



Journal of Andhra Chamber of Commerce ACC NEWSLINE

VOL. CV | SEPTEMBER 2025



MoU between Andhra Chamber of Commerce & Logistics Sector Skill Council



Program on "Youth & Sustainable Agriculture Development"



Leveraging Artificial Intelligence to Solve HR Challenges

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Journal of Andhra Chamber of Commerce
VOL. CV | SEPTEMBER 2025

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Unit-1

Chamber at a Glance

**Quality is the result of
a carefully constructed
cultural environment.
It has to be the fabric
of the organization, not
part of the fabric.**

- Phil Crosby



From the President's Desk

Dear Members,

**Greetings from Andhra Chamber of
Commerce!**

As the world steps firmly into the Fourth Industrial Revolution, technologies such as artificial intelligence, robotics, quantum computing, and the Internet of Things are reshaping every sphere of business and society. At the very heart of this transformation lies the semiconductor industry. No longer mere enablers, semiconductors have become the very foundation of tomorrow's economy.

It was therefore encouraging to hear the Hon'ble Prime Minister of India announced at The Economic Times World Leaders Forum that India's first indigenously made chip will be in the market by the end of 2025. This milestone signifies far more than a technological achievement—it positions India at the core of next-generation industries and aligns our nation with the tectonic shifts in global manufacturing and technology.

At the same time, we must remain cognizant of the dynamic global trade environment. It is imperative that India boosts rural incomes to strengthen domestic demand while also exploring new foreign markets. Encouragingly, India's cost advantage in labor-intensive and modernized industries like yarn and fabrics continues to stand out globally, giving us a competitive edge.

Meanwhile, on the regulatory front, the Reserve Bank of India has unveiled its FREE-AI framework—focusing on Fairness, Robustness, Efficiency, and Explainability in artificial intelligence systems. This development marks a new chapter for our financial ecosystem, ensuring AI is deployed responsibly with accountability and transparency. While implementation will require significant investment and cultural change, the long-term benefits—improved decision-making, reduced compliance risks, and enhanced customer trust—will far outweigh the challenges.

As members of the Chamber, it is our responsibility to remain alert to these global and domestic developments, adapt with agility, and seize opportunities even amidst uncertainty. India's entry into semiconductor manufacturing, our continued cost competitiveness in key industries, and the new frameworks guiding responsible AI together offer us both resilience and promise for the future.

Let us continue to work collectively, building partnerships, encouraging innovation, and strengthening the voice of Indian enterprise in the global arena.

Dr. V L Indira Dutt
President

CHAMBER



Programme on “Care & Caution in Finalisation of Accounts - GST Perspective”

6 August 2025; Dr V L Dutt Hall, Chennai

The Andhra Chamber of Commerce, under the aegis of its Sub-Committee on Indirect Taxes, organized a highly engaging session on Care & Caution in Finalisation of Accounts - GST Perspective.

The meeting was chaired by Shri S. Narasimhan, Vice President, ACC, and convened by CA V.V. Sampath kumar, FCA, Treasurer & Chairman, Indirect Taxes Sub-Committee, ACC. Shri S. Narasimhan in his opening remarks, he highlighted the importance of GST Perspective for finalization of accounts for the business using GST.

CA V V Sampath Kumar, introduced the Guest Speaker, CA R. Subramanian, FCA, LLB Chartered Accountant & Registered Valuer Chennai, who shared valuable insights for the benefit of the members and participants a brief about it given below:

Recent tax scrutiny highlights several key compliance areas under GST and

Income Tax. Focus remains on advances under Sec.13(2)(a), capitalization of original works contracts (Sec.17 of CGST), and reconciliation of revenue and expenditures, including welfare and promotion spends etc.. Attention is drawn to import of software, RC liabilities, and depreciation vis-à-vis ITC claims. Special emphasis is placed on Form 3CB/3CD reporting – including clauses on related party payments, depreciation, and clause 44 disclosures. Risks of over-reporting in GSTR-3B, changes in RCM/TDS, and updates under Notification 13/2017 (w.e.f. 10.10.2024) demand vigilance, especially for service providers and entities under composition.

Earlier Mr N Ravikumar, Acting Secretary, ACC formally welcomed the gathering and at the end of the session a hearty vote of thanks was proposed by him then, the announcements made for future Chamber Programs as well. The programme saw the huge number of participation of 76 members and invitees.

Leveraging Artificial Intelligence to Solve HR Challenges

August 6, 2025, Atluri Koteswara Rao Memorial Hall, Secunderabad.

The Andhra Chamber of Commerce, Telangana State Office, in association with the Institute of Management Consultants of India (IMCI), Hyderabad Chapter, organized a presentation on Leveraging Artificial Intelligence to Solve HR Challenges.

Dr. V.B.S.S. Koteswara Rao, Vice-Chairman, Telangana Chapter, chaired the session and highlighted how AI is reshaping HR through predictive analytics, automation, and innovative talent management solutions.

Guest Speaker Mr. Rajesh Pershad, Educator & Human Potential Trainer,

delivered an insightful presentation on AI's role in addressing HR challenges in a VUCA environment. He elaborated on applications of AI in recruitment, onboarding, employee engagement, learning and upskilling, performance management, workforce planning, and exit processes, while also highlighting benefits and challenges in implementation.

The session, introduced and concluded by Mr. Abdulla Ali Baig Mirza, Treasurer, IMCI Hyderabad Chapter, saw active interaction from participants. The programme was attended by 45 members.

MoU between Andhra Chamber of Commerce & Logistics Sector Skill Council

14 August 2025, Chennai

We are delighted to announce that Andhra Chamber of Commerce has signed a Memorandum of Understanding (MoU) with the Logistics Sector Skill Council on 14 August 2025.

It was Signed by Dr V L Indira Dutt. President, Andhra Chamber of Commerce and Mr. Ravikanth Yamarthy, CEO, Logistics Sector Skill Council.

This strategic partnership aims to empower ACC members by enhancing skill development, industry knowledge, and capacity building in the logistics sector—an area that plays a pivotal role in India's economic growth.

Through this collaboration, we look forward to creating new opportunities, strengthening industry linkages, and contributing to a more robust logistics ecosystem.

Program on “Youth & Sustainable Agriculture Development

22 August 2025; Dr V L Dutt Hall, Chennai

The Andhra Chamber of Commerce, under the aegis of its Sub-Committee Agriculture & Rural Development, organized a highly engaging session on Youth & Sustainable Agriculture Development. The meeting was chaired by Shri S. Narasimhan, Vice President, ACC, and convened by Mr K.V Sundaram, Chair of the Agriculture & Rural Development Sub-Committee in his opening remarks, he highlighted the Importance of Youth & Sustainable Agriculture Development for the development of every Nation.

Shri S. Narasimhan introduced the Chief Guest, Dr. N. Parasuraman, Principal Scientist, M.S. Swaminathan Research Foundation, Chennai, in his presentation he mentioned as given below.

Andhra Chamber of Commerce Green Revolution Memories to Cherish

Green Revolution importance of cultivating reflects a long association with ACC dating back about a decade we had a Lecture delivered by Dr M S Swaminathan, Father of Indian Green Revolution in the year 2015.

Sustainable Agriculture Foundation Fighting Hunger

The work of Dr M S Swaminathan Foundation, established in 1998, which focuses on addressing zero hunger challenges, promoting sustainable

agriculture, and improving nutrition. He highlighted various initiatives including technology development, sea water farming, biotechnology programs, and information communication technology to support farmers. Andhra emphasizes the importance of reducing food waste in India, where approximately 44,000 tons of food are wasted annually while many people go hungry, and mentions their village resource center model that connects rural communities to markets through mobile technology.

