



Journal of Andhra Chamber of Commerce ACG NEWSLINE

VOL. XCIII | JULY 2024



Indonesia Trade Promotion Center officials Visit



Solar Energy Cost-Benefit Analysis

SATTVA

LOGISTICS GROUP

Logical Solutions to Logistics Challenges

SATTVA / MANALI

CFS / PUBLIC BONDED WAREHOUSE

Balaji Container Terminal, 126/A, Ponneri High Road,
Chennai - 600 103. Tel : 044-25942969, Telefax : 044-25940016
Mobile : +91 98400 35655, 98400 57979

SATTVA / VICHOOR

CFS / PUBLIC BONDED WAREHOUSE

Survey No.125/1, Ammankulam, Vichoor Village,
Ponneri Taluk, Manali New Town, Chennai - 600 103.
Tel: 044-2593 1631 / 32. IMPORTS - +91 97910 20091,
EMPTY - 94444 12930

SATTVA / PONDY

ICD / PUBLIC BONDED WAREHOUSE

"Panchavati Complex", Pullichappallam, Pondicherry - 605 111.
Tel: 0413-2678249, Telefax : 0413-2678312,
Mobile : +91 97890 99222

SATTVA / ARAKKONAM

ICD / PUBLIC BONDED WAREHOUSE

Maruthi Park, Melpakkam, Kainoor B.O., Arakkonam - 631 003.
Tel: 04177-293711, Mobile : +91 98400 18306

SATTVA ICD, Arakkonam is the only Private Sector ICD with rail connectivity in South India. The ICD is located in the industrial corridor between Chennai and Bangalore. This Rail connectivity is not only for Import Export Cargo movement, but also for movement of duty paid Cargo to the hinter land like Delhi, Nagpur, Bangalore, etc.,

SATTVA / AMBUR

CFS - WESTERN GATEWAY CARGO SERVICES PRIVATE LIMITED

76D, MC Road, Govindapuram, Ambur - 635 802.

Telefax: 04174-243363 / 243364

Mobile : +91 98427 17593, Email: amburcfs@sattva.in

SATTVA / VISHAKAPATNAM

VISAKHA CFS & LOGISTICS PRIVATE LIMITED

Empty Depot & General Warehouse

Survey No. 224/4, Bayyavaram Village, Kasimkota Mandal,
Anakapalli, Visakhapatnam District.

R. DESIKAN, Director, Mobile : +91 98400 70459, Email: desikan@sattva.in

INTERNATIONAL CUSTOM DAY AWARD



GENERAL WAREHOUSE AT GUMMIDIPOONDI

C2/2, Sipcot Industrial Complex, Gummidipoondi - 601 201.
Mobile : +91 99406 10005

AT THONDAMANATHAM

RS No. 40/2, 40/3, Sedarapet Road, Thondamanatham,
Vazhuthavur (Post), Villiannur Commune, Pondicherry - 605 110.
Mobile : +91 97890 99222

AT THUTHIPET

RS No. 129/4, Vazhuthavur Main Road, Thuthipet,
Villiannur Commune, Pondicherry - 605 502.

Contact : Dhandapani R., Chief Executive Officer, Mobile : +91 98400 35655 / dhandapani@sattva.in

CORPORATE OFFICE :

"HIGH GATE", Level 4, No. 153 (Old 82), Santhome High Road, Raja Annamalaipuram,
Chennai - 600 028. Tel: 044 24612829, 24629190 / 9193 / 9194 / 9195, Fax : 044-24613245

E-mail: sattvacorporate@sattva.in | web : www.sattva.in

S. SANTHANAM, Chairman
Mobile: +91 98410 29579 / san@sattva.in

S. NARASIMHAN, Vice - Chairman
Mobile +91 98410 27456 / narsi@sattva.in

S. PADMANABHAN, Director
Mobile: +91 98400 22245 / pad@sattva.in

SATTVA
LOGISTICS PVT. LTD®



ADVISORY BOARD

Dr V L Indira Dutt
President, ACC

Dr M K Muthuvelu
Senior Vice President, ACC

Mr S Narasimhan
Vice President, ACC

Mr V V Sampath Kumar,
Treasurer, ACC

Dr J A S Giri
Chairman, Telangana Chapter, ACC

Mr R R Padmanabhan
Chairman, Foreign Trade Sub-Committee

Dr V B S S Koteswara Rao
Co-Chairman, Foreign Trade Sub-Committee

Mr M K Anand
Chairman, MSMEs Sub-Committee

EDITOR AND PUBLISHER
Andhra Chamber of Commerce,
Chennai

ANDHRA CHAMBER OF COMMERCE
“Velagapudi Ramakrishna Building”,
23, Third Cross Street,
West C.I.T. Nagar, Nandanam,
P.B. No. 3368, Chennai - 600 035.

