



# Journal of Andhra Chamber of Commerce ACG NEWSLINE

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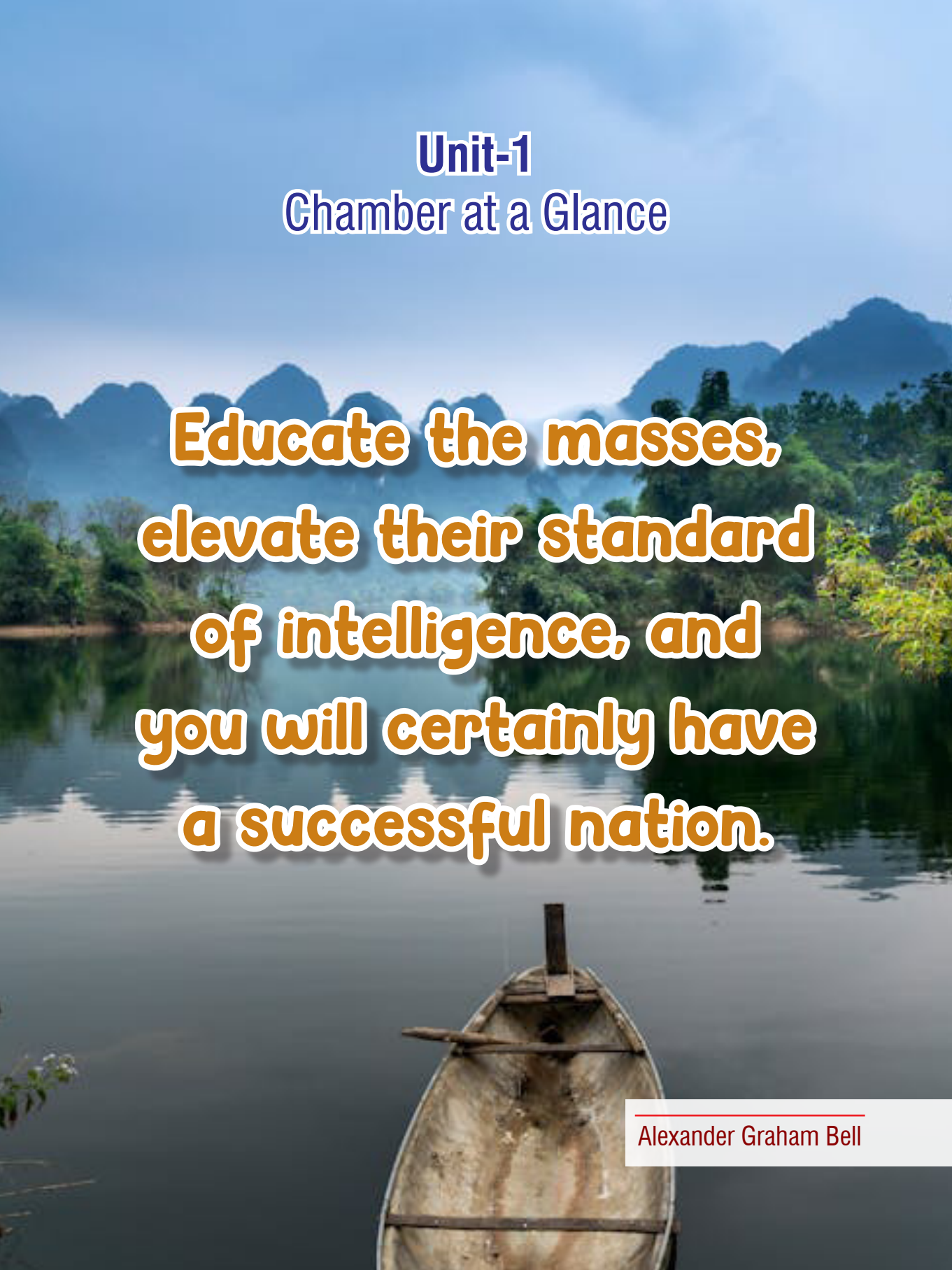
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# Unit-1

## Chamber at a Glance

**Educate the masses,  
elevate their standard  
of intelligence, and  
you will certainly have  
a successful nation.**

---

Alexander Graham Bell

## From the President's Desk



**Dear Members,**

### Startups and Emerging Technologies

As nations transition into knowledge driven economies, technology-based entrepreneurship has emerged as a credible instrument of job creation, innovation and wealth creation. India is no exception to this trend. Although still at a very nascent stage, India has emerged as the third-largest startup ecosystem in the world in terms of the number of startups. India has seen a steady rise in the number of start-ups created over the past decade, with about 31000+ technology-based start-ups operational in the country, with about USD 70 billion cumulative capital raised. (NASSCOM Start-up Report, 2023).

At a macro-level, the above developments of technology-based entrepreneurship appear to be very promising. However, according to various studies, it is to be noted that failure rate among the technology-based start-ups is very high, and most technology-based start-ups do not see the light of the day beyond the first couple of years of operations due to managerial inefficiencies, lack of funding and trained employees. Therefore,

it is appropriate to assume today's startup scenario emanate from those few start-ups who are able to navigate through the multiple challenges in their initial years of operation, survive and emerge successful .

Hence for higher success rates, adoption of technology and digitization is now the key. It has come to be recognized as the established route, as it reduces errors, enhances quality of products and provide a secure and efficient way to conduct transactions thereby increasing efficiencies in processes and credibility for business growth. Additionally, emerging technologies in solar energy, wind turbines and 'green' industries, can help reduce dependence on fossil fuels, promoting environmental sustainability.

To facilitate startups Andhra Chamber conducts programmes and workshops on digitalization, entrepreneurship and management in addition to interactive sessions with government/industry experts. The Chamber is also slated to launch the Startup Incubation Centre to facilitate startups in the initial stages with co-working spaces, access to mentorship and free consultancy services. With this current tech-driven growth imperative, and adoption of Sustainable Development Goals and Environmental responsibility, awareness of global trends and alongwith well-informed decisions and effective implementation of strategies become the driving factors for sustenance and progress.

**Dr. V L Indira Dutt**  
President

# CHAMBER



## Cyber Protection and Digital Safety; August 07, 2024; Atluri Koteswara Rao Memorial Hall, Secunderabad

Andhra Chamber of Commerce, Telangana State Chapter in association with The Institute of Management Consultants of India (IMCI), Hyderabad Chapter organized an awareness programme on “Cyber Protection & Digital Safety for the benefit of the members.

Dr. V.B.S.S. Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee chaired the session and welcomed the Guest Speaker and participants for the Awareness Programme on Cyber Protection & Digital Safety. In his welcome address Dr. VBSS Koteswara Rao observed – In today’s digital age, two critical aspects of our online lives require attention and vigilance: Cyber Protection and Digital Safety.

Shri B. Mohan Rao, Advocate & Digital Safety Activist made a presentation on Cyber Protection and Digital Safety. In his presentation Shri B. Mohan Rao observed: Cyber protection, also known as Cyber Security, covers a broad range of topics aimed at protecting systems, networks, and data from cyber threats. CYBER Stands

for: Changing Yesterday’s Behaviour for Enhanced Results. 3 key elements of cyber security are: Identification, Protection and Response.

Cyber Security Framework areas: Identify, Detect, Protect, Respond, Recover.

The key reasons for Cyber protection were analysed in detail:

Digital Intelligence aims to equip individuals with the necessary skills and understanding to navigate the complexities of the digital world safely, responsibly, and effectively.

- Use security software to protect data.
- Encrypt sensitive data, at rest and in transit.
- Conduct regular backups of data.
- Update security software regularly, automating those updates if possible.

Earlier Dr. A.R.Aryasri, Chairman, IMCI Hyderabad Chapter introduced the Guest Speaker Mr. B. Mohan Rao. Dr. VBSS



Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee extended the floral welcome to him.

There was a good interaction between the participants and the speaker. All the questions raised by the participants were answered by the Guest speaker.

The Programme concluded with a Vote of Thanks proposed by Dr. A.R.Aryasri, Chairman, IMCI Hyderabad Chapter.

The Number of participants for the Programme were 50.