AI Transforming Agricultural Practices

The importance of AI technology in agriculture, emphasizing the need to attract youth to the sector through awareness programs. He highlighted various initiatives including weather information systems for farmers, the National Commission for Farmers, and programs to support rural employment and sustainable farming practices. He shared personal experiences, including his son choosing agriculture over medicine, and stresses the importance of soil health, small farm management, and creating models for sustainable resource use.

Lab to Land Farming Initiative

The “lab to land” program that connects scientists to farmers, emphasizing the importance of taking action today rather than making empty promises. When asked

about the current status of organic farming, that while awareness is increasing and government initiatives exist, challenges remain including production levels and purchasing power. Organic farming has potential but notes that farmers face financial challenges, with many concerned about their bank accounts.

Earlier Mr N Ravikumar, Acting Secretary, ACC formally welcomed the gathering and at the end of the session a hearty vote of thanks was proposed by him then, the announcements made for future Chamber Programs as well. The programme saw the huge number of participation of 46 members and invitees.

Programme on “Care & Caution in Finalisation of Accounts - GST Perspective”

25 August 2025; Atluri Koteswara Rao Memorial Hall, Secunderabad

Andhra Chamber of Commerce, Telangana State Office organized a presentation on **“Care & Caution in Finalisation of Accounts – GST Perspective”** on Monday, August 25, 2025 at ACC, for the benefit of the members.

Dr. V.B.S.S. Koteswara Rao, Vice-Chairman, ACC, Telangana State chaired the session and welcomed the Guest Speaker and participants for the session. In his welcome address Dr. Rao observed – Accurate accounting is vital for businesses to ensure compliance with regulatory requirements and avoid potential penalties. The (GST) has introduced significant changes in accounting practices, and it's essential to understand these implications. By prioritizing accurate accounting, businesses can build trust with stakeholders and drive growth. It's essential to stay updated with the latest GST regulations and amendments to ensure compliance. Businesses must also ensure that their accounting systems are integrated with GST requirements. This will help them to streamline their accounting

processes and reduce errors. By prioritizing GST compliance, businesses can avoid potential penalties and reputational damage. By following these best practices, businesses can ensure that their accounts are accurate, compliant, and reflective of their true financial position.

CA V.S. Sudhir, Partner, H N A & Co. LLP, Chartered Accountant, made a detailed presentation the key highlights precautions in finalising accounts under GST. Businesses must:

- ♦ Reconcile Books with GSTR-1, GSTR-3B & GSTR-2B.
- ♦ Ensure correct classification, valuation, invoicing & HSN codes.
- ♦ Claim ITC strictly from GSTR-2B, with proper reversals where required.
- ♦ Track vendor compliance, prepare for ISD (Apr 2025).
- ♦ Review RCM liabilities on freight, legal, rent, imports, etc.
- ♦ Ensure e-invoicing compliance for B2B & exports.

Essence: Careful reconciliation, vendor follow-up, ITC accuracy, and compliance with RCM & e-invoice rules are critical for smooth year-end GST finalisation.

Earlier Mr. Y.L.Narasimha Rao, Hon. Advisor on GST introduced the Guest Speaker CA V.S.Sudhir.

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 Mr. Y.L.Narasimha Rao. The Number of participants for the Programme were 57.

133rd Joint Session of ACC and MMA “The Business Blueprint: Building Success from Vision to Value” 28th August, 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. Raina Khatri Tandon, CEO Right2rise, TEDX Speaker – Business Strategist.

The session commenced with Mr. R R Padmanabhan, Chairman of the Foreign Trade Sub-Committee, ACC, who welcomed the participants and introduced the guest speaker. Mr. N. Ravikumar, Acting Secretary, ACC, formally welcomed the gathering and introduced the Chamber's services.

The following aspects were highlighted and elaborated by Dr. Raina

- Value, Results and Experience
- Brand Royalty

- Blue Print of the Business Plan and the steps to create a Blue Print.
- Your Mindset is your biggest asset
- Business Management
- Business, at its core, rests on the 3 Ps: People, Product, and Process

People – understand their needs.

Product/Service – create something that truly serves those needs.

Process – ensure consistency and reliability.

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

Memories to Cherish

Programme on “Care & Caution in Finalisation of Accounts - GST Perspective”

6 August 2025; Dr V L Dutt Hall, Chennai



Leveraging Artificial Intelligence to Solve HR Challenges

August 6, 2025, Atluri Koteswara Rao Memorial Hall, Secunderabad.



MoU between Andhra Chamber of Commerce & Logistics Sector Skill Council

14 August 2025, Chennai



Program on “Youth & Sustainable Agriculture Development

22 August 2025; Dr V L Dutt Hall, Chennai



Programme on “Care & Caution in Finalisation of Accounts - GST Perspective”

25 August 2025; Atluri Koteswara Rao Memorial Hall, Secunderabad





133rd Joint Session of ACC and MMA “The Business Blueprint: Building Success from Vision to Value” 28th August, 2025, Dr V L Dutt Hall, Chennai





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Unit-2

Nation First

The most successful of the nations of the world are those who do not fall into the lure of secession but who, through thick and thin, forge unity in diversity.

- Yemi Osinbajo

INDIAN ECONOMY

Overview

MOSPI India's Establishments, Employment Data



India's estimated establishments increased from 7.85 crore in January–March 2025 to 7.94 crore in April–June 2025, reflecting a marginal quarter-on-quarter rise. According to the annual estimates of ASUSE 2023–24, based on data collected from October 2023 to September 2024, the estimated total number of establishments in the unincorporated sector was about 7.34 crore.

The Employment in the sector crossed 13 crore mark for the first time in January–March 2025 at 13.13 crore - well above all previous ASUSE annual estimates, which had remained below 13 crore. It then eased to 12.86 crore in the April–June quarter. Estimates of employment in the unincorporated sector in both the quarters show a substantial rise over the annual ASUSE 2023–24 estimate of a little over 12 crore workers, reflecting rise in overall employment levels in this sector.

The proportion of establishments employing hired workers in the unincorporated non-agricultural sector was recorded at 14.04% in January–March 2025 and 13.25% in the next quarter.

Variation is also observed in the workforce composition. Working owners continued to account for the largest share, with their proportion rising from 58.29% in the January–March 2025 quarter to 60.18% in the April–June 2025 quarter. Percentage share of hired workers during the same time fell from 26.86% to 24.38%.

The rural workforce increased from 5.97 crore to 6.25 crore, underscoring the rising role of unincorporated enterprises in rural economic activity.

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

India Success Story

Govt. launches first Bio Foundry Network with facilities across India

India Science and Technology Minister Jitendra Singh on Monday unveiled India's first Bio Foundry Network, a Pan-India initiative comprising 21 bio-enabler facilities aimed at accelerating bio manufacturing, reducing import dependence, fostering start-up growth and creating jobs.

The initiative aligns with the country's ambition of building a \$300 billion bio economy by 2030, up from \$165 billion in 2024.

The launch, led by the Department of Biotechnology (DBT) and the Biotechnology Industry Research Assistance Council (BIRAC), coincided with the first anniversary of the BioE3 Policy — Biotechnology for Environment, Economy and Employment.

Approved in 2024, the policy was designed to strengthen bio manufacturing in the country.