☎ 044 - 24315277
24315278 / 24315279

✉ acc@andhrachamber.com
andhrachamber1@gmail.com

DESIGN:

FINE DOTS, 921, TNHB Colony,
Velachery, Chennai - 600042

☎: 9884043899


S T R I E T E N T O C O N T E N T

TITLE	Page No.
Unit - 1 Chamber at a Glance	5
From the President's Desk	6
Chamber News	
Knowledge Session on DP World Bharat Mart	7
Indonesia Trade Promotion Center (ITPC)	8
Solar Energy Cost-Benefit Analysis	9
Workshop on Performance Management System – PMS Tool for MSMEs - FNF	10
Gig Economy - Business Benefits and Challenges	11
Team Building Strategies	12
Memories to Cherish	14

CONTENTS

TITLE	Page No.
Unit - 2 Nation First	17
Indian Economy Overview	18
India Success Story	20
Unit - 3 Kaizen Corner	22
Business Matters	24
Madras High Court Judgments in VAT CST GST	26
Export and Import	29
Marketing Matters - New Marketing Trends in 2024	30
Standards, Certifications & Regulations Updates	32
Unit - 4 Self Development Corner	35
Business Stories - Inspiration Matters	36
Fitness Matters	38
Travel - Relaxation Matters	40
Book - Review	41
Unit - 5 Bulletin Corner	50





Unit-1

Chamber at a Glance

**Great things in
business are never
done by one person.
They're done by a
team of people.**

Steve Jobs

From the President's Desk



Dear Members,

Greetings from Andhra Chamber of Commerce! Regardless of what aspect of business you are engaged in, ONDC provides you opportunities to accelerate your growth. Simply put Open Network for Digital Commerce (ONDC) is an initiative by the, government of India to promote an open e-commerce network that connects shoppers, platforms and retailers.

It is the new avatar of marketing that helps even a small enterprise to be pitched on the same platform as a large, global enterprise. ONDC represents a step toward digital commerce democratization, shifting it from a platform-centric model—where a few e-commerce giants dominate the market—to an open, inter-operable platform where buyers and sellers can interact regardless of the platforms they're using. It aims to move e-commerce away from walled gardens (closed, siloed, highly stratified ecosystems) to a more accessible environment that fosters competition, inclusivity and innovation.

Specifically, this means, ONDC is a set of protocols and specifications that allow different e-commerce platforms to connect and inter-operate with each other. This ability improves price discovery and provides consumers with more service providers to choose from. Hence even a small enterprise's products and pricing is on board the buyers' platter to choose from.

Benefit for All -

- Seller - Get an equal opportunity to compete with large market players and become discoverable online.
- Buyers - Enjoy a seamless shopping experience from a wide assortment of products across categories in a single checkout experience.
- Tech Companies - Rapid adoption of products and services and achieving scale in go-to-market efforts.
- FinTech - Provide credit and financing solutions to all entities engaged in e-commerce.

Hence, ONDC is touted as a boon for MSMEs to reach the global market from their very own offices cutting costs of travel, building networks (a readymade network is available here) and marketing for lead generation. I urge our members to participate in the Chamber's programmes on ONDC, e-commerce and digitalization and be aware of developments for sustained growth.

Dr. V L Indira Dutt
President



CHAMBER



NEWS

Knowledge Session on DP World Bharat Mart June 5, 2024; Dr V L Dutt Hall, Chennai

This programme highlighted the opportunities offered by the upcoming Bharat Mart facility in Dubai. Dubai Ports World representatives visited Andhra Chamber of Commerce on June 5th, 2024.