## Digital Commerce – ONDC (Open Network for Digital Commerce) - Accelerating your business growth through e-commerce; August 09, 2024; Ramada Plaza, Chennai

Andhra Chamber of Commerce in collaboration with Friedrich Naumann Foundation for Freedom, South Asia has organized a workshop on “Digital Commerce – ONDC (Open Network for Digital Commerce) - Accelerating your business growth through e-commerce”.

During the welcome address, Ms Vijayalakshmi, Consultant, FNF Programmes briefed about ACC and the collaboration with FNF.

Ms Rama Venugopal presented the overview of the workshop. In her Opening address, she quoted that ONDC (Open Network for Digital Commerce) is a digital infrastructure initiated from the Ministry of Commerce, DPIIT department. It helps to improve e-commerce penetration. Buyers and sellers can onboard in ONDC to get the best benefit out of the same.

Mr Narasimhan, Vice President, ACC in his inaugural address said we are all aware that eCommerce is a smart choice. It is growing and has become more lucrative than ever before. With the advent of technology, we have been surrounded by digital commerce. You can earn millions of dollars in no time using the power of the internet.

Mr Aravind Jayaseelan, Manager, TN Head, Network operations, ONDC in his presentation he mentioned about the features of ONDC said that vision of open networks are to take e commerce to the next level at an exponential pace.

What ONDC has been designed to achieve:

ONDC - Natural extension of brand’s D2C model

- Seller defines customer value proposition
- Complete control over how to do business & brand positioning
- Access to customer data
- Transparent commercials
- Key Advantage: Access to massive customer funnels dramatically reducing CAC+marketing costs.ONDC has 22 Buyer Applications ~ 100 Million Potential Buyers.

Participants had many questions on ONDC which was clarified by Mr Aravind. Then the network partner session started and the first session representing seller app was handled by Mr Sudharsan Srinivasan, Co-Founder and Product Head, NStore.





In his presentation he said that ONDC has democratized ecommerce model. MSMEs have to give advertisement for marketing their products and opportunities for small businesses to market their products is limited. ONDC has four pillars viz., Buy/Sell/logistics/payment all combined. People without GST also can sell their products in ONDC.

Next presentation was by Mr Yogeshwaran, Product Lead in Zohocorp, Gofrugal. He said out of 10 supermarkets in the city, 3 super markets have their software. He said the sellerapp has added benefits like availability of logistics services on network, access to all sellers from one buyer platform, ease of switching platforms without worrying about transfer of ratings, lower costs of selling online. He also presented the various reasons why we need Gofrugal ERP to onboard on ONDC.

The last presentation was by Mr Thomson skarish from Placeorder.com whopresented

the ONDC Buyer app experience. PlaceOrder is a pioneering B2B platform and marketplace that is revolutionizing the digital commerce landscape in India. As the first platform on the ONDC network, PlaceOrder is committed to democratizing trade and empowering businesses, particularly manufacturers, dealers, distributors, and service providers, to embrace the digital commerce revolution. Small and medium-sized sellers can compete on equal footing with larger players. If you onboard in ONDC, then You have opportunity to compete equally with larger scale companies. Your products will be visible to the buyers anywhere in India. The presentations were very informative and useful to the MSMEs. Feedback of the participants were collected through forms wherein participants appreciated the workshop which was informative and useful. 62 MSMEs from various industries attended the workshop.

## **VR & AR – The Next-Gen Growth Driver; August 23, 2024; Dr V L Dutt Hall, Chennai**

The program was presided over by Shri Ramesh Bhashyam Co-Chairman of Information Technology, Computersation & Telecom Sub Committee, ACC, in his opening remarks highlighted on the future of the Virtual Reality & Augmented Reality. He introduced the Guest speaker Shri Srinivasan Yagnanarayanan, Founder, Square Comp – GRAHAs VR in his presentation he observed; the potential of virtual reality (VR), augmented reality (AR), and mixed reality (MR) technologies in enhancing training, remote collaboration, and product development was discussed.

**Future Growth** • Department of Science and Technology to draft and announce deep tech policy including VR, AR, and AI. • Tamil Nadu State Government to finalize and release deep tech policy within the year. • VR/AR companies to continue improving device form factors to increase adoption. • Companies implementing VR/AR to conduct risk assessments and security testing before deployment

**Enhancing Training with Technology for Revenue Growth** the traditional training methods often result in only 10-20% of



participants retaining the information, but using technologies like virtual reality can make training more engaging and increase retention rates to 100%. They also emphasized the role of training in safety, especially in industries like manufacturing.

**Augmented Reality in Industries** the potential of augmented reality (AR) in various industries. They highlighted how AR could be used to enhance product visualization and design, improve data analysis and processing, and provide a more immersive and interactive shopping experience in retail and e-commerce. The speaker also mentioned the successful implementation

of AR in companies like Amazon, Ikea, and L’Oreal’s Makeup Genius app, which resulted in increased online sales and customer satisfaction. The potential of AR in enterprise mixed reality applications was also briefly touched upon.

Program concluded with Q&A Session and closing remarks from Shri Ramesh Bhashyam Co-Chairman of Information Technology, Computersation & Telecom Sub Committee, ACC. Later, Mr N Ravikumar Joint Secretary, ACC proposed the Vote of Thanks.

The Number of participants for the Programme were 35.

### **Workshop on “Innovative & Powerful AI Tools for DigitalMarketing”; 29 August 2024; Hotel Golkonda,Hyderabad.**

Andhra Chamber of Commerce in partnership with FNF, organised a workshop on “Innovative & Powerful AI Tools for Digital Marketing” on the 29th August 2024 at Hotel Golkonda, Hyderabad.

Mrs Vijayalakshmi, Consultant, FNF Programmes, ACC in her welcome address briefed about the activities of ACC. She mentioned that the collaboration of ACC with FNF has been quite successful and the programmes are the proof of this.

Dr J A S Giri, Chairman, Telangana Chapter of ACC inaugurated the workshop and in his inaugural address, he said that today’s topic is the need of the hour and thanks to ACC & FNF for organising it in Hyderabad, being a cyber-city. Artificial Intelligence (AI) mission of the Prime Minister focuses on efforts that will benefit India in addressing societal needs

in areas such as healthcare, education, agriculture, smart cities, and infrastructure, including smart mobility and transportation.

Mr Mohammed Ilias, Managing Director, BCC Martech is the key resource person of the Workshop. He has presented sessions on AI tools for content creation, voice & music creation, creation of a Video and advertisement, social media support tools & Website creation and also gave practical sessions on how to implement the tools in their business.

The workshop was attended by 50 industry members. The participants showed lot of interest in the workshop and interacted and clarified their doubts and also practiced the tools during the workshop. They found the workshop very useful.

Feedback of the participants were collected through forms wherein participants appreciated the workshop which was informative and useful. 50 MSMEs from various sectors attended the workshop. One

of the participant who manufactures Electric vehicles have announced the donation of an Electric scooter to ACC, Hyderabad for office purpose.

## Cost Optimization for Improving Profitability; August 29, 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 it is the 121st Joint session of ACC & MMA.

Mr R R Padmanabhan Executive Committee Member & Chairman, Foreign Trade Sub-Committee of ACC. He introduced the Speaker Mr Srinivasa Raghavan Seshadri – Business Mentor & Coachin his presentation he briefed as follows;

### Optimize vs. Minimize

- Optimize: Enhance efficiency, reduce waste, and maximize value
- Minimize: Reduce costs, often compromising quality or functionality
- Key difference: Optimization balances cost, quality, and performance

### Why should we NOT Minimize?

#### Common pitfalls:

- Focus on short-term gains
- Overemphasis on cost-cutting
- Neglecting long-term consequences

#### Consequences:

- Compromised quality
- Reduced productivity

- Negative impact on customer satisfaction

Case Study:Next Tech Auto: - Automobile Ancillary in Chennai taken over by a new PromoterAssignment: Material Cost Optimization Tried quantity route (changing the shape, edges etc.), didn't succeed. Then tried the cost route taking only two metals. Identified a supplier giving at a lower price (6.5 % reduction)

### Team Approach

- Engage entire workforce, including blue-collared employees
- Encourage diverse perspectives and ideas
- Foster a culture of collaboration and ownership

There was good interaction between the participants and the speakers, all the questions raised by the participants were answered by the speakers.

Ms Raghini Peter, Secretary General, ACC in her opening remarks introduced the activities of the chamber to the audience. The Programme concluded with a Vote of Thanks proposed by Mr Ravi Kumar, Joint Secretary, Andhra Chamber of Commerce.