With The bio foundry facilities, which use advanced tools in biotechnology, automation and artificial intelligence to design, build and test biological systems at scale, will act as shared infrastructure for start-ups, small and medium enterprises, industries and academic institutions, the Organisations said in a statement.

Of the 21 facilities, a bio foundry in Ahmedabad is being set up for commercial production of probiotics by Sundyota Numandis Probiocentials Private Limited. At IIT Madras, a facility is coming up to support the development and scale-up of





products for pharma and cosmetics, while in Bhubaneswar, the KIIT Technology Business Incubator is planning a dedicated facility for marine biotech products. These centers will support pilot and pre-commercial scale technologies across diverse sectors such as microbial bio manufacturing and marine biotechnology, the statement added.

Speaking on the initiative, Singh said the bio-enablers marked a defining step in India's journey towards self-reliance in biotechnology. "This is more than just infrastructure; it is a transformative ecosystem that will create jobs, promote green growth and reinforce India's standing as a global bio economy leader. By aligning with our climate commitments and the vision of Atmanirbhar Bharat, we are laying the foundation for a multi-trillion-dollar bio economy by 2047," he said.

Jitendra Kumar, managing director of BIRAC, said the initiative would build competitiveness for Indian enterprises.

"Start-ups and innovators often face bottlenecks in scaling their technologies. With this network, we are providing critical access to pilot-scale and commercial-ready facilities, which will not only strengthen self-reliance but also open new avenues for exports and global partnerships," he said.

Rajesh S Gokhale, DBT secretary and chairman of BIRAC, said the network would accelerate the translation of India's scientific breakthroughs into market-ready solutions. "High-performance bio manufacturing platforms will ensure our institutions and industries no longer work in isolation. By providing shared infrastructure and encouraging collaboration, we are enabling discoveries to move rapidly from the lab to the marketplace, shaping India's growth story in biotechnology."

Image Source: Internet for learning purposes only.

Source: <https://economictimes.indiatimes.com/>

Madras High Court Judgments in

VAT CST GST



Shri. V.V. Sampathkumar
Treasurer and Chairman, Indirect Taxes Sub - Committee,
Andhra Chamber of Commerce

Scope of order beyond SCN: The impugned assessment order was passed beyond the tax demand raised in the show cause notice for all 7 assessment years for the assessment years pertaining to 2017-18 to 2022-23. Court finds serious error on the part of the respondent-State Tax Officer while passing the impugned assessment order and set aside the impugned orders dated 20.11.2024 and the consequential orders dated 11.03.2025 with directions.

M/s.Balaji Blue Metals, Vs. 1. The Deputy Commissioner (ST), Chengalpattu Zone, 2. The State Tax Officer (Int) / Group VII, Chengalpattu Intelligence, W.P.Nos.25934, etc of 2025 DATED: 24.07.2025

Delay: Later to the receipt of assessment order, rectification application filed was rejected by the second respondent. Filed the appeal on 18.06.2025, after a delay of

41 days. Appeal was rejected by the first respondent vide order dated 25.06.2025 on the grounds of limitation. Considering the facts and circumstances, the Hon'ble Court set aside the impugned order dated 25.06.2025, and the delay of 41 days in filing the appeal before the Appellate Authority is condoned with conditions **Tvl.Padaaiappa Textile Private Limited, Vs. 1. The Deputy Commissioner 9ST), (GST) (Appeal), Erode and Salem, 2. The Assistant Commissioner (ST), Udumalpet (South) Assessment Circle, W.P.No.27736 of 2025 Dated: 31.07.2025**

Mode of Service: Sending notice by uploading in portal is a sufficient service, but the Officer who is sending the repeated reminders, inspite of the fact that no response from the petitioner to the show cause notices etc., the Officer should have applied his/her mind and explored the possibility of

sending notices by way of other modes of service. Merely passing an ex parte order by fulfilling the empty formalities will not serve any useful purpose and the same will only pave way for multiplicity of litigations, not only wasting the time of the Officer concerned, but also the precious time of the Appellate Authority/Tribunal and this Court as well. **A.Senthil Kumar (Contractor) Vs. 1. Deputy Commissioner (ST) (GST-Appeal), Salem and Erode 2. State Tax Officer, Dharmapuri Assessment Circle, W.P.Nos.27996 & 28012 of 2025 Dated: 31.07.2025**

Petitioner has not opted for personal hearing: The reply was filed on 29.08.2023 thereafter, no opportunity of personal hearing was granted to the petitioner. Opportunities of personal hearing is available in terms of provisions of Section 75 of the GST Act that has not been granted. This Court finds that there is a lack of opportunities being provided to serve the notices/orders etc., effectively to the petitioner and set aside the orders. **M/s.Pan-Horus Garments Pvt. Ltd., Vs. The Assistant Commissioner (ST), Arumbakkam Assessment Circle, W.P.No.27891 of 2025 DATED: 31.07.2025**

WP Dismissed: According to the petitioner, the reply submitted by them was not considered. However, a perusal of the impugned order would show that the respondent had duly considered the

aforesaid reply while passing the impugned order. Court was not inclined to entertain the present petition and dismissed the Writ Petition. **Tvl.Suyambulingam Stores Vs. The Deputy State Tax Officer-1 (FAC), Nanganallur Assessment Circle W.P.No.22172 of 2025 DATED: 30.07.2025**

Opportunity to submit documents: In personal hearing, the petitioner sought time of one week to file documents and they were waiting for the reply from the second respondent to grant permission to file the documents and not filed the same. Orders came to be passed. Due to the peculiar circumstances of the case, the Hon'ble Court granted opportunity to the petitioner to file all the documents and the second respondent and set aside the impugned orders. **M/s. Mokitha Agency Vs. 1. Commissioner of Commercial Taxes, Chennai-5. 2.The State Tax Officer, Tirukoilur, Villupuram District. W.P.Nos.17114, 17159, 17730 & 17954 of 2024 DATED: 30.07.2025**

Non-application of Mind: Admittedly, in the present case, there were two replies filed by the petitioner, one reply was referred in the impugned order and it was rejected in one line and another detailed reply was not at all considered. If at all the first respondent is not inclined to accept the said reply, they have to provide proper reasons. Therefore, in non-application of mind, this Court set aside with conditions the impugned

order dated 18.04.2022 passed by the respondent. **Tvl.KNR Constructions Pvt. Ltd., Vs. The Assistant Commissioner (ST), Krishnagari Assessment Circle-1, W.P.No.16799 of 2022 DATED: 30.07.2025**

Reply considered: A perusal of the impugned assessment orders would go to show that the respondent, by extracting the replies filed by the petitioner in the impugned assessment orders has clearly dealt with the same. Therefore, it cannot be said that the replies filed by the petitioner were not considered by the respondent. These writ petitions are dismissed with conditions granting liberty to the petitioner to file appeals before the appellate authority challenging the assessment orders subject to deposit of 25% of the disputed tax (15% over and above the statutory deposit of 10%). **Tvl.Narayana Enterprises Vs. The Assistant Commissioner (ST), Cholvaram Assessment Circle, W.P.Nos.27191, 28101 and 28107 of 2025 DATED: 30.07.2025**

Non-Application of Mind: No reason has been adduced by the respondent in the impugned orders for rejecting the replies. The Ld Additional Government Pleader (Taxes) fairly agreed that the respondent ought to have dealt with the reply filed by the petitioner for all assessment years before passing the assessment order. The respondent has simply rejected the replies

filed by the petitioner and confirmed the proposals made in the show cause notices, which clearly shows non-application of mind on the part of the respondent and this Court set-aside the impugned orders by issuing certain directions **Tvl.K.K. Hariharan vs. The State Tax Officer RS 3 O/o the Commercial Tax Officer, Coimbatore. W.P.Nos.27913, 27925 & 27929 of 2025 DATED: 30.07.2025**