Shri S Narasimhan, Vice President and Chairman Sub Committee of Port Affairs, Customs, Shipping, Logistics, Warehousing & Transport ACC convened the session. He introduced Mr. Ghaith Albanna, Senior Manager, Jabel Ali Free Zone Authority, United Arab Emirates and Mr. Amitesh Mishra, Business Development, DP World, UAE.

In his presentation, Mr Ghaith briefed about the new facility for World-Trade that is coming up about 11 kms from Jebel Ali Port, scheduled to be opened in 2026. The “Bharat Mart” is expected to help in reaching USD 100 billion bilateral non-oil trade by 2023 targeted by creating more opportunities for Indian manufactures. The facility is expected to benefit MSMEs by creating a distribution hub and hybrid retail and wholesale marketplace that will host traders from around the world.

A Strategic Initiative for India and the UAE, the highlights are as follows -



- DP World has evolved from a local port operator to Supply Chain Solutions provider.
- Increasing exports to GCC, Africa, CEE & Central Asia CIS support India's non-oil export targets
- The UAE emerges as an ideal trade partner to supplement the Government of India's efforts towards ramping up the country's exports
- Bharat Mart Builds on CEPA (Comprehensive Economic Partnership Agreement) leveraging the business environment and connectivity of the UAE to key markets to achieve faster export diversification.

Bharat Mart – Value Propositions

1. Market Access – centrally located globally to reach markets in the east and west

2. Integrated Platform
3. Reduced Supply Chain Costs
4. Economic Impact

There was a good interaction between the participants and the DP World Representatives. All the questions regarding Investment raised by the participants were answered.

The meeting concluded with a Vote of Thanks proposed by Shri S Narasimhan, Vice President and Chairman Sub Committee of Port Affairs, Customs, Shipping, Logistics, Warehousing & Transport ACC.

Indonesia Trade Promotion Center (ITPC), June 17, 2024; Chennai officials visited Secunderabad Office

Indonesia Trade Promotion Center (ITPC), Chennai from Ministry of Trade of Indonesia officials visited Andhra Chamber of Commerce, Telangana Chapter office on Friday, May 17, 2024 to introduce and promote their upcoming Annual Trade Fair, the Trade Expo Indonesia (TEI), scheduled from 9th to 12th October 2024 to be held at Jakarta, Indonesia.

The following officers from ITPC visited ACC, Secunderabad Office.

1. Nugroho Priyo Pratomo - Director (Indonesian Government Official)
2. Mr. Mohamad Haykal - Deputy Director (Indonesian Government Official)
3. Mr. Jestin Mathew - Sr. Marketing & Trade Development Specialist, ITPC

Dr. VBSS Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee honoured them with Bouquets.

There was a good interaction between the participants and the ITPC Officials.



Solar Energy Cost-Benefit Analysis

June 19, 2024; Hotel Raadhey Guest Inn, Nellore

Shri Y Rangaiah Naidu Chairman, Advisory Committee, Andhra Chamber of Commerce Nellore Chapter, convened the meeting and introduced the guest speaker Mr Polam Reddy Murali, Senior Manager - PV Projects

In his presentation on Solar Energy Cost-Benefit Analysis Mr Reddy enumerated on the following -

- **Initial Installation Cost:**

The upfront cost for purchasing and installing solar panels can be substantial. This includes the cost of the panels, inverter, mounting equipment, and labor.

- **Government Incentives and Rebates:**

Many governments offer tax credits, rebates, and other incentives to reduce the effective cost of installing solar panels. These can significantly offset the initial investment.

- **Energy Savings:**

Solar panels can reduce or eliminate electricity bills, leading to significant savings over time. The extent of savings depends on local electricity rates and solar power generation.

- **Return on Investment (ROI):**

The ROI for solar energy is generally positive, with many systems paying for

themselves within 5-10 years through energy savings.

- **Maintenance Costs:**

Solar panels require minimal maintenance, typically involving cleaning and occasional inspections. Inverter replacement may be needed after 10-15 years.

- **Longevity and Durability:**

Solar panels have a long lifespan, usually around 25-30 years, making them a durable investment. They often come with warranties that guarantee performance over this period.

- **Environmental Benefits:**

Solar energy is a clean, renewable source that reduces greenhouse gas emissions and dependence on fossil fuels, contributing to environmental sustainability.

- **Energy Independence:**

Using solar power can reduce reliance on grid electricity, providing greater energy security and protection against rising energy costs.