The Number of participants for the programme were 46.

# Memories to Cherish

**Cyber Protection and Digital Safety, August 07, 2024;  
Atluri Koteswara Rao Memorial Hall, Secunderabad**



## Digital Commerce – ONDC (Open Network for Digital Commerce) - Accelerating your business growth through e-commerce August 09, 2024; Ramada Plaza, Chennai



## VR & AR – The Next-Gen Growth Driver, August 23, 2024; Dr V L Dutt Hall, Chennai



## Workshop on “Innovative & Powerful AI Tools for Digital Marketing” 29 August 2024, Hotel Golkonda, Hyderabad.



## Cost Optimization for Improving Profitability, August 29, 2024; Dr V L Dutt Hall, Chennai





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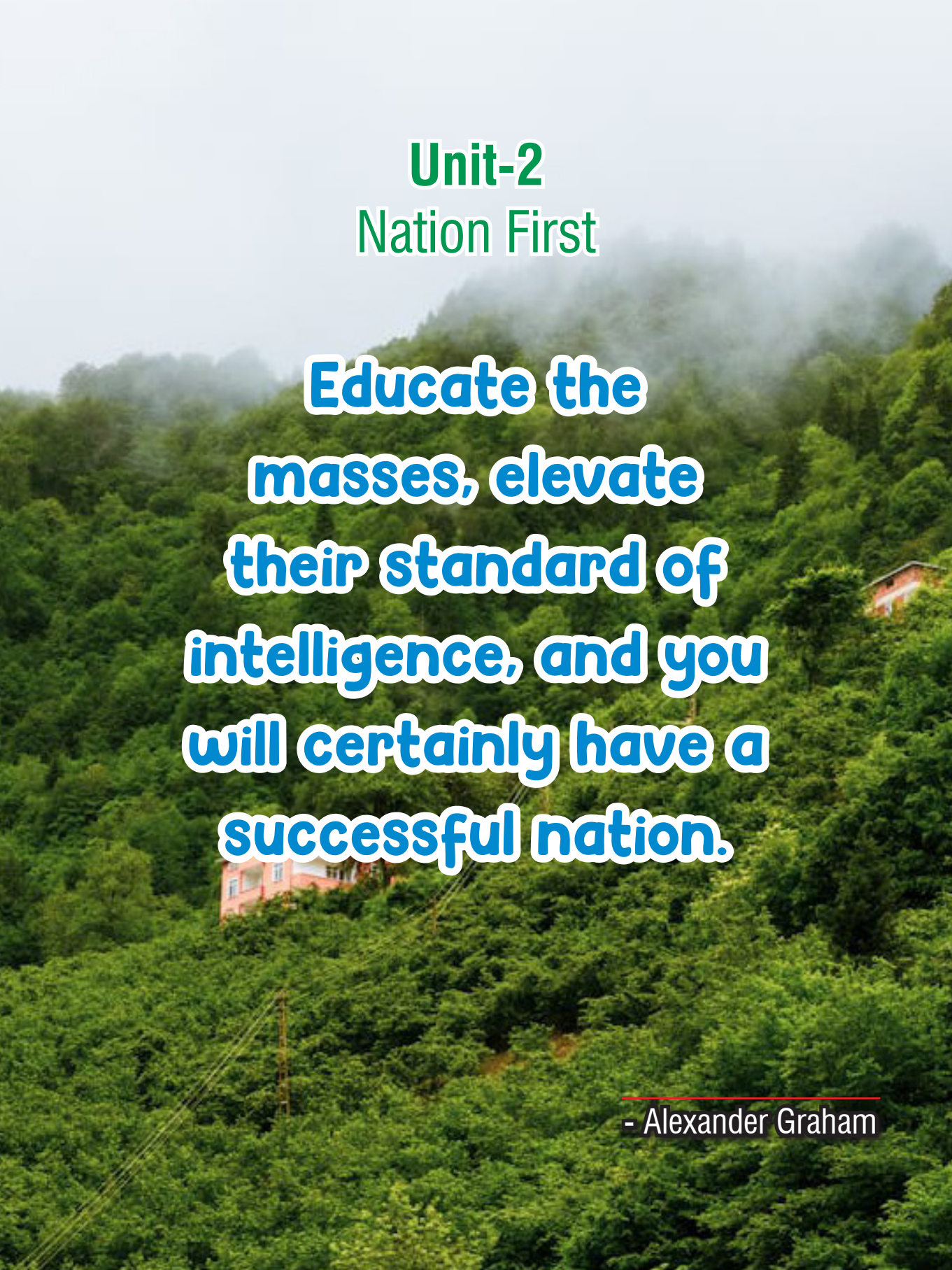
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## Unit-2

### Nation First

**Educate the masses, elevate their standard of intelligence, and you will certainly have a successful nation.**

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- Alexander Graham



# INDIAN ECONOMY

## Overview

### Robust performance of the services sector

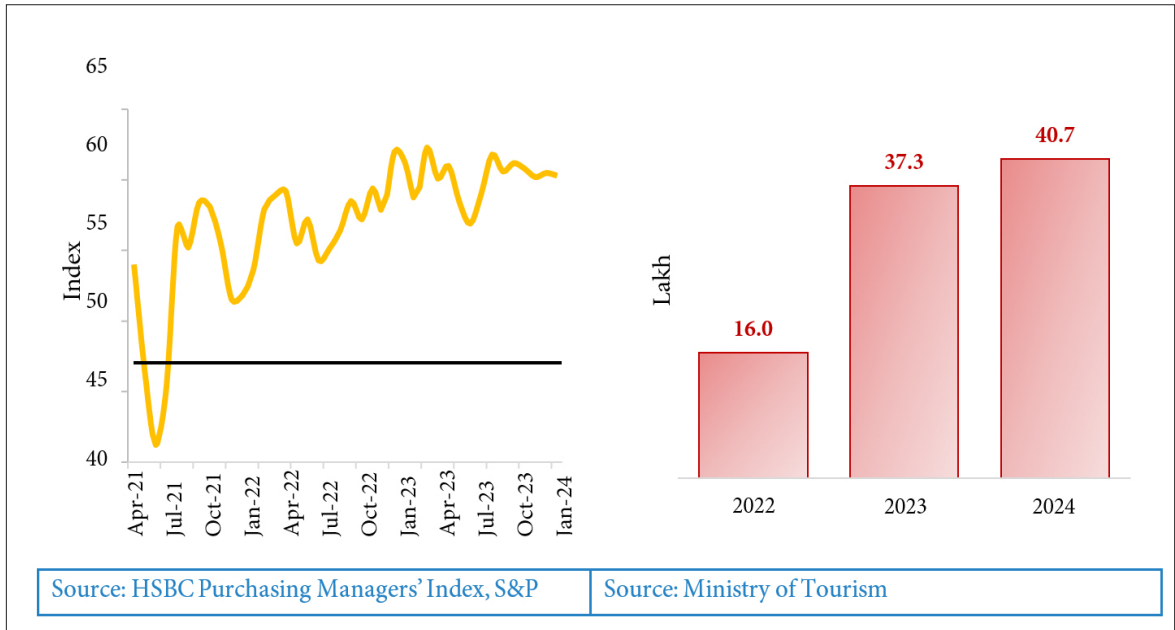


Services sector continued to perform well. PMI services remained in an expansionary zone at 60.3 in July 2024, driven by expansion in international sales, an increase in new order uptakes, and a rise in new export orders. Despite a rise in wage and material costs which pushed up the business expenses, overall sentiment in the services sector remains upbeat, driven, among others, by an upswing in the tourism cum hotel industry induced by leisure travel, business travel, and social events. As per

the RBI Services and Infrastructure Outlook Survey, respondents remain optimistic about the overall business situation, turnover, and employment conditions in Q1 of FY25, coupled with the expectation of easing pressures from wage bills, input costs and cost of finance.