Personal Hearing: Without considering the reply filed on 29.01.2025 for the show cause notice (SCN) and without providing any personal hearing opportunity to the petitioner, the Assessing Authority has confirmed the proposal made in the SCN. Passing the impugned assessment order dated 24.02.2025 is in violation of principles of natural justice. The Hon'ble Court set aside the impugned assessment order dated 24.02.2025 with conditions Tmt.Mohana, Vs 1. The State Tax Officer, Salem Rural Assessment Circle, Salem 636 007. 2.The Branch Manager Indian Overseas Bank Sangagiri, Salem 637 301. WP No. 27383 of 2025 DATED: 31-07-2025

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

EMPLOYEE DEVELOPMENT



Mr M.L. Narendra Kumar

Director, Instivate Learning Solutions Pvt. Ltd

Most of Three Jars

A monk invited two successful young individuals for a discussion. The monk presented three closed jars and instructed the first person to open all the jars and select one.

The first young person followed the monk's instructions and chose a jar. The second young person did the same.

The monk asked the first young person to reveal what he had picked. The young person replied that he chose the jar containing a chit that read "endless success." The second young person stated that he had picked a chit that said, "money and wealth."

The monk then took the third jar, which was empty, and asked the first young person why he didn't choose the empty jar. The young person smiled and replied, "What is there to pick from an empty jar?" The second young person nodded in agreement.

The monk then asked, "Is continuous success possible without having an open mind?" The first young person responded, "No."

The monk continued, "Can you earn money and wealth without open-mindedness?" The young person answered, "No."

The monk explained, "The reason I invited you to our monastery is to help you realize that while many people achieve great success at a young age, it can be difficult to handle. Often, those who succeed become carried away by their achievements, developing pride and vanity. Over time, these individuals may vanish, as their egos prevent them from learning new lessons, accepting criticism, and considering new ideas. In essence, their minds become closed like the first two jars, where they only seek continual success or wealth. However, if they were like the third jar, they could become eternal sources of inspiration."

Both young individuals nodded their heads in acceptance and thanked the monk for helping them understand the power of an open mind.

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

Unit-3

Kaizen Corner

**Creative without
strategy is
called 'art.'**

**Creative with
strategy is called
'advertising.'**

- Jef I. Richards

Shout -Sales and MARKETING MATTERS

MSMEs to Leverage AI to

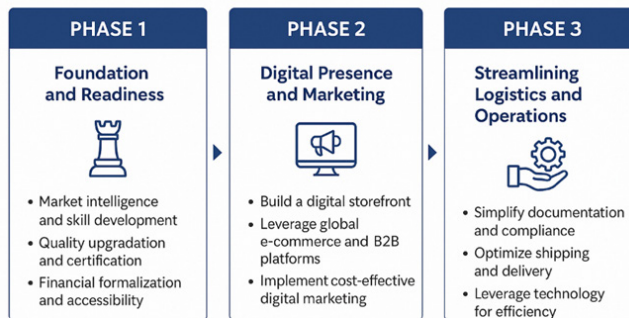


Mr.M.K. Anand

Chairman, MSME Sub-Committee
Andhra Chamber of Commerce

MSME Export Roadmap

In the current geopolitical landscape, Indian MSME entrepreneurs have a tremendous opportunity to expand their reach and contribute to India's export growth. By adopting a strategic, phased approach, they can overcome common hurdles and effectively leverage readily available, cost-effective tools to reach millions of customers globally.



The three-phase approach (Foundation → Digital Presence → Logistics) gives a practical toolkit of government schemes + digital solutions + market access pathways.

Here are a few ways we can **refine and strengthen this framework** so it becomes more actionable for MSME entrepreneurs and policymakers:

Key Enhancements to Your Strategy

Phase 1: Foundation and Readiness

Awareness campaigns: Suggest cluster-based workshops (via MSME-DI, Export Promotion Councils, and State Export Promotion Bureaus) so entrepreneurs get hands-on export readiness training.

Export readiness checklist: MSMEs can use a simple self-assessment scorecard (covering compliance, certification, finance, and production capacity) before approaching foreign buyers.

Export Credit Insurance: Mention ECGC (Export Credit Guarantee Corporation) – critical for MSMEs who fear payment defaults in international trade.

Phase 2: Digital Presence and Marketing

Localized storytelling: Encourage entrepreneurs to highlight “India’s heritage + modern innovation” in their brand narrative (e.g., handloom with sustainable dyes, Ayurveda-inspired wellness products, artisanal food with traceability).

Digital trust markers: MSMEs should get a professional email domain, SSL certificate for their website, and display verified certifications (ISO, FSSAI, CE, etc.) on their digital storefront.

Buyer discovery tools: Platforms like **Global Trade Helpdesk (UN/ITC)** and **Tridge** (for agri/food products) can help MSMEs identify demand hotspots before spending on marketing.

Phase 3: Logistics and Operations

Digital freight marketplaces: Mention Shiprocket X, DHL MyBill, or Freightos to compare rates and simplify shipments.

FTAs (Free Trade Agreements): MSMEs should be made aware of India’s FTAs (with ASEAN, UAE, Australia, etc.) so they can price competitively in those markets.

Source : <https://www.commerce.gov.in/international-trade/trade-agreements/>

Green logistics edge: Sustainable packaging, carbon-neutral shipping options, and circular supply chains are increasingly demanded in the EU/US markets. MSMEs adopting these early can differentiate themselves.

Impact:

Instead of just operational guidance, you could also **tie it to India’s larger export vision:**

By 2030, India aims for **\$1 trillion in exports** – MSMEs can potentially contribute **40–50% of this target** if equipped properly.

This phased model gives MSMEs a “**Global Export Playbook**” – scalable, modular, and cost-sensitive.

Source : <https://m.economictimes.com/industry/services/retail/india-looks-to-open-up-the-world-for-its-small-businesses-readies-new-policy-playbook/articleshow/123845373.cms>

An Experts, according to the agenda reviewed by industry sources, the consultation will focus on a “third-party export facilitation model”.

Under this framework, a dedicated export entity linked to e-commerce platforms would take charge of compliance, logistics, and customs procedures. The idea is to reduce operational burdens on MSMEs so they can concentrate on product design, quality control and branding.

Image Source: Internet for learning purposes only.

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

New Environment Audit Rules, 2025



The Ministry of Environment, Forest and Climate Change (MoEFCC) has introduced a significant reform in India's environmental governance with the notification of the Environment Audit Rules, 2025. These rules aim to create a structured and independent framework for environmental compliance, moving beyond the traditional enforcement model. The core objective is to supplement the efforts of existing regulatory bodies like the Central Pollution Control Board (CPCB) and State Pollution Control Boards (SPCBs), which often face challenges related to manpower and resources. By institutionalizing a new class of certified and

registered auditors, the government seeks to enhance transparency, accountability, and credibility in environmental monitoring. This shift is intended to foster a culture of self-compliance among industries while providing a reliable mechanism for data collection and verification, which can also be used for broader climate and sustainability initiatives.

Objective: The rules are designed to bridge the gap in manpower and infrastructure faced by regulatory authorities, promote self-compliance among industries, and enhance the credibility and transparency of environmental monitoring.