- **Property Value Increase:**

Installing solar panels can increase property value, as homes with solar energy systems are often more attractive to buyers.



- **Grid Connectivity and Net Metering:**
Solar panel systems can be connected to the grid, allowing for net metering. Excess energy generated can be sold back to the grid, providing additional financial benefits.

There was a good interaction between the participants and the speaker. All the

questions raised by the participants about Solar Energy cost benefit were answered by the Guest speaker

The meeting concluded with a Vote of Thanks proposed by Dr. AVS Krishna Mohan President, National Tax Research Foundation.

Workshop on Performance Management System – PMS Tool for MSMEs - FNF; 21, June 2024 ; Hotel Ramada Plaza, Chennai

Andhra Chamber of Commerce in partnership with Friedrich Naumann Foundation, South Asia has organised a workshop on “**Performance Management System – PMS Tool for MSMEs**” on the 21st June at Hotel Ramada Plaza, Chennai.

During the Inauguration of the workshop, Mr M K Anand, Chairman, MSME Subcommittee & EC Member, ACC briefed the objectives of this workshop and also welcomed the participants. Mr Narasimhan, Vice President of ACC presented the activities of FNF and also the collaboration of ACC & FNF.

Dr V L Indira Dutt, President of Andhra Chamber of Commerce in her inaugural address said that Andhra Chamber has partnered with Friedrich Naumann Foundation during 2019 and since then the Chamber is organising the Digital Marketing workshops and continued even during the Covid times via online. Many entrepreneurs have been benefitted monetarily through the learnings

of these workshops. During 2021 we have helped 80 MSMEs to create their websites and in 2022 & 2023 we have organised workshops on facebook & Instagram and Whatsapp. The programmes have been a huge success so far.

The objective of this workshop is to create a culture of performance excellence, continuous improvement, and employee development within the organization. It serves as a strategic tool to align, assess, and optimize the performance of individuals and teams towards achieving organizational goals. She thanked FNF for their support in organising such programmes for the benefits of the members of ACC.

Mr Ganesh Manchi, Senior Consultant, Adhithyaa Consulting Learning Solutions, See Change Consulting presented the overview of the workshop.

Ms Vijaya Lakshmi, Consultant, FNF Programmes, ACC proposed vote of thanks.



In his technical presentation Mr Manchi said that Balanced score card is a performance measurement tool for any organisation. A balanced scorecard (BSC) is defined as a management system that provides feedback on both internal business processes and external outcomes to continuously improve strategic performance and results.

Every organisation should have core values i.e. Transparency, Accuracy and Quality. He then explained the perspectives used in Balanced score card. By combining the financial, customer, internal process and innovation, and organizational learning perspectives, the balanced scorecard helps managers understand, at least implicitly, many interrelationships.

He has shown a sample balanced score card and made the participants understand why and how to adopt BSC.

In his presentation, he said that the balanced scorecard communicates the strategy so everyone knows where you want to go and how they can help your organization get there. Strategic alignment means every department, team, and even individual employee are all working towards common organizational performance goals.

The workshop was well appreciated by the participants.

Feedback of the participants were collected through forms. 47 MSMEs from various industries attended the workshop and found it useful.

Gig Economy - Business Benefits and Challenges **June 26, 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 119th Joint session of ACC & MMA.

Mr R R Padmanabhan, Executive Committee member & Chairman, Foreign Trade Sub - committee of ACC, in his opening remarks highlighted about the Gig Economy and shared his experience. He introduced the Speaker Dr S Jeyachandran, Senior Vice President - Marutham Group.

The following aspects were highlighted and elaborated by Dr S Jeyachandran, Senior Vice President - Marutham Group

The Gig Economy Is a term used to describe the growing trend of people working independently, often on a short-term basis, for multiple clients. This type of work is often facilitated by online platforms that connect workers with clients.

The Gig Force in India will reach 90 million by 2030 The growth is driven by a number of factors including:



1. The rise of technology, which has made it easier for people to find and work with clients online.
2. The increasing demand for flexible work arrangements, which allows people to balance work and other commitments.
3. The growing number of young people in India, who are more likely to be open to working in the gig economy.

The Future of Work

- The future belongs to organizations that can effectively integrate freelancers and contractors.