The contact-intensive sectors have been the major growth drivers of the services sector. The tourism sector performed well, with cumulative Foreign Tourist Arrivals

PMI services remained in an expansionary zone  
Rise in foreign tourist arrivals during 1st five months of 2024



(FTAs) during January-May 2024 at 40.7 lakh, up from 37.3 lakh in the corresponding period of the previous year. During the same time period, foreign exchange earnings (FEEs) totalled ₹1.1 lakh crore, significantly higher than the ₹0.9 lakh crore recorded in the same timeframe in 2023, indicating an impressive growth of 22.5 per cent. These trends underscore the positive impact on the overall economic growth and development of India's tourism sector. The robust growth

of the tourism sector has boosted the travel industry, with domestic and international air passengers handled during Q1 of FY24 being 5.6 per cent and 15.9 per cent higher than that in the corresponding period of the previous year. According to the latest UNWTO World Tourism Barometer<sup>2</sup>, international tourism reached 97 per cent of its pre-pandemic levels during the January-March quarter of 2024, fuelling economic growth and employment around the World.

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

# India Success Story

**India doing well in infra; needs to do more to boost manufacturing:**



India has done well in areas like infrastructure in the last 10 years, but it also needs to do more in other sectors to boost local manufacturing and job creation, former RBI Governor Raghuram Rajan said in an interview with PTI, Rajan further said the government's focus on production, whether it is goods or services is a good thing, but it is also important to do it the right way.

Responding to a question on the Central government's flagship initiative 'Make in India', he said, "I would say the intention is good. I think in some areas, we have done a lot, as I said, in infrastructure...we have done a lot that has been very useful".

The Central government's flagship initiative 'Make in India' was launched 10 years ago on September 25, 2014.

"But we need to check the other places. And the best way to check is to ask critics, what do you think? What has happened? Has it happened the way you want it? Should we do more? You get feedback, and then you work along," Rajan said.

The eminent economist also pitched for more ease of doing business, especially with regard to government policies and less fear of raids by inspectors or tax authorities, etc.

Observing that there is a package which propels economic growth, he said, "If we

focus on that, I think that would strengthen the concept of Make in India”.

Rajan, who is currently a professor of finance at US-based Chicago Booth, also opined that the government should ask businessmen about difficulties faced by them, and not just follow the World Bank’s ease of doing business checklist.

The former RBI governor also emphasised that the government need not dismiss criticism of its policy by saying that there is some vested interest or some hidden agenda.

Under the ‘Make in India’ initiatives a series of measures have been taken by the government to boost local manufacturing and exports.

These initiatives include the rollout of production-linked incentive (PLI) schemes for 14 sectors, ease of foreign direct investment (FDI) norms, reduction of compliance burden, single window approval system, and the national logistics policy.

7 per cent economic growth is enough for India to achieve the third largest economy status in this decade and become a developed nation by 2047, Rajan said, “If we grow at 7 per cent, then we will be past Germany and Japan in 2-3 years. That is not something which is out of the realm of possibility, it will happen”.

Currently, the size of Germany’s economy is about USD 4.5 trillion and Japan about USD 4.2 trillion. The size of India’s economy is USD 3.7 trillion at present.

Rajan said: “What is more worrisome, however, is when we say a developed nation.

Now, what does it mean to be developed now? That is also a changing metric”.

Explaining further, he said, “Let us say being developed is having a per capita GDP in today’s dollars of about USD 15,000”.

“If you see that, then you put a 7 per cent growth rate, and you find it is not enough to become USD 15,000 per capita GDP by 2047 we need to do better,” Rajan said.

The eminent economist also wondered that from where are “we going to generate that growth to become a developed nation by 2047”.

Prime Minister has set an ambitious target of making India a developed nation by 2047.

On a question of whether the present coalition government can push economic reforms, Rajan said coalition politics may force more consensus which “would require more agile government, more sensitive, and a clever government to do that”.

He pointed out that PV Narasimha Rao’s government, which was the most reformist government, was not a super majority government, but it clubbed together a bunch of supporting parties to push reform measures.

Source: Internet.

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



Mr M.L. Narendra Kumar

Director, Instivate Learning Solutions Pvt. Ltd

## *Learning Organisation*

A Learning Organization is a company or institution that continuously transforms itself by facilitating its members' learning and constantly adapting to the changing environment. Peter Senge popularised the concept in his book, *The Fifth Discipline*, where he outlines five key components that are essential to fostering such an organisation:

### 1. Systems Thinking

This is the cornerstone of a learning organisation. It involves understanding the organisation, seeing interconnections between parts, and recognising patterns of change. Systems thinking encourages employees to look beyond individual actions and consider the broader impact.

### 2. Personal Mastery

Personal mastery is individuals' commitment to continually improving their skills and personal capacities. Employees in a learning organisation are motivated to learn and grow professionally and personally, and the organisation supports their development.

### 3. Mental Models

Mental models are deeply ingrained assumptions or generalisations that influence how individuals understand the world and take action. A learning organisation encourages employees to challenge and reflect on their mental models, promoting openness and willingness to change perspectives.

### 4. Shared Vision

In a learning organisation, a shared vision aligns the employees' goals and aspirations with the organisation's mission. This shared vision fosters commitment and collaboration, as employees feel a sense of ownership and purpose.

### 5. Team Learning

Team learning emphasises the collective ability to think and act together. It goes beyond individual learning and focuses on group problem-solving and knowledge-sharing, creating a culture of collaboration and innovation.

## Key Characteristics of a Learning Organization:

**Continuous Learning:** The organisation encourages lifelong learning for all members.

**Knowledge Sharing:** Information flows freely within the organisation, and there are systems to capture and disseminate knowledge.

**Open Communication:** There is an emphasis on transparent, two-way communication, fostering trust and collaboration.

**Adaptability:** Learning organisations are flexible and can adapt quickly to changes in their environment.

**Leadership as a Facilitator:** Leaders in a learning organisation act as facilitators and coaches rather than merely directing and helping others to grow and learn.

## Benefits:

**Increased Innovation and Adaptability:** The organisation becomes more innovative as employees are encouraged to learn and experiment.

**Improved Employee Engagement:** Employees feel valued and are more motivated when their personal development is supported.

**Better Problem Solving:** Teams are better equipped to handle complex challenges by leveraging collective knowledge and thinking.

By embracing these principles, a learning organisation enhances individual skills and positions itself to succeed in a rapidly changing world.

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



**Unit-3**  
**Kaizen Corner**

**Happiness is a choice  
that requires effort  
at times.**

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- Aeschylus

# BUSINESS MATTERS



Mr. S. Prakash

## Eat the Frog - Mastering the Toughest Task First for Lasting Success

### Introduction

In the dynamic world of business, especially for Micro, Small, and Medium Enterprises (MSMEs), time management and productivity are critical for sustained success. With limited resources and the constant pressure to deliver, every decision, every task, counts. Among the myriad of time management techniques, one that stands out for its simplicity and effectiveness is the concept of “Eating the Frog.” Coined by Brian Tracy in his book ‘Eat That Frog!’, this method encourages individuals to tackle their most challenging task first thing in the morning. For MSMEs, this approach can be a game-changer, enabling leaders and employees alike to focus on what truly matters and drive incremental yet significant progress over time.

### Understanding the “Frog”

The “frog” symbolizes the task that you are most likely to procrastinate on, the one that seems daunting, unpleasant, or simply overwhelming. For an MSME owner

or manager, this could be anything from negotiating a difficult contract, addressing a long-standing customer complaint, or reviewing complex financial reports. These are the tasks that, while uncomfortable, have the greatest potential to move the business forward. By tackling these tasks first, you set a positive tone for the day and create a sense of accomplishment that fuels further productivity.

### The Science Behind Doing the Toughest Task First

Research in psychology and neuroscience supports the idea that our willpower and decision-making abilities are strongest in the morning. As the day progresses, these cognitive resources are depleted, making it more difficult to focus on and complete challenging tasks. By “eating the frog” first thing in the morning, you leverage your peak cognitive abilities, ensuring that the most critical tasks are completed with the highest level of focus and energy.





For MSMEs, where every decision can have a significant impact, this approach helps ensure that the most important issues are addressed when your mind is sharpest. It prevents the accumulation of difficult tasks that can create a backlog, leading to stress and inefficiency.

## Incremental Gains: The Power of Consistency

One of the most profound benefits of consistently “eating the frog” is the incremental progress that it generates over time. In business, especially for MSMEs, small, consistent improvements can lead to remarkable results in the long run.

