Food Safety and Standards Authority of India (FSSAI) and the Central Consumer Protection Authority (CCPA). The article emphasizes the importance of consumer vigilance in combating this common practice.

Many of you might have seen a statement on food product labels with claims like 'ISO 9001 certified company' or 'ISO 22000 certified company' or 'HACCP certified company' and, unless you are familiar with this field, would have felt assured that the food item you have is of good quality.

Unfortunately, this is misrepresentation by the food businesses is violation of international norms.

First thing to understand is what ISO 9001 or ISO 22000 or HACCP are.

ISO 9001 is a globally popular standard published by the International Organization for Standardization (ISO) based in Geneva, in which Bureau of Indian Standards (BIS) from India is a member. The standard prescribes requirements for implementing



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International Conformity Assessment Expert

what is called a '**Quality Management System**' or QMS within an organization. As the expression aptly indicates, it means a system for managing quality within the organization – be it product or service. While you should certainly expect that such a certified organization should deliver a good quality product, this certification does NOT certify product quality. For example, when you see an ISI mark on an electric iron or mixer, it indicates the product is certified by an independent body, in this case BIS.

Similarly, ISO 22000 is about food safety management system – and as it implies, the food business has implemented a system to manage food safety. Not certifying product quality or safety.

HACCP means hazard analysis critical control point – a methodology to manage food safety risks within the production unit. Again, a system or process of some kind. Not certifying exactly the product quality or safety

Recognizing that use of any statement of such certification on product or product labelling may mislead the common man in

assuming that the product itself is certified, the international norms for certification (ISO 17021-1 and read with ISO 22003 for food products) do not allow use of such a statement on the product or its labelling in case of food and in case of other products, allow use of such a statement only on packaging which is not integral to the product.

For example, if you purchase an electric iron, a statement of ISO 9001 certification can be on the box in which iron is packed and which is removed the moment you take out the iron for use, but not on the small plate which is screwed on to it and which remains with the product.

Even when statement is allowed, it should contain the name of or reference to the certification body – if it is not then there is non-compliance to international norms.

What should you do if you find that such a statement is made on the product or the packaging in non-compliance to international norms – you should complain to the manufacturer.

It is likely that the manufacturer will not respond.

There is now a global database of ISO certificates available at <https://www.iafcertsearch.org/> and one can verify that the manufacturer is indeed certified given the market is full of dubious certificates too. It would also provide the name of the certification body as well as the accreditation body which has accredited the certification body. You can complain to them too.

You can escalate the complaint to the regulator which in case of food is Food Safety and Standards Authority of India (FSSAI) or in case of electric iron to the Bureau of Indian Standards (BIS) which certifies it under a regulation.

You can also file a complaint with the Central Consumer Protection Authority (CCPA) under Consumer Protection Act which has a regulation on misleading claims.

This is a very common practice in the market and raising issue against it is the only way to drive it away. As consumer you have to be persistent!!!

Credit :

This article written by Mr Anil Jauhri was published in <https://mediamap.co.in/blog/ISOCertificationHoodwinkingThePoorConsumer>

EXPORT AND IMPORT



Shri R R Padmanabhan

Chairman, Foreign Trade Sub-Committee
Andhra Chamber of Commerce

Digital Transformation and Trade Tech: The New Engine of Global Trade

The landscape of international trade is undergoing a profound transformation, driven not just by shifting geopolitics or policy reforms, but by a powerful wave of digital technologies. From how documents are processed to how logistics are optimized, **digital transformation—often called “Trade Tech”**—is setting the new rules of global commerce.

The Digital Shift: More Than Just Paperless

Digital transformation in trade is more than replacing paper with PDFs. It's about building **real-time, interconnected, and intelligent ecosystems** across borders. Key innovations include:

- **E-invoicing and eBRC systems:** These have streamlined export documentation and compliance in India, integrating data between exporters, banks, and DGFT.

- **Blockchain in trade finance:** Platforms like Contour and TradeLens (now discontinued but influential) have shown how smart contracts can reduce fraud, speed up Letters of Credit (LCs), and cut transaction costs.
- **AI & ML in logistics:** Route optimization, predictive warehousing, and customs risk management are now enabled by machine learning models.
- **Single Window Systems:** The Indian Customs ICEGATE portal is evolving into a single interface for all regulatory clearances.