- Embracing a gig-friendly approach, clear communication, and an inclusive culture is essential.
- By harnessing the unique skills and talents of the gig workforce, while preserving company unity, businesses can thrive in this evolving work landscape.

After the Q & A session Mr B Gautham Executive Committee member & Chairman, Skill Development Sub - committee of ACC proposed the Vote of Thanks. The meeting was attended by 25 members and invitees.

Team Building Strategies;

June 28, 2024; Atluri Koteswara Rao Memorial Hall, Secunderabad

The meeting was held by the Telangana State Chapter, ACC in association with The Institute of Management Consultants of India (IMCI), Hyderabad

At the Inaugural session 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 Programme on Team Building Strategies. In his welcome address Dr. VBSS Koteswara Rao observed – Teams are as old as civilization itself. We made so much progress in society in every walk of life whether it is industry, agriculture or services, only because we could successfully build organizations both at micro and macro levels with well-built teams. It is true that there are

few cases where organizations collapsed for many reasons and lack of effective teams is a prominent one.

Dr.A.R.Aryasri, Chairman, IMCI, Hyderabad Chapter made a presentation on Team Building Strategies. In his presentation the following topics were covered:

- a) The concept and the purpose of teams
- b) How team building is both an art and science
- c) The stages of team building (forming, storming, norming and performing)
- d) How effective teams can be developed at each of the above stages
- e) Evolve strategies for team building such as win-win, win-lose etc.



As part of this session, a management game entitled 'Win as Much as You can' was conducted for all 60 participants. Here all players are grouped into four teams and asked to play an X or Y over a series of rounds.

The object is to score as many points as possible.

If everyone in the group chooses X, then everyone loses points. If all choose Y, everyone scores points.

If there is a mixture of X's and Y's, those that played X get more points and those that played Y get fewer points. The following payoff matrix was taken as the basis for deciding to go for X or Y.

All the participants played this game with great fervour and involvement. In the fourth round itself, all the teams emerged victorious, which is a rare phenomenon. This reveals that each team individual is great and all teams together are great. They could capture the essence of the game very quickly

The following were also discussed as part of team building strategies:

- 1) Define the team's purpose
- 2) Set clear goals
- 3) Encourage open communication
- 4) Promote collaboration
- 5) Encourage creativity

- 6) Empower team member
- 7) Facilitate problem-solving
- 8) Encourage risk-taking
- 9) Support continued learning
- 10) Celebrate successes in every possible way

It was concluded that Working together productively has never been more strategic and critical than now. Employees who can work well with others are more likely to do well in the workplace, which is why many companies are investing time and resources into team-building exercises.

Earlier Shri M. Vinod Kumar, Co-Chairman Skill Development Sub-Committee, introduced the Guest Speaker Dr.A.R.Aryasri

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 Shri M. Vinod Kumar, Co-Chairman Skill Development Sub-Committee, ACC.

The Number of participants for the Programme were 60.



Memories to Cherish

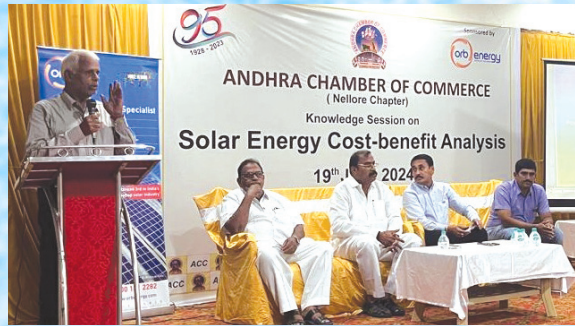
**Knowledge Session on DP World Bharat Mart
June 5, 2024; Dr V L Dutt Hall, Chennai**



**Indonesia Trade Promotion Center (ITPC),
June 17, 2024; Chennai officials visited Secunderabad Office**



Solar Energy Cost-Benefit Analysis June 19, 2024; Hotel Raadhey Guest Inn, Nellore



Workshop on Performance Management System – PMS Tool for MSMEs - FNF; 21 June 2024 ; Hotel Ramada Plaza, Chennai