A New Two-Tiered Compliance Framework

The rules establish a new, two-tiered system for environmental compliance. The existing government-led monitoring by bodies like the Central Pollution Control Board (CPCB) and State Pollution Control Boards (SPCBs) remains as Tier-1.

The new audit framework introduces a Tier-2 mechanism, where accredited, independent professionals will conduct rigorous, third-party audits. This hybrid approach aims to bridge manpower gaps and allow government agencies to focus their limited resources on high-risk enforcement actions.

Institutionalizing Independent Auditors

A central feature of the new rules is the institutionalization of a new class of certified professionals:

- **Certified Environment Auditor (CEA):** An individual who qualifies to perform environmental audits. Certification is achieved either through a National Certification Examination (NCE) or by a Recognition of Prior Learning (RPL) process for experienced professionals.
- **Registered Environment Auditor (REA):** An individual or firm, with at least two CEAs, that is officially registered with the new **Environment Audit Designated Agency (EADA)** to undertake audits. Only an REA is authorized to conduct audits under these new rules.

The EADA is a new central authority responsible for the certification, registration, and oversight of these auditors. It will also maintain a public online register of all certified and registered auditors, ensuring transparency.

Roles, Responsibilities, and Safeguards

The responsibilities of REAs are extensive and clearly defined:

- **Auditing:** Conducting audits of projects governed by environmental laws, evaluating compliance, and sampling emissions and effluents.
- **Verification:** REAs are authorized to verify self-compliance reports submitted by project proponents.
- **Broader Role:** They are also empowered to act as “verifiers” or “auditors” under other frameworks, including the Green Credit Rules, E-Waste Management Rules, Plastic Waste Management Rules, and the Ecomark Rules.

To ensure impartiality, the rules incorporate strict provisions to prevent Conflicts of Interest. Auditors will be assigned to projects through a **random allocation method**. They are prohibited from auditing projects where they have a personal or financial stake or have been involved in a prior consulting capacity. Any misrepresentation or falsification of data is considered professional misconduct and can result in penalties, including suspension of registration.

Strategic Integration and Call to Action

This new framework is designed to align with and support other key government policies. Most notably, it is expected to create an “enabling ecosystem” for implementing the government’s vision on **Environment, Social, and Governance (ESG) ratings**, as well as in the areas of climate financing, sovereign green bonds, and carbon trading.

Critically, the audit framework provides a mechanism to give a significant boost to the

Green Credit Rules, 2023. REAs can act as a “designated agency” or “verifier” to confirm that an entity has undertaken positive environmental actions, such as afforestation or sustainable waste management. This verification provides a systematic and verifiable stream of data, which is essential for the issuance of tradeable credits.

Call to Action for the Industry

The new Environment Audit Rules are not just a regulatory change; they are a strategic business opportunity. Businesses should proactively prepare for this new era of environmental governance. By establishing robust internal control mechanisms and maintaining meticulous environmental records, companies can ensure they are audit-ready. This approach not only guarantees compliance but also allows businesses to leverage their verifiable environmental performance to secure better ESG ratings, attract green financing, and gain a competitive edge. This framework empowers industry to move beyond a reactive compliance mindset and embrace a proactive approach to environmental leadership, stewardship.

Source : <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2025/sep/doc202593627401.pdf>

Image Source: Internet for learning purposes only.

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

Demystifying Accreditation: Why It Matters for Businesses and Trade



Shri. Anil Jauhri
Ex-CEO - NABCB (National
Accreditation Board for Certification Bodies)
International Conformity Assessment Expert

Some years ago, my sister, an Indian Revenue Service officer, asked me, “Anil, what exactly do you do?”

I told her, “I work in accreditation.”

Her puzzled response “Does that even make sense?”—is something I have often encountered. To simplify, I asked if she had heard of ISO 9001. She said yes. I explained, “There are agencies that certify organizations against ISO 9001. My job is to accredit these agencies as per international standards so that their certificates are recognized globally.” Finally, it made sense to her.

The episode illustrates how obscure accreditation can appear—even to one’s family. To complicate matters, the term “accreditation” is also used in hospitals (NABH in India, JCI in the US) and education (NAAC in India, AMBA/BGA for business schools). But the accreditation I was involved in is different—it underpins the credibility of laboratories, inspection agencies, and certification bodies across industries.

What Is Accreditation?

We live in a world governed by standards. These may apply to products (an electric iron), services (training), processes (organic farming), management systems (ISO 9001), or even people (welders, yoga teachers).

To ensure compliance with standards, we need competent organizations—laboratories, inspection agencies, certification bodies—to test, inspect, audit, or certify. But how can businesses or consumers be assured of their competence?

This is where accreditation comes in. Accreditation is a formal system that evaluates and recognizes the competence, impartiality, and consistency of these “conformity assessment bodies.”

The Global System

Accreditation itself is guided by international standards, mainly the ISO 17000 series. For example, ISO 17020 applies to inspection bodies, ISO 17021 to management system certification bodies, and ISO 17065 to product and service certification.

Organizations that apply these standards are called accreditation bodies (ABs). In developed countries, they are often private; in developing economies, usually government-backed. Some regions, such as Europe, legally mandate a single national AB. In others—including the US, Japan, Korea, and India—multiple ABs coexist.

India long had two national ABs—NABL and NABCB. But in recent years, private ABs like QAI, FDAS, and IQAS have emerged, alongside foreign ABs offering services here. Importantly, there is no law in India restricting or regulating accreditation bodies; it is an open, unregulated market.

Globally, the credibility of ABs rests on two voluntary international networks:

- ILAC (International Laboratory Accreditation Cooperation) – covering testing and inspection.

- IAF (International Accreditation Forum) – covering certification and validation/verification.

These two are set to merge into the Global Accreditation Cooperation (GAC) in 2026. Through regional groups (such as APAC in Asia-Pacific or EA in Europe), they evaluate ABs every four years. This peer-review system ensures global equivalence: a certificate issued under an accredited system in one country is accepted worldwide. That international recognition is the true USP of accreditation.

Accreditation in Practice

Although participation is voluntary, market forces and government regulations drive conformity. Many regulators, including India's FSSAI (food) and CDSCO (medical devices), already require accreditation under this global system. Free Trade Agreements (like the India–Singapore FTA in 2005) also reference it, enabling mutual acceptance of test reports and certifications.

That said, parallel systems exist. For instance:

- UNFCCC runs its own accreditation for carbon validation/verification bodies.
- APEDA manages accreditation for organic certification in India.
- Scheme owners like SA8000 or the Forest Stewardship Council operate dedicated accreditation systems.

These are important but relatively limited. For most businesses, the ILAC/IAF system remains the safest, most widely accepted route.

Spotting Authentic Accreditation

Accreditation rests on three pillars: impartiality, competence, and consistency. To verify if a test report or certificate is genuinely accredited,

look for the accreditation body's logo (the accreditation mark). Most ABs mandate its use.

Another check is the IAF global database (<https://www.iafcertsearch.org/>), which lists authentic ISO certificates (like ISO 9001 or 14001). If a certificate isn't listed, it's likely invalid.

Unfortunately, many fraudulent accreditation bodies and certifiers operate, particularly in developing countries. They lure businesses with attractively designed "ISO certificates" at very low prices. These are often nothing more than certificate-printing mills. Businesses must remain cautious.

Why Accreditation Matters ?

At its core, accreditation ensures that conformity assessment bodies are competent and trustworthy. This assurance has far-reaching benefits:

- Businesses gain confidence in their suppliers and partners.
- Consumers trust the safety and quality of products and services.
- Governments rely on it in regulatory frameworks.
- Global trade is facilitated through mutual recognition of certificates and test reports.