Implications for Indian MSMEs

Digital transformation isn't a luxury—it is **essential for global competitiveness**. Indian MSMEs must invest in:

- Digital documentation tools (e.g., invoice generators, cloud-based record systems)

- Online marketplaces to access global buyers (Amazon Global, Alibaba, etc.)
- Compliance tech to manage GST, DGFT, RoDTEP, and ESG requirements

Additionally, government initiatives like **NIRYAT portal**, **National Logistics Policy (2022)**, and **paperless trade corridors under CEPA** with the UAE are making it easier to go digital.

Challenges to Address

- **Digital literacy gaps** in smaller exporters
- **Cybersecurity and data protection concerns**
- **Interoperability between domestic systems and global platforms**

These challenges need to be addressed through **capacity building, partnerships, and supportive policies**.

Conclusion

Trade Tech is no longer the future—it is the present. The digitalization of trade offers India a golden opportunity to leapfrog legacy bottlenecks and integrate seamlessly with global value chains. As Andhra's vibrant business community embraces digital transformation, the Andhra Chamber of Commerce will play a vital role in guiding, training, and connecting exporters to the tools and platforms that power tomorrow's trade.

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

INFORMATION TECHNOLOGY UPDATES



Shri Ramesh Bhashyam
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Andhra Chamber of Commerce

Network Management

Definition of Network

A network is a system of interconnected computer systems. At the preliminary level, a network consists of two computer systems interconnected, with the simplest connective medium between them being a physical cable; it means two systems have equal roles and privileges. The connection essentially allows each of the computers in the network to access the resources of the other, including disk space, local applications, data and external devices.

Network Management

Network management is a broad field that gives network administrators everything they need—the **tools, protocols and processes**—mainly to keep computer networks running smoothly and efficiently.

At its most basic, a computer network links one machine, system, or device to another. But as a network expands from just a few

devices to hundreds or even thousands, its complexity skyrockets. Today's large business networks are a perfect example. That's why network teams must actively manage their networks. It's crucial for ensuring **reliability** across all network resources, for the people using them, and for the business applications that depend on them.

Network management encompasses several capabilities that help ensure ongoing network visibility, availability, performance and security.

Key components of Network Management:

- Network Monitoring and Performance Monitoring
- Network Maintenance and Troubleshooting.
- Network Configuration Management.
- Network provisioning and Automation.

Why Network Management Matters

A primary goal of network management is to boost reliability and significantly reduce network disruptions and downtime. When a network goes down, it can hit a business hard, impacting revenue, employee productivity, and even causing reputational damage and higher operational expenses.

To combat this, network administrators use proactive management techniques. They continuously monitor the network in real-time and set up alerts for anything unusual. This includes critical tasks like threat detection and patch management to fix security weaknesses.

Preventive Maintenance: Things like scheduled updates, hardware upgrades, and software updates—is also key. Also, networks that run with high performance and strong security measures are simply more cost-effective. Effective network management directly supports a business's goals, improves the experience for both customers and users, makes the best use of resources, and lays the groundwork for scalability and future growth.

Process of Network Management work

The operational process of network management commences with the systematic collection of network-centric data. This data originates from physical network infrastructure, encompassing devices such as routers, switches, and wireless access points. Moreover, software-based agents facilitate data acquisition from virtualized and cloud-based services,

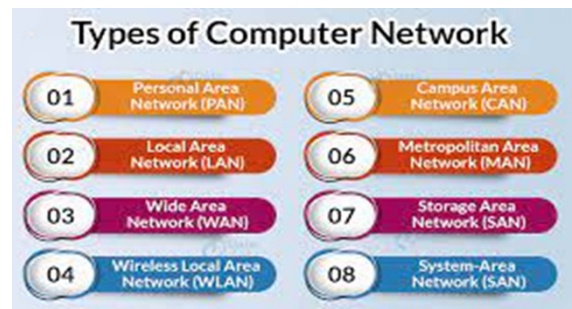
thereby enhancing visibility into network and application traffic flows.

Some of the common networking devices used within enterprise network infrastructure, including access points, firewalls, gateways and routers.

Network Types

Many modern network management and monitoring tools including AI and machine learning for real-time data collection, data analysis, traffic forecasting and anomaly detection.