Consider the concept of “Kaizen,” a Japanese term meaning “change for the better” or continuous improvement. Kaizen is rooted in the idea that small, daily improvements accumulate to produce significant long-term growth. This principle applies perfectly to the practice of tackling your toughest task first. By consistently addressing and overcoming challenges, you build momentum, develop stronger problem-solving skills, and create a culture of continuous improvement within your organization.

## Case Study: An MSME Success Story

Let’s look at a hypothetical example to illustrate the power of this approach.

Consider a small manufacturing business in Andhra Pradesh, run by a diligent entrepreneur named Ramesh. Ramesh’s business was profitable but had plateaued, struggling with production delays and quality control issues. These problems were known, but addressing them required difficult

conversations with his team and investments in new technology—tasks that Ramesh tended to avoid.

After learning about the “Eat the Frog” concept, Ramesh decided to apply it to his daily routine. Each morning, he focused on the most pressing issue that he had been procrastinating on. The first week was tough; he had to confront his production manager about the delays and work together to develop a new workflow. By the end of the first month, he had implemented a new quality control system that required an initial investment but promised long-term savings and improved customer satisfaction.

Over the course of six months, these small, consistent efforts led to a 20% increase in production efficiency and a 15% reduction in waste. The business’s profitability began to rise, and Ramesh found that his day-to-day stress decreased as he systematically eliminated the most daunting tasks early in the day.

## Creating a Culture of Proactive Problem-Solving

For MSMEs, fostering a culture where employees also “eat the frog” can multiply the benefits across the organization. Encourage your team to identify their most challenging tasks and prioritize them each morning. This approach not only improves individual productivity but also enhances team collaboration as employees become more proactive in addressing issues before they escalate.

For instance, a sales team that consistently tackles the hardest leads or customer complaints first thing in the morning will

likely see improved conversion rates and customer satisfaction over time. Similarly, a finance team that prioritizes reviewing complex financial data at the start of the day is more likely to catch errors and optimize budgets, contributing to the overall health of the business.

## The Long-Term Impact on Business Growth

The compounding effect of daily incremental improvements can lead to exponential growth for MSMEs. Just as compound interest grows a small investment into a substantial sum over time, consistently tackling tough tasks builds a foundation for significant business success.

Imagine the cumulative effect of a year's worth of "frog eating" within your business. Each day, a problem is solved, a process is improved, or a customer relationship is strengthened. Over time, these daily victories add up, leading to improved efficiency, higher profits, and a stronger market position.

Moreover, this approach can also enhance your leadership capabilities. By consistently tackling the most difficult tasks, you develop resilience, decision-making skills, and a reputation as a proactive leader. These qualities are invaluable as your business grows and faces new challenges.

## Implementing "Eat the Frog" in Your Daily Routine

To integrate this practice into your routine, start by identifying your "frog" the night before. Determine which task will have the greatest impact on your day or week, and commit to addressing it first thing in the morning. Make

this a non-negotiable part of your routine, and over time, it will become a habit.

For business owners and managers, consider extending this practice to your team. Encourage your employees to share their "frogs" and celebrate the completion of these tasks as a team. This not only builds a culture of accountability but also fosters a supportive environment where everyone is committed to the business's success.

## Conclusion

For MSMEs, where every decision and task carries significant weight, the "Eat the Frog" approach offers a powerful strategy for overcoming procrastination and driving long-term success. By consistently tackling the toughest tasks first, you not only improve productivity but also create a culture of continuous improvement and proactive problem-solving.

In the competitive landscape of MSMEs, where resources are limited, and the stakes are high, this simple yet effective approach can be the difference between stagnation and growth. Over time, the incremental gains achieved through "eating the frog" will compound, leading to astounding results and positioning your business for sustained success in the long run. So, start your day by eating the frog, and watch as your business transforms, one tough task at a time.

**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 Subcommittee, ACC

**GST Rate, Trade payables, ITC:** The petitioner has placed on record notifications which indicate that GST on road works is 12%, even if the service is not provided directly to the government. The impugned order was passed by assuming that 5% of the trade payables reflected in the financial statement were not paid within 180 days period. This conclusion is entirely speculative. In respect of tax proposal relating to excess input tax credit being availed, in respect of supplies where the difference in ITC is more than Rs.5 lakhs, the petitioner should have produced certificates from the CA of the suppliers concerned. This does not appear to have been done by the petitioner. For these reasons, the impugned order is set aside on condition that the petitioner remits a sum of Rs.25 lakhs towards the disputed tax demand within 15 days from the date of receipt of a copy of this order. Subject to being satisfied that the said amount was received, the respondent is directed to provide a reasonable opportunity to the petitioner, including a personal hearing, and thereafter issue a fresh order within three

months from the date of receipt of a copy of this order. **M/s. JSR Infra Developers Pvt. Ltd., Vs 1. STO, Gudiyatham East Circle, 2. AC (ST), T-Nagar Assessment Circle, W.P.No.14415 of 2024 DATED: 24.06.2024**

**Scope of Rectification, TNVAT Act 2006:** Scope and ambit of Section 84 of the TNVAT Act is limited. Unless there are errors apparent on the face of the record, that such jurisdiction cannot be exercised. Petition u/s 84 was rejected after noticing that the invoice number mentioned in the C form does not tally with the invoice number in the commercial invoice. Petition was further rejected on the ground that the C form mentions the commodity as iron ore. Invoice number mentioned in the C form appears to tally with that in the excise invoice. In order to understand the nature of the commodity, it may be necessary to examine all the relevant documents, such as the contract and invoice. Such examination may be possible even within the confines of the limited jurisdiction exercised u/s 84. The impugned order is set aside and the matter is remanded for reconsideration. **M/s. Andritz Separation**

**(India) Ltd, Vs AC (ST), FAC, Nolambur Assessment Circle, W P No.15719 of 2024 DATED: 25.06.2024**

**GSTR 2A and Input tax Credit:** Petitioner submits that ITC was denied in spite of the petitioner submitting the relevant tax invoice, e-way bill and bank statement. The supplier had filed returns during the relevant period, and that these supplies are reflected in the GSTR 2A and relied upon several judgments, including the judgment of the Madurai Bench of this Court in DY Beathal Enterprises v. STO, order dated 24.02.2021 in W.P(MD) No.2127 of 2021. Ld Counsel for respondent submitted that mere reflections of inward supplies in GSTR-2A, does not satisfy the condition of Section 16(2)(b) of the CGST Act 2017/TNGST Act 2017 for the inward supply transactions, since the suppliers issued fake invoices and passed on the fake input tax credit without movement of goods to the recipients. Stating so, the Court concluded that re-consideration is necessary subject to putting the petitioner on terms and the impugned order dated 07.03.2024 is set aside subject to the condition. **M/s. S.S.Metals, Vs STO, Alandur Assessment Circle, W.P.No.15381 of 2024 DATED: 24.06.2024**

**Discount, Credit Note:** Discount offered by the supplier was erroneously construed as a service provided by the purchaser to the supplier. The Officer while passing the orders stated that the word discount received relates to good performance done by the taxable person by way of increasing the sale and thereby to boost the total turnover of the supplier / company, which resulted in increase in goodwill of the company and also helps the company to market their products and if the company is in the stock market the value of

the share of the company will automatically goes up. The Hon'ble Court stated that this conclusion is ex facie erroneous and contrary to the fundamental tenets of GST law and set aside impugned order only insofar as relating to reversal of Input Tax Credit for the value of credit notes issued by the supplier is concerned and remanded this matter for re-consideration by the original authority. **M/s. Shivam Steels vs AC(ST)(FAC), Hosur (South)-III Assessment Circle, W.P.No.15335 of 2024 DATED: 25.06.2024**

**Documents submitted not taken note:** The AO does not appear to have taken note of the documents submitted while confirming the tax proposal. The petitioner failed to subsequently participate in proceedings or file the reconciliation statement in GSTR 9C. For reasons set out above, the impugned order dated 28.12.2023 is set aside on condition that the petitioner remits 5% of the disputed tax demand as agreed to within 2 weeks from the date of receipt of a copy of this order and remanded the matter with to the assessing officer. **M/s. Murugan Metals Vs STO, Moore Market Assessment Circle, W.P.No.16582 of 2024 DATED: 25.06.2024**