In short, accreditation builds confidence, prevents fraud, and helps businesses avoid costly mistakes. For organizations navigating today's globalized markets, relying on accredited certification, inspection, or testing bodies is not just advisable—it is essential.

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

EXPORT AND IMPORT



Shri R R Padmanabhan

Chairman, Foreign Trade Sub-Committee
Andhra Chamber of Commerce

Rise of Services Exports: Opportunities and Challenges for India!

The services boom began somewhere in early 80s of the last century and continues even now. Now, India has emerged as a global powerhouse in services exports, with IT and knowledge-based services continuing to dominate. In April–May 2025, India's services exports touched US\$ 65.24 billion, up from US\$ 59.79 billion during the same period in 2024. In June 2025 alone, exports grew by ~12% year-on-year. Services now play a vital role in balancing India's trade account, cushioning the persistent deficit in merchandise trade.

The growth is not limited to IT/ITeS. Increasingly, professional, medical, legal, healthcare, education, and financial services are in demand across global markets. Digital delivery platforms, cloud infrastructure,

telemedicine, and online education have made it possible for Indian firms both large and small to reach international clients seamlessly.

Policy Headwinds: U.S. Tariff and Tax Threats

Despite the growth momentum, risks are emerging. The U.S., India's largest services market, has signalled protectionist measures:

- The proposed HIRE Act in the U.S. Senate seeks to impose a 25% tax on companies outsourcing jobs overseas.
- Additional concerns include tariffs on Indian software services, tightening of visa norms, and potential "double taxation" on remote delivery contracts.

Such moves, described as the latest “Trump tariff tantrum”, could erode the cost advantage of Indian IT and services firms, forcing them to rethink pricing and market strategies.

Andhra Pradesh and South India: A Regional Perspective South India dominates India’s services exports, led by Karnataka, Tamil Nadu, and Telangana. For example, in FY 2022-23, Karnataka alone recorded ~US\$ 18.7 billion in service exports.

Andhra Pradesh’s Position:

- From April 2024 to February 2025, Andhra Pradesh exported US\$ 18.6 billion worth of goods and services combined, ranking 6th nationally.
- Pure services exports were around US\$ 14.38 billion (FY 2022-23), placing Andhra roughly 14th among Indian states.
- In computer software and IT services, Andhra recorded exports of about INR 18,258 crore in 2021, showing steady growth but still contributing less than 0.2% of India’s total IT exports.

The state’s economy reflects a strong services base, with services contributing ~40% of GSDP in 2023-24. Beyond IT, sub-sectors like trade, hotels, tourism, and healthcare have shown double-digit growth, signaling new avenues for exportable services.

Strategic Opportunities for Business Community

1. **Diversify Service Offerings:** Move beyond IT into healthcare outsourcing, legal advisory, online education, and tourism-linked services.
2. **Invest in Digital Compliance:** Ensure alignment with global norms—GDPR (Europe), HIPAA (healthcare), and ESG reporting standards.
3. **Skill Development:** Build a pipeline of trade-ready professionals through local institutions and chambers.
4. **Market Diversification:** Reduce dependence on the U.S. by expanding into Europe, the Middle East, Africa, and ASEAN.
5. **Leverage Policy Support:** Tap government schemes for IT/ITeS parks, export facilitation, and start-up incubation in Andhra’s upcoming hubs.

Conclusion

India’s services export story is robust, but not without risks. For Andhra Pradesh, the task is twofold: scale up its share of national IT exports while unlocking potential in other high-demand service segments. With the right mix of policy advocacy, digital readiness, and global positioning, India can emerge as a significant contributor to India’s next wave of service-led growth.

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

INFORMATION TECHNOLOGY UPDATES



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

Role of AI in Cybersecurity

In modern Cybersecurity, Artificial Intelligence and Machine Learning Solutions (AIMS) have become essential and plays a key role. AIMS are engineered to proactively detect, prevent, and respond to cyber threats. By analyzing vast amount of datasets, AIMS identifies malicious patterns and anomalies, enabling informed and intelligent decisions to protect digital systems and sensitive information.

Fundamental objective of Cybersecurity is to uphold the **Confidentiality, Integrity, and Availability (CIA Triad)** of digital assets. This is achieved by safeguarding computer systems, networks, and data from unauthorized access, breaches, damage, and service disruptions caused by cyberattacks. Implementing robust security measures ensures the reliability, trustworthiness, and resilience of digital infrastructure in an interconnected and vulnerable landscape.

The key objectives of AI in cybersecurity

- To strengthen and to enhance threat detection response through advanced data analysis, enabling rapid response to incidents, and automating security processes to reduce human error.
- AI can automate routine security tasks, allowing business owners to focus on their core business while effectively managing cyber risks. This proactive approach not only helps prevent data breaches but also fosters greater resilience against evolving cyber threats.

AI in Cybersecurity provides

- Automated Response and Risk Assessment
- Threat Detection and Prevention
- Fraud Detection
- End user behavioral Pattern & Analytics
- Enhanced Security Awareness

- Resource Optimization
- Compliance and Reporting

Because AI can process large datasets quickly, detect subtle patterns, and adapt to new threats, it offers a powerful level of efficiency and continuous learning that complements human capabilities and can act as a force multiplier; resources in cybersecurity remains essential.

By leveraging AI technologies, MSMEs can strengthen their cybersecurity measures, protect sensitive data, and maintain customer trust, all while managing costs effectively.

Benefits of using AI in cybersecurity

Integrating AI into cybersecurity provides several key benefits:

- AI algorithms have significantly improved the ability of cyber security systems to detect and respond to threats in real time, enabling faster threat detection and response, with respect to speed and accuracy.
- Machine learning algorithms can analyze vast amounts of data to identify patterns and anomalies that could signal a potential security breach.
- AI-based cyber security systems provide significantly improved accuracy and efficiency compared to traditional security solutions.
- Data quality and privacy are essential in enhancing the effectiveness of an AI-based cyber security system. High-quality and properly labelled data sets are crucial for training AI algorithms

to accurately identify and respond to cyber threats.

- AI improves the fidelity and speed of threat detection, identifying potential risks and advanced threats before they escalate, to enhance detection capabilities.
- AI security provides better vulnerability management through automated threat detection and improved real-time responses. This allows organizations and network owners to respond swiftly to potential threats and minimize the damage.
- One of the key benefits of AI-driven tools is their scalability. AI driven solutions can easily handle growing workloads without the need for additional hardware or personnel costs.
- AI works well in collaboration with human analysts, leading to more effective threat identification and resolution, as an assisted collaboration.

Conclusion:

AI-driven tools offer an efficient and cost-effective solution for cybersecurity by automating time-consuming tasks, processing data with speed and accuracy, and enabling organizations to identify threats faster. This ultimately leads to greater scalability and cost savings, making AI-driven tools an invaluable asset in the ongoing battle against cyber threats

Image Source: Internet for learning purposes only.

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Unit-4

Self Development Corner

The torment of precautions often exceeds the dangers to be avoided. It is sometimes better to abandon one's self to destiny.

- Napoleon Bonaparte

Business Stories - Inspiration Matters

AMRUTANJAN

It was the early thirties when the entire nation was amidst a political upheaval when the freedom movement in Andhra found a great champion in Shri Kasinadhuni Nageswara Rao Pantulu - a rare combination of a journalist, nationalist, politician, a staunch supporter of the khaddar movement, and an enthusiastic pioneer in the library movement. His life-long commitment in such diverse fields earned him the honorific prefix “Desoddharaka” (uplifter of masses), conferred on him by the people of Andhra Pradesh as a mark of their appreciation of his services and the social title of Kalaprapurna (Doctor of Literature).