Network Management Types



Network management is typically divided into five main categories, namely

1. **Fault Management:** Prioritizes the detection, repair and documentation of errors within the network.
2. **Configuration Management:** Addresses the setup, monitoring and documentation of any configuration changes within the network environment.
3. **Accounting Management:** Essential for tracking network usage, under- or overprovisioning, costs and billing.

4. **Performance Management:** Compiles network performance metrics and ensures the network meets quality-of-service levels.
5. **Security Management:** Focuses on network authentication, authorization, access controls and vulnerability management.

Benefits of Network management

Network management offers significant advantages for organizations and their users:

- **Complete Network Visibility:** By continuously monitoring the network, administrators gain a real-time, comprehensive understanding of all devices, traffic patterns, and performance metrics. This clarity makes it easier to diagnose problems, troubleshoot issues, and ensure compliance.
- **Rapid Downtime Detection:** Network downtime is a critical business event. Network management tools are designed to quickly spot outages, pinpoint the root cause, and restore services, thereby minimizing financial losses, customer frustration, and employee disruptions.
- **Optimized Performance:** Slow networks hinder business operations. Network management ensures the network makes efficient use of resources like bandwidth, computing power, and storage, leading to improved overall performance.

Best Practices for managing Networks

Network administrators employ various established tasks and best practices to ensure thorough network management.

Inventory - Network

First, it's crucial to inventory the network. This means conducting an audit to create a precise list of all devices and applications within it. Tools that can automatically discover devices exist, saving IT teams from a difficult and tedious manual process.

Reduce Manual Tasks with Automation

Network automation tools are incredibly valuable for network management. While full-scale automation might seem daunting, it's best to start by automating simple, low-risk tasks.

For example, network teams can automate device locators to:

- Determine where a device connects to the network.
- Perform application connectivity checks.
- Verify proper connections between network infrastructure devices and their neighbours.
- Identify differences between network configurations and the organization's standard templates.

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Arbitration as an Effective Alternative Dispute Resolution (ADR) Mechanism



Shri S. Rajagopal
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Company Secretary in Practice & Arbitrator

Introduction

In an era marked by rapid commercial growth and globalization, businesses increasingly face disputes that require swift resolution. Arbitration as a form of Alternative Dispute Resolution (ADR), which offers a compelling substitute for traditional litigation that is cost-effective, faster and relatively confidential. This article explores the practical facets of arbitration within the framework of Indian law, especially the Arbitration and Conciliation Act, 1996, backed by illustrative case references and sectoral best practices.

Table 1. Benefits of Arbitration

Litigation	Arbitration
The court process is lengthy	Speedy. Timeline prescribed
Involving costs of legal and other professionals	Fee structure of Arbitrators laid down in Act
Exposed to public	Relative privacy
Procedures are as per CPC	Flexible procedure. CPC & IE Act not binding.

1. Legal Framework & Core Concepts

a) Commercial Contracts and Arbitration Clauses.

The foundation of arbitration lies in the commercial contract, which must clearly reflect a “meeting of minds”. The Commercial Courts Act 2015 recognizes such disputes under Section 2(1)(c).

b) Validity and Autonomy of Arbitration Agreement

A robust arbitration clause typically outlines the nature of likely disputes covered, the number and qualifications of arbitrators (odd numbers), seat of arbitration and the procedure to be followed.

Under Sec. 7, arbitration agreements must be in writing and reflect unequivocal consent to commit to arbitration all or any of the disputes that have arisen or may arise in the future. The doctrine of separability ensures that an arbitration clause survives even if the underlying contract is contested.

Jagdish Chander Vs Ramesh Chander and Branch Manager, Magma Leasing and Finance Ltd. Vs Potluri Madhavilata reinforce this principle.

c) Composition and Appointment of Tribunal

Parties are free to decide the number and appointment of arbitrators, though the number must be Odd number. (Section 10). In the absence of consensus, institutional support or courts may step in and provide a single arbitrator. Notable judgments such as **Narayan Prasad Lohia Vs Nikunj Kumar Lohia** and **MMTC Vs Vedanta Ltd** clarify procedural issues in constitution of a Tribunal.

d) Seat vs. Venue of Arbitration

The distinction is pivotal, as the “seat” determines the applicable procedural law, while venue is logistical. **Bharat Aluminium Co. Vs Kaiser Aluminium Technical Services Inc. and Videocon Industries Ltd. v. Union of India** highlight how the seat impacts jurisdiction of the Tribunal.

e) Appointment, Challenge and Jurisdiction of Tribunal

Challenges to the arbitrator’s appointment (Sections 11, 12 & 13) and tribunal jurisdiction (Section 16) must be timely. If overruled, the aggrieved party may only contest the arbitral award under Section 34. The tribunal also has discretion to decide its own jurisdiction (kompetenz - kompetenz principle).