**Not aware of proceedings:** Tax proposal was confirmed because of the tax payers' failure to reply to the SCN. By taking into account the assertion that such non-participation was on account of not being aware of proceedings, the interest of justice warrants reconsideration subject to putting the petitioner on terms. Stating so, the impugned order is set aside with conditions. **M/s.Sagaya Annai Associates Vs 1. CTO, 2.AC(ST), Sriperumbudur Assessment Circle and 3.DC(ST), Kancheepuram Zone. W.P. No.18247 of 2024 DATED: 31.07.2024**

**Error:** Show cause notice and other communications were uploaded in the “View Additional Notices and Orders” tab on the GST portal, but not communicated to the petitioner through any other mode, the present WP was filed. An inadvertent error was committed while filing the return in Form GSTR 3B for the month of August 2017-2018. Petitioner had filled up the inward supplies liable towards the reverse charge column instead of all other Input Tax Credit (ITC) column. For reasons set out above, the impugned order is set aside on condition that the petitioner remits 10% of the disputed tax demand as agreed to within 2 weeks from the date of receipt of a copy of this order. In view of the assessment order being set aside, the bank attachment is raised. **M/s.Sri Visalam Traders, Vs 1. DSTO-2, Royapettah Assessment Circle, 2. The Manager, Canara Bank, P H Road, Chennai-7. WP No.15791 of 2024 DATED: 25.06.2024**

**Contentions raised not dealt, Natural Justice:** Petitioner asserted that the supply of liquor by the Club to its members and their guests is not liable to tax and the petitioner relied upon the judgment in State of West Bengal v. Kolkata Club (2019) 19 SCC 107. The impugned order was issued in these

facts and circumstances on 29.01.2024. The reply of petitioner was referred to in the impugned order but the contentions raised in the reply were not dealt with by the AO. Hence, the impugned order is set aside and the matter is remanded for reconsideration. **M/s.Little Star Recreation Club Vs 1. STO, Pollachi (West) Assessment Circle 2. JC (ST), Intelligence, Coimbatore-18. W.P.No.16600 of 2024 DATED: 25.06.2024**

**Levy of Penalty:** Appeal to the first appellate authority was rejected on the ground of limitation. In a WP, the petitioner pointed out that penalty was imposed in spite of noticing that the petitioner had discharged the liability even prior to the issuance of the SCN. It is evident from the impugned order that the petitioner had remitted sums towards ineligible ITC in respect of IGST and towards ineligible ITC in respect of CGST. Stating so, the impugned order is set aside only in so far as the imposition of penalty is concerned and remitted the matter back to respondents. **M/s. Good Leather Shoes P Ltd Vs DC of GST & CE, Chennai North Commissionerate, Purasaiwalkam Division, W.P.No.18064 of 2024 DATED: 31.07.2024**

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

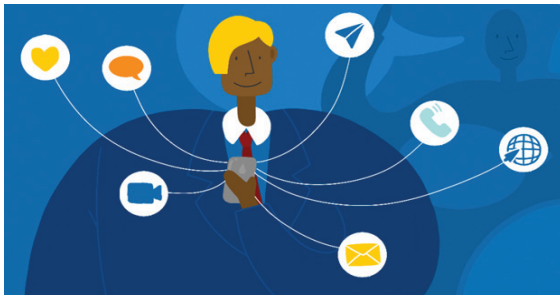
# Shout -Sales and MARKETING MATTERS



Mr.M.K. Anand

Chairman, MSME Sub-Committee, ACC

## Sales Success through Networking: Unlocking Opportunities and Growth



Networking is often regarded as one of the most powerful tools in sales, acting as a bridge to new relationships, opportunities, and long-term success. In today's competitive business environment, building a strong network can significantly enhance sales performance and drive business growth. Here's how networking contributes to sales success and why every sales professional should prioritise it.

### 1. Building Trust and Credibility

One of the primary benefits of networking is that it helps to establish trust and credibility, which are critical in sales. People are more likely to do business with someone they know, like, and trust. By building relationships through networking, you create an opportunity to showcase your expertise and demonstrate the value you can provide. Whether it's through in-person events, industry groups, or social media platforms

like LinkedIn, networking gives you a chance to present yourself as a credible resource in your field.

### 2. Access to Referrals and Word-of-Mouth Marketing

One of the most powerful outcomes of networking is the ability to generate referrals. When you build meaningful connections with others, they are more likely to refer you to their contacts, which can lead to new sales opportunities. Word-of-mouth referrals often come with a level of trust that advertising or cold calling cannot match. The recommendation from a trusted source can make the sales process smoother and increase the chances of closing deals.

For example, sales professionals who actively participate in networking events or online communities often experience a higher number of inbound leads because their connections think of them first when someone mentions a need related to their product or service.

### 3. Expanding Your Customer Base

Networking allows you to meet new people and access different markets, expanding your customer base beyond your

immediate circle. Whether you're attending industry conferences, joining online groups, or connecting with professionals on social platforms, networking exposes you to a broader audience. This is particularly valuable in sales, where the more people you connect with, the more opportunities you have to generate leads.

By leveraging these networks, you can identify potential customers that may not have been on your radar. Sales professionals who excel at networking continuously find new prospects, thus expanding their reach and sales pipeline.

#### **4. Staying Informed About Industry Trends**

Networking isn't just about meeting potential clients—it's also an excellent way to stay updated on the latest industry trends, challenges, and innovations. Sales professionals who actively network gain insights from peers, industry experts, and other professionals, enabling them to tailor their offerings to meet evolving market demands. Being knowledgeable about trends not only enhances your sales pitch but also positions you as a thought leader within your network.

For example, if you are in a tech sales role, networking with industry leaders may provide you with early insights into upcoming technological shifts, allowing you to offer cutting-edge solutions to your clients.

#### **5. Strengthening Relationships with Existing Clients**

Networking isn't just about finding new leads; it can also help you strengthen relationships with existing customers. By regularly engaging with clients through industry events, personalized outreach, or

social media, you show that you're invested in maintaining a long-term relationship. This continued engagement builds loyalty and may lead to repeat business, upselling, or cross-selling opportunities.

Regularly attending industry-specific events where your customers are present or interacting with them online keeps you top of mind when they need additional products or services.

#### **6. Collaboration and Partnerships**

Networking opens the door to collaboration and strategic partnerships that can help grow your business. By connecting with others in complementary industries, you may discover new ways to collaborate that benefit both parties. Strategic partnerships can lead to joint ventures, co-marketing opportunities, or shared resources, all of which can help drive sales success.

For example, a digital marketing consultant might network with web developers or graphic designers to offer a full-service solution to clients, creating a mutually beneficial relationship that generates more business for everyone involved.

#### **7. Developing Interpersonal Skills and Confidence**

Sales professionals who actively network often develop stronger interpersonal and communication skills. Networking forces you to practice articulating your value proposition, engaging in meaningful conversations, and understanding the needs of others. This continuous practice enhances your ability to build rapport and navigate conversations in a sales setting.

Additionally, regular networking builds confidence, a key trait in successful

salespeople. The more comfortable you are with introducing yourself, pitching your product, or discussing industry trends, the more effective you'll be in sales meetings and negotiations.

## 8. Leveraging Social Media for Networking

In today's digital world, online networking is just as important as in-person interactions. Platforms like LinkedIn, Twitter, and even industry-specific forums allow sales professionals to connect with potential customers, thought leaders, and peers across the globe. Online networking is especially powerful because it provides a way to engage with people in different time zones, markets, and industries without geographical limitations.

By building a strong online presence and engaging with your network through thoughtful content and conversations, you position yourself as an industry expert and attract new opportunities.

## 9. Increasing Brand Visibility

Networking helps to increase not only your personal brand but also your company's visibility. Every interaction you have, whether at a business luncheon, trade show, or online discussion, represents an opportunity to promote your company's value. As your network grows, so does the visibility of your product or service.

Additionally, as you network with influencers or industry leaders, their endorsement of you or your product can greatly amplify your brand's reach and credibility. Building these relationships over time can turn key influencers into advocates for your brand.

## 10. Opportunities for Learning and Growth

Networking often puts you in contact with individuals who have more experience or expertise than you. Learning from others' successes and mistakes can give you insights into how to improve your sales techniques or expand your business acumen. Attending seminars, workshops, and networking events can provide a wealth of knowledge that can directly impact your sales strategies and overall success.