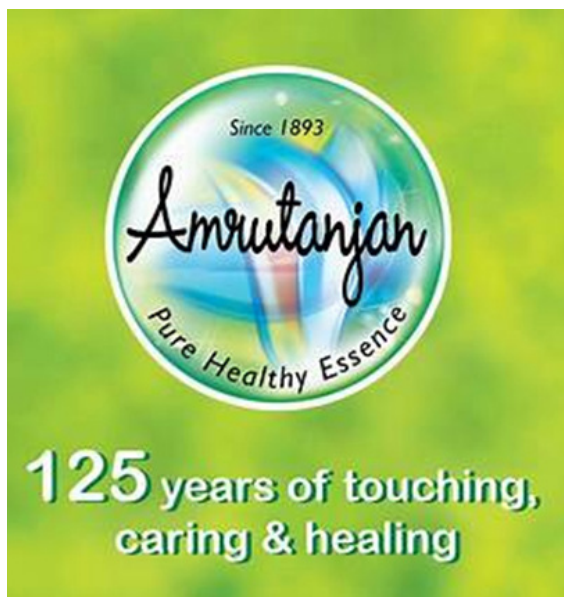
*First Advertisement of AMRUTANJAN
in the year 1935.*

Shri Nageswara Rao's trust with Ayurveda began in 1885 in Madras (Presently known as Chennai). During his stay here, he studied many books on Ayurveda. Combining his knowledge with the experience he had gained from working in a medical shop in Calcutta, he prepared some medicines for headaches and other pains, and thus the legendary Amrutanjan balm was born. Popularised mainly through songs and poems, Amrutanjan balm became very popular in a short period of time.

AMRUTANJAN, A PIONEER IN PAIN MANAGEMENT

Amrutanjan boasts of a heritage that only a few brands in the world can. Established in 1893, today the Amrutanjan brand is synonymous with pain relief and care ever since its inception.

The company's vision is to enhance the living standards of the customers through innovative products. With the expertise of combining science with the naturalness of Ayurveda, today Amrutanjan has a wide range of head and body Pain Management



products catering to various consumer segments not only in India but across the world. As pioneers in Pain Management and a consumer-centric company, the Amrutanjan brand offers products that are clinically proven and efficacious to provide instant and long-lasting relief that consumers seek. Amrutanjan is against the use of synthetic chemicals like Diclofenac which are known to cause serious side effects to personal health and impacts the larger environment.

Amrutanjan is a pioneer not just in India but across the world with a strong presence in the Middle East and African nations already and the brand is all set to make a mark in the US and European markets.

As a market leader, the Amrutanjan brand has always been a true pioneer in the pain category with its various 'firsts':

The only brand in the country that offers a range of pain relieving products for head and body

All Amrutanjan Pain Management products are clinically proven to offer solutions that the consumers seek

The first brand to launch a liquid roll-on balm in India and today it is a market leader

The first brand to launch pain patch with hydrogel based technology

The Amrutanjan brand is widely distributed and is available across the length and breadth of the country. Amrutanjan Advanced Pain Management Center (APMC), which is a division of Amrutanjan Healthcare Ltd. and Chennai's first and only comprehensive Pain Management center.

AMRUTANJAN HEALTHCARE LIMITED, A COMPANY WITH A PURPOSE

In the last decade, the company expanded to other product categories. As a purpose led company, Amrutanjan Healthcare Limited entered the menstrual health and hygiene category with the Comfy Snug Fit brand with an aim to provide hygienic high-quality solutions at an affordable price.

The company forayed in the re-hydration drink category with the Fruitnik Electro + brand and has grown over years.

As a company, Amrutanjan Healthcare is employee-centric and endeavours to provide a culture that accepts new ideas,



embraces change, and encourages innovation. The company's commitment to supporting inclusive growth is uncompromising which is proven through the social services undertaken for generations by the company. The company is actively engaged in the fields of education for the deprived sector, preventive health, environment protection, animal welfare, and women empowerment.

AN INVESTMENT
NOT AN EXPENSE

A sum of Ten Annas (10) brings you peace of mind
and body. A sum of Ten Annas (10) for a pot of
AMRUTANJAN is surely an investment
REMEMBER

Amrutanjan

Cures positively all aches and pains. This is a fact
:: A small phial in your pocket is a source ::
:: of relief Get me ::
:: :: TO DAY :: ::
:: :: ::

AMRUTANJAN DEPOT,
BOMBAY OR MADRAS.

"May you live a hundred years!"

Imagine being showered such with Blessings year after year.

- Every time a loyal user of Amrutanjan seeks relief from a throbbing ache.... A stuffy nose.... She reaches for her trusted sunny yellow balm. ■ As the fast acting rub goes to work, its healing aroma fills the air. ■ In minutes her pain disappears. Her cold vanishes. "It's gone!" she remarks. And silently becomes her faithful friend. Amrutanjan pain balm.
- That's probably why it's been around, growing from strength to strength for one hundred years. ■ With your good wishes another one hundred should be easy.

ONE HUNDRED YEARS OF TOUCHING, CARING, HEALING.

Glimpse of Advertisements

Pure Healthy Essence: Being pioneers of pain and congestion management since 1893, at Amrutanjan we believe that caring for people's wellbeing is a dutiful task that truly touches millions of lives, and a sustainable business too. For our global consumers we effectively blend nature's pure, trusted extracts with scientific research to derive deep action products that have no side effects.

- S Sambhu Prasad, Chairman & Managing Director, Amrutanjan Health Care Ltd

Source : <https://www.worldofamrutanjan.com/about-us/history>

TRAVEL - RELAXATION MATTERS

Anamalai wildlife sanctuary, Tamilnadu Overview



Grassy hills, forest, mountains, reservoirs and exotic flora and fauna- Anamalai hills is a paradise for nature lovers, travellers and trekkers.

The mountainous range also known as The Elephant mountain is home to the famous Anamalai wildlife sanctuary. Spread over 600 sq.miles of forest, it houses a wide variety of animals and some rare collections of birds are also spotted here. The place is also dotted with tea and coffee plantations and the spread of teak forests.

Visit the Indira Gandhi wildlife sanctuary and spot civet cats, tigers, panthers, wild boars, spotted deer and many more surprises. Black headed oriole, racket tailed drongo can be spotted here and bird lovers would

not want to miss that sight. The sanctuary also offers jungle safari and trekking. Bordering the Anamalai wildlife sanctuary lies Parambikulam.

If you have a thing for elephants, do visit Vargaliar elephant camp where you can see around 21 elephants. A popular site here is Top slip located inside the sanctuary. The name originates from the practice of rolling down logs of teak from atop the hill. The place offers a panoramic view and also is ideal for bird watching. Trekking along the hills is an experience for the lifetime. In the meantime, discover nature at its best.