Gig Economy - Business Benefits and Challenges

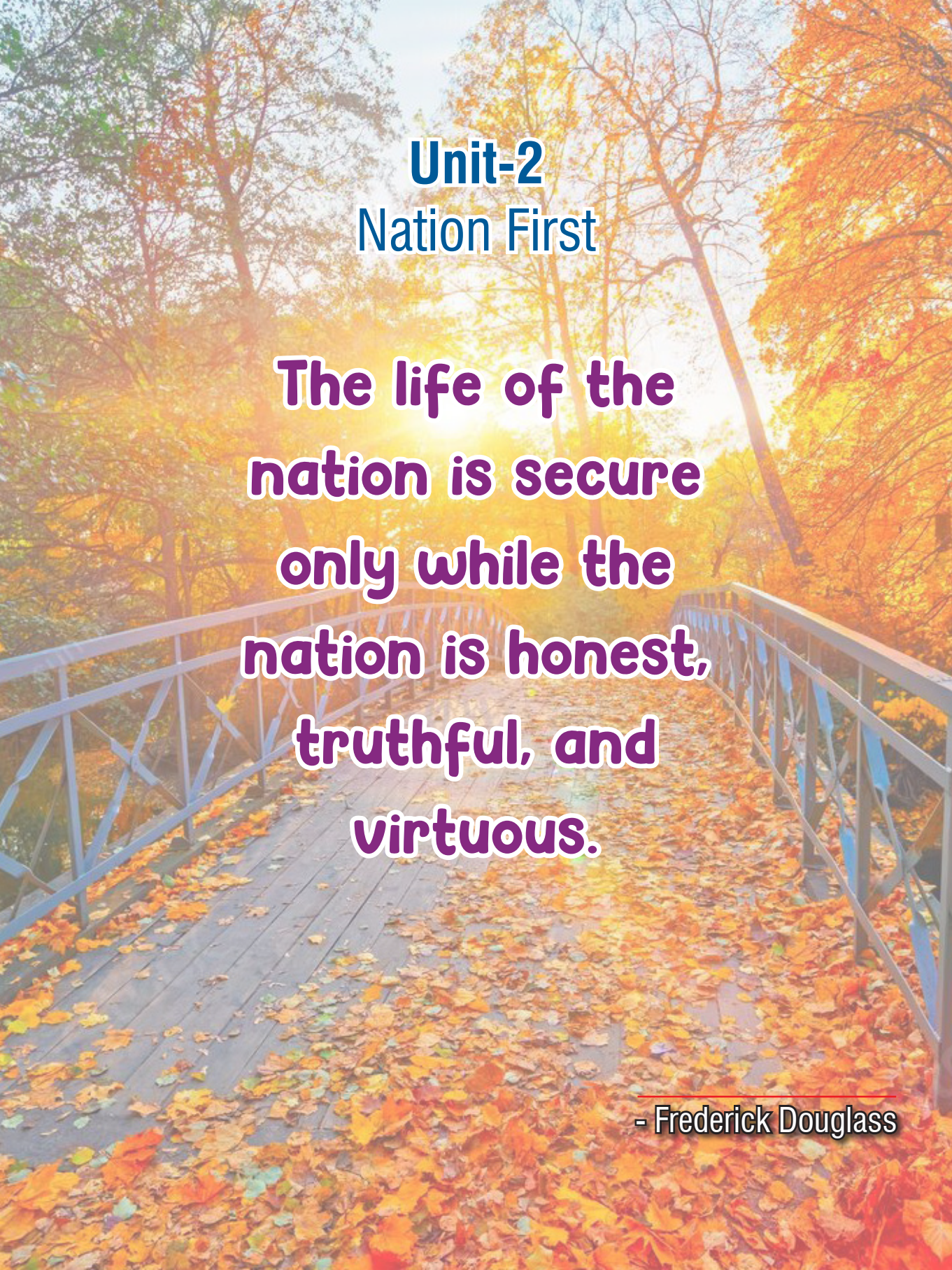
June 26, 2024 ; Dr V L Dutt Hall, Chennai



Team Building Strategies;

June 28, 2024; Atluri Koteswara Rao Memorial Hall, Secunderabad





Unit-2

Nation First

The life of the nation is secure only while the nation is honest, truthful, and virtuous.