By surrounding yourself with experienced professionals, you can accelerate your own development, gain fresh perspectives, and refine your approach to closing deals.

Summary: The Key to Long-Term Sales Success

Networking is a powerful tool for sales success, providing access to new leads, trusted referrals, industry insights, and learning opportunities. It builds credibility, expands your reach, and opens doors to partnerships that can fuel long-term growth. Sales professionals who prioritize networking—both online and offline—tend to experience higher levels of success, greater opportunities, and more sustained business relationships. By cultivating a strong, diverse network, you create a foundation for continued success in sales and business development.

Images Source: Internet

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





# Unit-4

## Self Development Corner

**The essence of  
strategy is choosing  
what not to do.**

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- Michael Porter

## Business Stories - Inspiration Matters

### The Heart Behind India's Street Art Revolution



#### Introduction

Time was his medium and he will forever be eternal.

The India Art Fair used these words to eulogise their “dear friend” and legendary artist Hanif Kureshi, co-founder of St+art India.

As I sat to pen this piece, I decided to scour the internet for op-eds, memoirs, social media condolences — anything that would give me an inkling of the legend whose loss India is mourning; Kureshi passed away on Sunday at the age of 41 following a battle with cancer.

Hours later, I ended my search with a vivid idea of the maestro forming in my mind's eye. Words cannot do justice to it; so, let me paint a picture, as he would have said.

Imagine art that is brilliant, vibrant, colorful, extravagant, alluring, and beautiful — every standard adjective that one would associate with picturesque paintings. Also imagine

activism, forward-thinking, introspection, visionary scripts, hard-hitting messages, and thought-provoking ideas.

Now picture a man expertly maneuvering himself on the tightrope between the two. This was Hanif Kureshi. His art, unabashedly bold and layered, gave form to emotions. It questioned traditional exclusivity.

As the India Art Fair put this into perspective, “His work wasn't just about painting murals — it was about creating a bridge between art and everyday life. His influence will live on in every aha moment his work sparked.”

While much of the legend's body of work is celebrated under his name Hanif, if you should ever stumble across a brilliant painting by ‘Daku’ or ‘Guerrilla’, know that it finds its roots in the same brush. Over the years, Gujarat-born Hanif and his pseudonyms created a movement out of street art; one that shows no signs of slowing down.

#### Journey of Street Art

The love affair of Hanif Kureshi and his brush

Shock waves spread through the art community on Sunday when St+art India Foundation's Instagram page announced the death of their beloved co-founder:

“It is with deep sadness that we share the passing of Hanif Kureshi, our beloved co-

founder, artistic director and artist. We are gutted and at a loss of words. Hanif was a gifted mentor, collaborator, friend, father, and husband. His vision and charisma helped shape the landscape of public art in India with the countless projects he has contributed to. He was dedicated to nurturing a community of artists, designers, and creatives who trusted him with loyal guidance. He was a pioneering figure for graffiti and street art with his tags spread across cities he travelled to. It has been an honour for the St+Art, XXL, and Guerrilla teams to have known and worked with Hanif over the past 10 years. He lives on with the profound legacy he leaves behind. It is a void that cannot be filled and we will miss him dearly.



'Auntie Maria', painted by Deepak Sarsat and team in Siridao, Goa.

At signals in Bengaluru, along highways in Mumbai, in quaint corners of Panjim, in bustling metropolitan suburbs, in antiquated streets of Lodhi where thick layers of dust had covered any potential for beauty, Kureshi wielded his brush. And with each stroke, a masterpiece was born.

The former ad professional and multidisciplinary artist contested the notion that the sole purpose of street art is to still and look pretty. He urged instead that it be the harbinger of social change, bring communities together, and raise awareness. His paintings were a medley of thought-provoking ideas.

Where contemporary art glorified English and Western scripts, Kureshi breathed life into vernacular dialects, sparing them from disappearing into oblivion. His Handpainted Type project, inspired by street signs found on the shop boards of vendors and paan sellers, was a step towards preserving the typographic practice of street painters through digitisation. This, in turn, created an opportunity for these sign painters, whose time-tested talents were being substituted for fast-paced millennial trends.



The mural features in the Lodhi Art District of Delhi, painted by Saner Edgar.

"Typefaces are like people," he once said. "You knew them by the clothes they wore. You could take Helvetica to a party and it would fit it [in], while the single font, red box of The Economist is so distinct."

## Conclusion

Through the years, Kureshi's work transcended the alleyways of Indian cities and moved across horizons. The colours of his legacy spilt onto the London Design Biennale, Venice Biennale, Centre Pompidou Paris, Triennale Design Museum, Milan, and Sikka Art Fair Dubai. His work was acclaimed by progressive artists for its depiction of life in its truest form.

Source: Internet

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

# Effective Resource Management Framework



**Amit P Nahar**  
Business Coach

Resource management is not just a necessity but a key to a thriving and goal-oriented business. By optimizing resources effectively, businesses can expect a boost in productivity, project quality, goal achievement, and employee efficiency. These benefits are earned through the careful planning, scheduling, allocation, monitoring and control of resources.

## A. Planning:

Doing additional projects but not having enough resources to perform the tasks will cause project delays and affect the quality. Resource planning involves identifying the number of resources needed to perform certain tasks for various projects.

**Assessment:** The initial step in resource planning is to assess the resource based on skills, previous experience and availability for available projects.

**Forecast:** Anticipate the demand for certain skills and knowledge for existing and upcoming projects.

**Allocation:** Consider the scope and goal of the projects and allocate resources based on their availability, skills, and competencies.

**Capacity Planning:** Forecast the gap between the need for an upcoming project and workforce capacity to determine insufficient resources or resource surplus. It helps with optimal resource utilization for a successful project.

## B. Scheduling:

After planning, schedule resources by allocating the right resources for available projects for a certain period. By effectively scheduling resources, productivity and optimal resource utilization is achieved.

**Create Timelines:** Develop a detailed timeline that clearly shows the duration of each project and when and how long the resource is required.

**Prioritize Tasks:** Determine the tasks that have to be completed instantly and assign the right resources correspondingly.

**Utilize tools:** Use cutting-edge software tools to predict demand for resources and capacity. This also provides real-time resource availability and reduces bench time.

**Flexibility:** Projects or activities may experience unexpected delays and changes. These changes must be adapted and adjusted during scheduling for a smooth performance.

## C. Allocating:

Resource allocation is allotting suitable resources for various projects and departments for a certain period. By allocating, urgent projects get proper attention and ensure timely delivery. It also helps sweeten productivity.

**Fair Allotment:** Allot resources based on experience, skill, and availability to projects based on the deadlines and importance.

**Cross-functional Employment:** Sometimes, resources with particular skills and experience of one team may be required in another department. Sharing such resources within departments maximizes efficiency.

**Monitoring and adjustments:** Constantly monitoring resource usage will ensure that evolving urgencies are answered and the disproportion of resources is sorted out. If there is any need to reallocate resources, address it promptly.

**Resource pools:** Develop a hierarchical pool of available resources to fulfil project resource requests. If a high-priority project arises, readily available resources can be employed immediately.

#### **D. Monitoring and Control:**

**Monitor resources regularly** to avoid overusing or underusing them. This also helps find and address inefficiencies quickly, guaranteeing optimal asset usage.

**Track Usage:** Measure resource utilization against capacity and availability. Software tools improve real-time update analysis, which helps avoid resource wastage.

**Performance Metric:** Set Key Performance Indicators (KPIs) to track resource usage and analyze whether each resource is employed to its full potential. Keeping track of KPIs will have a positive effect on the success of a project.

**Regular Audits:** Auditing resources regularly and assessing them will help improve efficiency and identify areas for improvement.

**Feedback Mechanism:** Regularly getting feedback from team members can help effectively employ resources and address potential issues.

#### **E. Resource Optimization:**

**Resource optimization** is an ongoing resource management process designed to improve resource performance and increase productivity.

**Streamline Process:** Streamlining processes like planning, allocating, and scheduling will help reduce resource wastage and enhance the effective use of resources.

**Implement Technology:** Use technologies like artificial intelligence and machine language to automate several tedious tasks and enhance resource allocation. It also saves a lot of time.

**Training Programs:** Provide training and growth programs to improve the skills of resources. Options like on-the-job opportunities to offer practical experience can help them handle future multi-faceted projects.