Source and Image: <https://www.tamilnadutourism.tn.gov.in/destinations/anamalai>

BOOK REVIEW

The Diary of a CEO: The 33 Laws of Business & Life

A galvanizing playbook for success from Steven Bartlett, one of the world's most exciting entrepreneurs and the host of the No. 1 podcast The Diary of a CEO

"This is a must-read for anyone dreaming of doing something audacious." Jay Shetty

"Valuable lessons about the importance of following a different and unconventional path to power." Robert Greene

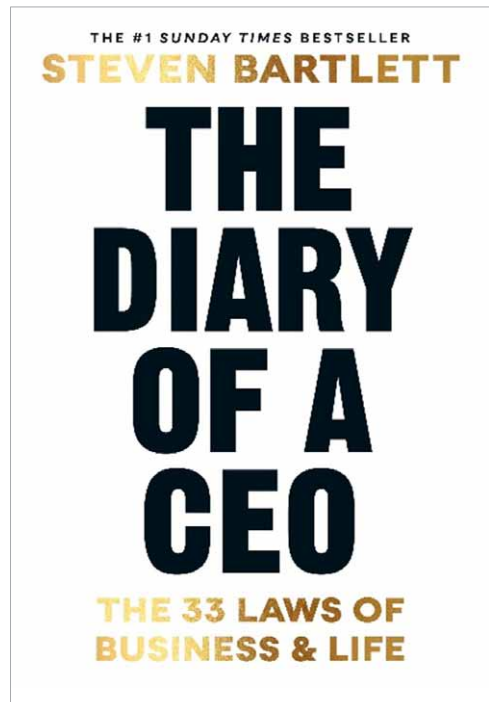
At the very heart of all the success and failure I've been exposed to - both my own entrepreneurial journey and through the thousands of interviews I've conducted on my chart-topping podcast - are a set of principles that ensure excellence.

These fundamental laws underpinned my meteoric rise, and they will fuel yours too, whether you want to build something great or become someone great. The laws are rooted in psychology and behavioral science, in my own experiences, and those of the world's most successful entrepreneurs, entertainers, artists, writers, and athletes, who I've interviewed on my podcast.

These laws will stand the test of time and will help anyone master their life and unleash their potential, no matter the field.

They are the secret sauce to success.

Source: <https://www.amazon.in/Diary-CEO-Laws-Business-Life/dp/0593715837>



Unit-5

Bulletin Corner

**Personal relationships
are always the key to
good business.
you can't buy
friendships.**

- Lindsay Fox

RETIREMENT



Mr. K. Balasubramanyam

Deputy Secretary, Andhra Chamber of Commerce

We are here to inform you that Mr. K. Balasubramanyam , Deputy Secretary, Andhra Chamber of Commerce, has retired from service on August 31, 2025 .

Mr. Balasubramanyam has been an integral part of the Chamber close to two decades. He has been primarily responsible for issuing Certificates of Origin and attesting export documents, handling certificates daily with utmost dedication. He also played a vital role during the challenging COVID-19 period, ensuring the Chamber's services continued without interruption.

The Chamber will be missing a sincere, committed, and hardworking colleague.

On behalf of the Andhra Chamber of Commerce, we extend our Hearty wishes, Good health and a Fulfilling retirement life.

Advertisement Tariff

ACC Newsline - Advt Tariff

for e-version

12 Issues of each 1/2 page will be ₹ 12500 /- per annum plus GST

12 Issues of full page will be ₹ 20000 /- per annum plus GST

The space will be allotted on first come first serve basis. Member Organisations will be given first preference. We welcome your support to have more reach out and more viewing for your Advt and Business

Please contact

Mr. N. Ravikumar, Acting Secretary, Andhra Chamber of Commerce

Tel : + 91 44 24315277 +91 9840248688

Email : andhrachamber1@gmail.com



ACC NEWSLINE

Andhra Chamber Information Bulletin has wide range of circulation among 1300 Members and 28 Trade & Industry Associations and other sister Associations. It has more than 5000 readers and more desk life for valuable reference material content.

Second Cover Page (Multi colour)	Size : 185 x 245 mm	₹4000/-per issue
Third Cover Page (Multi colour)	Size : 185 x 245 mm	₹4000/-per issue
Fourth Cover Page (Multi colour)	Size : 185 x 245 mm	₹7000/-per issue
Inside Full Page (Single colour)	Size : 152 x 105 mm	₹2000/-per issue
Inside Half Page (Single colour)	Size : 152 x 210 mm	₹1000/-per issue

For Further Details Please Contact:

The Secretary, Andhra Chamber of Commerce. Tel : 044-24315277 | 2431 5278

Life Membership Details

Categories	Life Membership Fees (20 Years)	GST@18%	Total Rs.
Public Ltd Co	45,000	8100	53,100
Private Ltd Co	45,000	8100	53,100
Firms	20,000	3600	23,600
Associations	20,000	3600	23,600
Individuals	20,000	3600	23,600

ANNUAL MEMBERSHIP FEES DETAILS

Categories	One time Admission Fee for the first year only	Annual Subscription	GST @18%	Total
Public Ltd Co	5000	5000	1800	11,800
Private Ltd Co	5000	5000	1800	11,800
Firms	2500	2500	900	5,900
Associations	2500	2500	900	5,900
Individuals	2500	2500	900	5,900

SECUNDERABAD CONFERENCE HALL - TARIFF



	Members	Non-Members
Conference Hall	Rs.	Rs.
First 4 hours	1,650.00	2,000.00
Every additional hour	200.00	300.00
Meeting Hall - First Floor		
First 4 hours	700.00	900.00
Every additional hour	100.00	150.00
Hire Charges for LCD Projector & Laptop		
LCD Projector (Per DAY)	700.00	700.00
Laptop (Per Day)	700.00	700.00

FOR BOOKING MEETING AND CONFERENCE HALL
- PLEASE CONTACT SECUNDERABAD OFFICE : 040 2784 0844

ACC FACILITIES



Andhra Chamber has an air-conditioned, well-furnished Conference Hall with a seating capacity of 50 people. This hall is given for hire on a rental basis.

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

	Members	Non-Members
Meeting Hall – First Floor (Capacity 50 persons)	Rs.	Rs.
First 4 hours	3500.00	5000.00
Every additional hour	750.00	1000.00
Hire Charges for LCD Projector & Laptop		
LCD Projector (Per Day)	800.00	800.00
Laptop (Per Day)	600.00	600.00
*Electricity charges applicable Rs. 100/- for every additional hour after 4 hrs & GST 18% EXTRA		

**FOR BOOKING MEETING AND CONFERENCE HALL
- PLEASE CONTACT SECRETARIAT AT CHENNAI : 044 2431 5277**



CHENNAI



EDITED, PUBLISHED AND PRINTED BY

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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.



Issue of Certificate of Origin and Attestation / Certification of documents for export shipment.



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.



Special focus on MSMEs and Entrepreneurship Development



Representations of the Chamber on Government Policy Framework and Implementation



Statistical data regarding Industries, Exports, Imports etc. Information on Trade prospects, Business and Economic conditions in India and Abroad



Provision of Free Consultancy Service on GST, Labour, Income Tax, Customs, Import & Export, Banking & Finance, Patents, Trademarks & IPR, Company Law & Civil Laws, Technical Standards, Inspection & Testing and Startups – Business Consultancy, by a Panel of Experts between 11 am and 12.00pm on the Second Saturday of every month at Chennai and Secunderabad offices of the Chamber. Online participation is enabled.

... and more

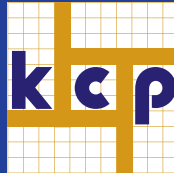
THE KCP LIMITED



CEMENT PLANT MUKTYALA



CEMENT PLANT MACHERLA



SUGAR INDUSTRY
VIETNAM



HEAVY ENGINEERING
CHENNAI

BUILDING THE NATION SINCE 1958

SRISAILAM DAM



NAGARJUNA SAGAR DAM



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