2. Conduct of Proceedings and Arbitrator’s Powers

a) Institutional vs. Ad Hoc Arbitration

Institutional arbitrations follow pre- set rules of recognized bodies (e.g., DIAC), while Ad hoc proceedings offer procedural flexibility.

Table 2: Comparison of Ad Hoc vs Institutional Arbitration

Aspect	AdHoc Arbitration	Institutional Arbitration
Procedure	Flexible, decided by parties	Standardized by institution
Cost	Generally lower	May be higher due to admin fees

b) Initiation and Timelines

Arbitration commences upon notice, followed by submission of claims and defenses. Fast-track proceedings, agreed mutually, must conclude within six months, while standard arbitrations allow up to twelve months’ post-pleadings, counter claims, rejoinder, oral evidence extendable by six more months.

c) Procedural Autonomy

Arbitrators are not bound by the Civil Procedure Code, 1908 or the Indian Evidence Act, 1872 (Section 19). They may adopt written or oral hearings based on mutual consent and case needs.

d) Evidence and Expert Assistance

Tribunals can admit documents, appoint experts, and request court assistance in collecting evidence (Sections 26–27).

e) Interim Relief and Interest

Section 17 empowers tribunals to grant interim protection of assets. Courts may also be approached under Section 9 before commencement. Interest on monetary claim determined is governed by Section 31A and may be awarded as per contract terms or judicial discretion.

3. Types of Awards

a. Interim and Final Awards

Tribunals can issue interim awards on specific claims or protective reliefs. Final awards must be reasoned unless both parties waive this requirement.

b. Settlement and Additional Awards

If parties settle their dispute during arbitration, a consent award may be issued. Additional awards may address inadvertently omitted claims (Section 33)

c. Correction of Errors

Even after the publication of the award, Clarification of language used in the award may be provided. Typographical or clerical errors observed after Award is issued may be corrected within thirty days of the award.

4. Enforceability and Challenge

a. Execution & Enforcement

Under Section 36, arbitral awards are enforceable as civil court decrees. Once passed and communicated,

under Section 9 before commencement. Interest on monetary claim determined is governed by Section 31A and may be awarded as per contract terms or judicial discretion.

5. Types of Awards

a) Interim and Final Awards

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6. Enforceability and Challenge

a) Execution & Enforcement

Under Section 36, arbitral awards are enforceable as civil court decrees. Once

passed and communicated, they are binding on the parties. (Section 35).

b) Grounds for Challenge of award (Section 34)

Limited grounds include incapacity of parties, improper or lack of proper notice, disputes beyond scope of reference to the Tribunal, procedural lapses & irregularities, and contraventions of public policy. Award induced by “fraud, corruption”, or “violations of fundamental policy” may be set aside.

Conclusion

Arbitration is increasingly indispensable for commercial entities seeking timely and confidential resolution of disputes. With judicial endorsement and evolving best practices, it has matured into a credible mechanism for reducing the burden on courts and enhancing business

confidence. For institutions and practitioners alike, embracing a well-drafted arbitration clause and understanding procedural nuances is key to effective dispute resolution.

References:

- 1) Bharat Aluminium Co. Vs Kaiser Aluminium Technical Services Inc.
- 2) Jagdish Chander Vs Ramesh Chander & others
- 3) Branch Manager, Magma Leasing and Finance Ltd. Vs Potluri Madhavilata.
- 4) MTC Vs Sterlite Industries (India) Ltd
- 5) Videocon Industries Ltd. Vs. Union of India & another
- 6) Sundaram Finance Ltd. Vs NEPC India Ltd.