**Sustainable Methods:** Using cost-effective resources and sustainable methods can prevent resource wastage and promote long-term efficiency.

#### **Conclusion:**

Resource management improves employee productivity and efficiently achieves business goals. Resource management is an ongoing process that involves planning, scheduling, allocating resources, and utilizing cutting-edge software tools.

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## Finding Peace

A wealthy man arrived at a serene valley in his sleek, black sports car. He took a moment to marvel at the scenic beauty before him, muttering, “Finally, I made it to this calm and silent valley after enduring so much turmoil.” As he walked further into the valley, he noticed a middle-aged man sitting serenely near a trickling stream of water. “When did you arrive here?” the wealthy man inquired. With a gentle smile, the man replied, “I live here.” The wealthy man admired the man’s simple yet contented lifestyle and commented, “You are fortunate to live in such a peaceful place.” Upon hearing this, the man smiled and asked the wealthy man, “What brings you here?”

The wealthy man paused thoughtfully before responding, “I seek peace and harmony.” The man’s smile widened, and he gestured for the rich man to close his eyes. With a hesitating nod, the wealthy man obeyed.

After a minute passed, he opened his eyes, only to find the middle-aged man had vanished into thin air. Feeling a sense of unease, he turned in all directions to search for the man but instead heard a haunting voice speaking to him. The voice cautioned him that no amount of serene valleys or tranquil places could bring inner peace and harmony if he did not possess it within himself. It reminded him that one could drive a luxury car to such places, yet without an internal drive to be peaceful, it would merely be just another drive. Nodding solemnly in agreement, the wealthy man found a spot near the stream and sat down, contemplating this profound revelation.

Ultimately, he realised that embarking on a long journey to seek peace was futile; true peace had to be found from within.

Contributed by:

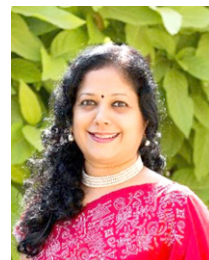
Mr M.L. Narendra Kumar

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!

One animal story highlighting the link between movement and brains arises from the sea squirt. The sea squirt swims about with a primitive brain, but once anchored safely on a rock, it has no need for a brain, which consumes valuable energy. So it digests its own brain. "It turns out only a mobile creature needs a brain," says neuroscientist Rodolfo Llinas. A brain's primary purpose is planning and guiding movement, therefore movement nourishes your brain. In other words, if you don't move, your brain will deteriorate. Movement increases oxygenated blood flow to the brain. Wiggling your toe sends feedback along sensory neurons from your toe to your brain. This reminds the brain to better take care of that toe. This triggers previously inactive genes to get expressed into proteins making them go about taking care of the

toe. Your new toe-mindfulness molecular infrastructure in turn, improves your balance. Simply learning about the number of brain maintenance molecules, neurotransmitters, and growth proteins that are produced as a consequence of simple movements, inspires me to move more. One exercise-generated protein, brain derived neurotrophic factor, or BDNF, aids the production of new neurons, something we once thought was impossible. Spark, a book by psychiatrist John Raiety, explains several mechanisms underlying how exercise benefits a surprising variety of brain troubles, from depression to anxiety to dementia. Recent research shows that even if you exercise regularly, a sedentary lifestyle lacking movement right through the day causes enormous damage to our health. This is because all the internal systems in our body - our circulation, lymphatic system, digestion synchronize with our ability to move. A one hour per day exercise followed by 18

hours of sitting on a chair, has far less health benefits than someone who can incorporate movement right through their day. It is very easy to understand how a stagnant pond with no movement will never match the dynamic health of a flowing river. So remember to move right through the day! Don't let your butt eat your brain! Movement is made possible for the human body thanks to our muscles and joints. There are four basic properties of muscles:

- Contractibility or the ability to shorten when innervated.
- Extensibility or the ability to stretch beyond their normal resting length
- Elasticity or the ability to rebound to their resting length
- Tonicity or the state of hardness of the muscle When muscles are sparingly used, as in the case of people with a sedentary lifestyle or during space

travel, it begins to lose all these properties. Now movement becomes difficult. If tendons are subjected to weight-bearing movement like strength training, they become stronger and more resistant and function improves. However, if tendons are subject to an excessive load or monotonous movements at work (like keyboard or cellphone overuse) they become irritated and inflamed. Only by lifting weights you can ensure the four basic properties of muscles are not lost over a period of time. When people don't incorporate strength training, they deny their body the right to rebuild the muscles. Training large groups of muscles in a functional capacity is the best way to strengthen all your muscles. In short, strength training is mandatory for all! Yours

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



TRAVEL -

RELAXATION

MATTERS



## Mathoor Aqueduct & Hanging Bridge, Tamilnadu Overview

Here's an engineering wonder amid lush greenery, that offers visitors breathtaking scenes of the stunning surroundings. Rivers, hills and the thrills of being one with Nature – Mathoor Hanging Bridge is a delightful place to visit and explore.

The beauty of Nature is a factor we all love to explore. No matter where you are in the world, the peculiarities of Nature are something that we will be delighted to know about and experience. Sometimes, man-made structures that are set on the picture-perfect backdrop of lush greenery will also offer a splendid visual treat. The Mathoor Hanging Bridge is one such amazing sight that you will be happy to see.

Basically built as an aqueduct to transport water for irrigation purposes, Mathoor Hanging Bridge is the tallest and longest trough bridge in Asia. It is 115 ft in height and 1 km long. Constructed across the river Parazhiyar in Mathoor which is a river that

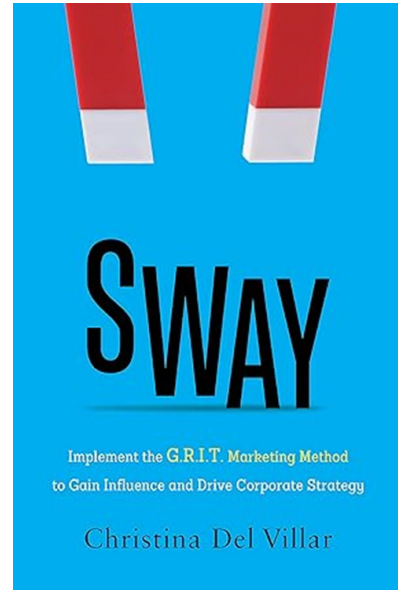
originates in Mahendragiri in the Western Ghats, the trough canal on the bridge takes water from one hillside to the other. The trough is 7 ft tall and 7 ft 6 inches wide. 28 huge pillars have been used to shoulder the canal. The canal was initially constructed as a drought relief measure for the sake of agriculture in Vilavancode and Kalkulam Taluks.

The trough is partially covered with concrete slabs to enable the movement of people. The Kanniyakumari district administration has constructed a staircase from the top to the bottom of the bridge. There is also a children's park for the entertainment of kids and bathing platforms in the region. Over the years, the Mathoor Hanging Bridge has evolved from a functional construction to a tourist attraction, visited by thousands of tourists from all over the world.

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### Sway: Implement the G.R.I.T. Marketing Method to Gain Influence and Drive Corporate Strategy



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Sway turns marketing professionals into powerhouses by showing them how to build a strategic framework that enables greater proficiency and leads to growing levels of influence. This framework is the G.R.I.T. Marketing Method created by Christina Del Villar.

By looking at marketing from the go-to-market strategy perspective, G.R.I.T. goes beyond the basics to illustrate how marketing professionals can successfully influence this strategy based on overall corporate goals. Readers will learn how to align the go-to-market strategy, customer journey, and marketing strategy. From there, they will learn how to build a Map of Influence that identifies all the ways they can make

an impact. These strategies and tactics help marketing professionals deploy more effective, impactful programs and develop smarter campaigns that significantly increase profitability for their company.

With G.R.I.T. (and a dose of sparkle), Sway provides a platform to empower marketing professionals to have more influence, be more effective, add value, and show their impact. This platform helps them become indispensable, driving success at higher and higher levels. And who wouldn't want that?

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



## Unit-5

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customers tell each  
other about that.  
Word of mouth is  
very powerful.**

---

- Jeff Bezos

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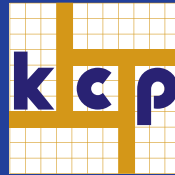
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