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Unit-4

Self Development Corner

**I count him braver
who overcomes his
desires than him who
conquers his enemies;
for the hardest
victory is over self.**

- Aristotle

Business Stories - Inspiration Matters

Bengaluru Startup turned Chips Packets into Benches



In just four months, Bengaluru-based unWOOD has recycled 10 tonnes of hard-to-recycle plastic waste into durable outdoor furniture that replicates wood-like texture, saving trees, reducing CO₂, and transforming classrooms across India.

When was the last time you printed a document, scribbled notes on a notepad, or tossed out an old newspaper without thinking twice? These small acts seem harmless in the quiet hum of our daily lives. But they are adding up across India, to a much larger crisis than we realise.

At first glance, paper seems benign. After all, it's biodegradable, renewable — right? Yet, behind every sheet lies a story of fallen forests, drained rivers, and exhausted resources.

The founder of 'unWOOD' found the answer to it.

unWOOD a vision with a bold central idea: to turn the plastic no one wants into the furniture everyone needs. By transforming unrecyclable waste into strong, wood-like material, unWOOD isn't just tackling

pollution, it is reshaping how we build, sit, and learn.

Vishal Mehta, mechanical engineer and co-founder of unWOOD, says, “In the quest to meet the growing furniture demand, we forget how many trees are cut to make that single chair or table that you usually use. At a time when we’re talking about restoring biodiversity, tackling climate change, and protecting our forests.”

Before founding unWOOD, Vishal spent over 17 years in the infrastructure and renewable energy space. Ironically, while building facilities meant to save the planet, he saw another crisis unfolding.

“Even when you’re building a sustainable power plant, you bring in a lot of materials, and you generate a lot of waste,” he says. “Plastic waste, especially the flexible, low-value kind, was a huge challenge. No one recycles it. It just gets discarded.”

It’s the kind of plastic that wraps your chips, biscuits, groceries, Personal Protective Equipment (PPE) kits, and delivery boxes — too dirty, too mixed, too complicated to recycle.

“I was frustrated,” Vishal admits. “Here I was, trying to follow sustainability standards, but this one problem felt impossible to fix.”

Then, in a moment of serendipity, he met Dr Babu Padmanabhan, an engineer, inventor, and materials scientist who had quietly been working on a solution — one that could not only deal with plastic waste but also prevent deforestation.

“I happen to meet Dr Babu at an informal event in 2021, and we were just getting to know each other’s work. I told him that while I work in the sustainability sector, I do not know how the problem of waste should be solved,” recalls Vishal.

Turning the impossible into innovation



Dr Babu’s career includes developing systems for the International Space Station and building a global manufacturing company, STEER World. Now, he has turned his attention to fixing one of Earth’s biggest environmental failures: plastic waste.

The concept of unWOOD primarily revolves around molecular interactions. “When everybody was focusing on the chemical interaction of different molecules, I figured out a way to make changes to who the

molecules interact physically,” shares Dr Babu, who had to put in hours of research, finding the best equipment and hard work to develop the material.

So, how exactly does unWOOD turn trash into treasure?

1. It starts with the waste no one wants

In the cities, Material Recovery Facilities (MRFs), clean plastic goes to regular recyclers but the soiled, mixed, and multilayered plastic usually gets tossed aside. That’s exactly the kind of trash unWOOD picks up.

2. Chopped and ready — the SAFEReCYCLER

This stubborn plastic waste enters the SAFEReCYCLER, a powerful machine (think: an industrial blender) that grinds it all into tiny pieces, prepping it for the next transformation.

3. The magic mix — intelligent compounding engine

Next, those plastic bits go into a smart mixer, where they’re combined with natural fibres using Dr Babu’s patented process without any water, high heat, or segregating headaches.

4. Boards that behave better than wood

The output? Strong, durable boards that look like wood but are tougher — resistant to moisture, heat, and wear. All made without harming a single tree.

7. Big impact, small footprint: 44,000 chips packets save a mature tree



Every kilo of unWOOD reuses 500g of waste plastic and cuts down one and a half kilogram of carbon emissions.

unWOOD’s outdoor benches, tables, railings and fencing have found a unique niche. “Steel rusts, cement cracks, wood swells in moisture, and plastic breaks under the sun,” Vishal says. “We’re solving all of that.”

Just 11 park benches made from unWOOD save one fully mature tree, and repurpose about 14,000 plastic bottles, 44,000 snack packets, or 1,500 broken toys that would have otherwise polluted the planet.

Since officially launching as a company in April 2025, unWOOD has already recycled over 10 metric tonnes of plastic waste and saved 31 trees. And they’re just getting started.

Source: Internet



FITNESS MATTERS LIVING 360°



| By Gita Krishna Raj

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

My Dear Readers,

Greetings from Maverick!

In English, we would use the sentence 'I am not feeling well' to express that something is wrong with our body. However, in most Indian languages our phrasing is different! For instance - in Telugu we would say 'Naku ontlo bagaledu' or in Tamil 'Ennakku udambu seriyillai' or in Hindi 'Mere tabiyat teek nahin hai' - meaning 'my body is unwell'.

Somewhere in trying to establish a more spiritual viewpoint of not limiting life to just the body, the Indian sub-consciousness brings a distinction between 'I' and 'My body' even in colloquial narratives. Unfortunately, that has also translated into us ignoring or underestimating the value of our physical body.

Physical Literacy is a concept that is gaining traction world over. Internationally,

it is recognised as one's relationship with physical activity. In India, I have had the privilege of introducing physical literacy in schools since 2013. Deeply rooted in Indian ethos, physical literacy to me, means being aware of our embodied nature and using that awareness to realise the sanctity and dignity of our body. To embody means 'inherently inside something'. It is the realisation that you are the body!

Not I have a body but I am the body. The body is not a 'means' to an end! It is not an apparatus or instrument to help you achieve your goals. It is 'YOU'.

So how does one become aware of their embodied nature? The word 'life' is abstract. It is not a 'thing'. Whereas, our body is tangible - we can see it, feel it! It is not an abstract concept. It is a very real entity. And this entity called 'body' is our first identification. When I say 'I' it begins with my body!

'Becoming aware of our embodied nature' means to be constantly conscious that every act of life happens through our body; to make our body concrete and perceptible in every movement and at every moment.

So physical literacy is being aware of our embodied nature. To what end? So that we can use that awareness to realise the sanctity and dignity of our body. Self-awareness is the ability to focus on oneself, to watch how our thoughts, actions and feelings align or don't align with what we consider as valuable.

Value is the importance or worth of something or someone in our life. Valuing our body comes from knowing it intimately, knowing what agrees, what bothers, what promotes health and what doesn't. And that value cannot be borrowed - it is the value I have for my body, the value you have for your body, for your life by being in touch with it. Valuing our body means we realise it is irreplaceable.

So self-awareness helps understand the value of the body which in turn helps us realise the sanctity and dignity of the body.

I use the word sanctity, because in addition to the quality of being sacred, it also means inviolability

- meaning it must be respected and cannot / should not be violated. And I use the word dignity because it implies you are in control. It is the quality or state of being worthy.

So how do we hold on to that feeling of sanctity and dignity of our body in every moment?

Well, You have these icons on your desktop computer, right? When you click an icon it opens the main software. The icon is not the software but is the gateway to the software. Similarly, if we treat our body as the icon that launches this program called life, if we can become aware every moment that this body is the symbol of our living, if we can cultivate the desire to keep our body uncorrupted, we will begin to value this body and in turn treat it with the sanctity and dignity it deserves.

Self-awareness is a slow process. But quitting won't speed it up. If all of life unfolds to us only through this body, isn't it our primary resource to live life? Then, doesn't it deserve to be treated with respect?

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

TRAVEL -

RELAXATION

MATTERS

Penchalakona, Andhra Pradesh Overview



One of the most attractive destinations in Nellore district is penchalakona, a waterfall hidden amidst the otherworldly red cliffs of the Eastern Ghats. As with many other waterfalls in the region, an important shrine has sprung up in the vicinity-the Penusila Lakshmi Narasimha Swamy Temple.

There is a waterfall here that you can see in its full glory during the monsoon season. Follow the rocky riverbed which gradually winds uphill along one of the cliffs. Then the path curves left along the ravine to another waterfall. The hike is delightful, even when the waterfalls are merely a trickle. Along the path, you will come across an endless variety of birds, butterflies and insects. The water from the falls eventually joins the mammoth Kandaleru Dam downstream.

The Brahmotsavam (festival of the deity) of the temple is held in April-May. The

Path to the temple is lined with a number of choultries and a few eateries. There is a garden at the beginning of the path where there are CBET run cottages, though these were not functional at the time of research.

If you are religiously inclined, there are innumerable other shrines to visit around the temple. However, for most other tourists, the highlight is the 2-km-long hike through forests to the waterfall.

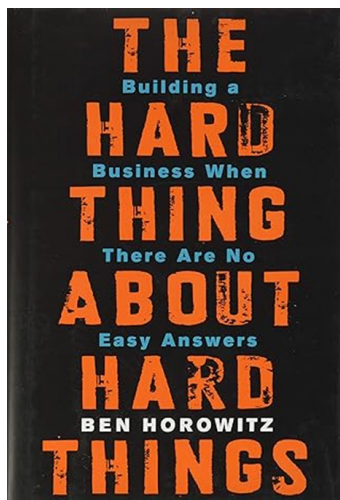
To reach the waterfall, proceed on the trail along the riverbed behind the temple. It is fairly even up to a point; after which you will have to clamber upon rocks.

Then, you will come across an opening hemmed in by perpendicular. Slopes on three sides.

Source and Image: <https://aptourism.gov.in/destinations/75/penchalakona>

BOOK REVIEW

The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers



Ben Horowitz, cofounder of Andreessen Horowitz and one of Silicon Valley's most respected and experienced entrepreneurs, offers essential advice on building and running a startup—practical wisdom for managing the toughest problems business school doesn't cover, based on his popular ben's blog.

While many people talk about how great it is to start a business, very few are honest about how difficult it is to run one. Ben Horowitz analyzes the problems that confront leaders every day, sharing the insights he's gained developing, managing, selling, buying, investing in, and supervising technology companies. A lifelong rap fanatic, he amplifies

business lessons with lyrics from his favorite songs, telling it straight about everything from firing friends to poaching competitors, cultivating and sustaining a CEO mentality to knowing the right time to cash in.

Filled with his trademark humor and straight talk, *The Hard Thing About Hard Things* is invaluable for veteran entrepreneurs as well as those aspiring to their own new ventures, drawing from Horowitz's personal and often humbling experiences.

Source: Internet

Unit-5

Bulletin Corner

**You have social
networking, and you
can do things efficiently
without the might of a
big label.**

- Boy George

14th World Chambers Congress

What is the World Chambers Congress?

The World Chambers Congress (WCC) is the only global forum for chamber leaders and their business members to discuss issues impacting businesses, increase capabilities, grow networks, and discover areas of innovation.

This year's WCC will bring together businesses, chamber and government representatives to discuss key issues and opportunities for businesses globally. The program will include keynotes, expert panel discussions and interactive workshops.

Why attend?

Up to 2,000 international delegates are expected to attend the WCC, providing a platform to connect with new global networks. There is also the opportunity to enhance understanding of Victoria as an economic partner.

When and where



**Melbourne,
Australia**



**2 to 4 September
2025**



**Melbourne
Convention &
Exhibition Centre
(MCEC)**

**Registrations are open to all business, chamber and government representatives.
Attendees will have the opportunity to:**



Increase capabilities critical to addressing global challenges such as skills shortages, energy transition, artificial intelligence, geopolitical relations, cyber security and driving prosperity through collaboration.



Forge connections with global business figures, government leaders, business chamber representatives and establish links to international trade and investment networks.



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Participate in visits to world-class precincts, organisations, investment-ready sites and regional Victoria.



Learn first-hand about the opportunities to invest, expand and innovate in Victoria.

Register now

**For the Congress program and to
register to participate in the WCC,
visit:**

 wcc.iccwbo.org

For more details, reach out to vidyanand.sagaram@global.vic.gov.au

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Associations	20,000	3600	23,600
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ANDHRA CHAMBER OF COMMERCE SERVICES AT A GLANCE

The Chamber functions through 18 Sub-Committees, Industry / Trade Panels under the overall supervision of the Executive Committee.



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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



Assistance through sister Chambers of Commerce in India and Abroad in establishing trade contacts



Issue of recommendation letters to Foreign Embassies / Consulates in India for grant of visa to Member Businessmen proceeding Abroad on Business.



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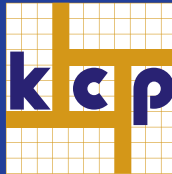
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