- Frederick Douglass

INDIAN ECONOMY

Overview

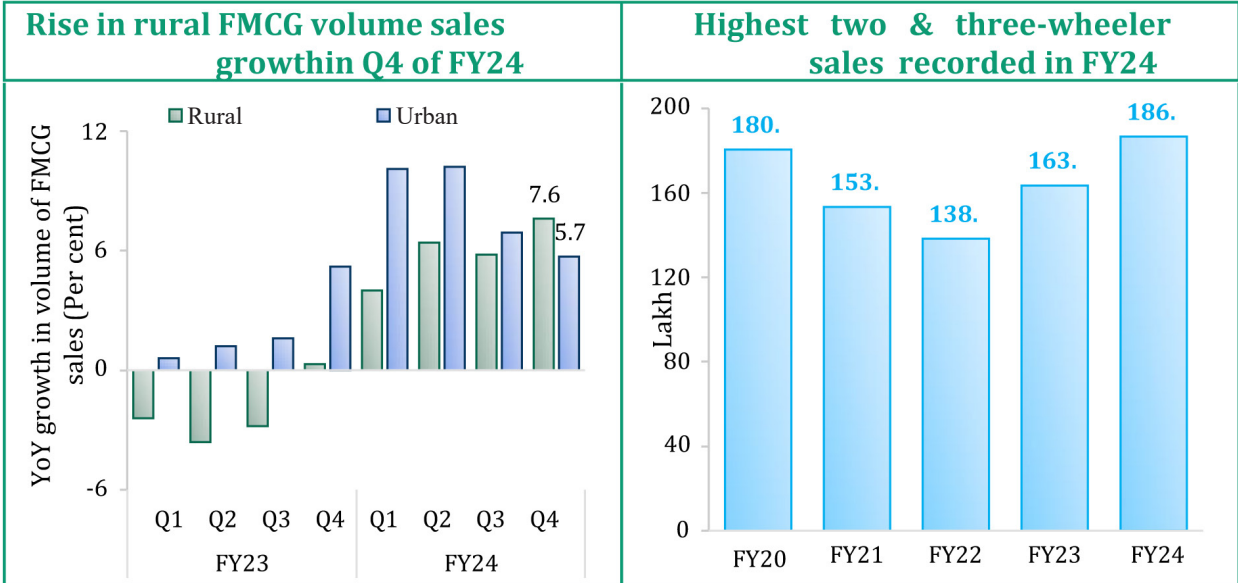


Building on the Strong Rural and Urban Demand Conditions investment activity remains expansive, consumption is being propelled by consistent growth in urban demand and a resurgence in rural demand, thereby contributing to India's growth in FY24. As per the data published by Nielsen IQ, the volume sales of fast moving consumer goods (FMCG) in rural markets saw a rise of 7.6 per cent in the Q4 of FY24 on a yoy basis. For the first time in five quarters, rural FMCG demand growth outpaced urban growth.

Other indicators of rural demand also demonstrate a robust growth in consumption activity in FY24. Two and three-wheeler sales increased by 14.2 per cent in FY24,

at 186.7 lakh compared to 163.5 lakh in FY23, due to enhanced model availability, new product introduction and positive market sentiments. Carrying the momentum in FY25, two-wheeler sales registered a remarkable growth of 30.8 per cent in April 2024 on a yearly basis.

According to the RBI's consumer confidence survey for April 2024, the Current Situation Index (CSI) rose by 3.4 points to 98.5 in March 2024, the highest level since mid- 2019. Consumers are quite optimistic about the general economic situation, income and spending. Consumer confidence for the year ahead improved further on the back of optimism in almost all parameters, such as



economic situation, employment, income and spending. The Future Expectations Index (FEI)⁵ also rose further by 2.1 points to 125.2, also its highest level since mid-2019.

The resilience of urban demand is evident in the robust growth of housing personal loans, which increased by 36.9 per cent in FY24³. Sales of passenger vehicles saw a rise of 8.4 per cent in FY24, spurred by the launch of cost-effective compressed natural gas fuel options and new electric models, coupled with positive market sentiment and the provision of high-quality after-sales service.

The robust consumption demand in urban areas is also reflected in rising domestic air passenger traffic. In FY24, domestic air passenger traffic surpassed the pre-pandemic peak, driven by a growing demand for air travel. The momentum in urban demand persisted in FY25, buoyed by positive consumer sentiment and festive celebrations.

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

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



India Success Story

The NIP should leverage foreign direct investment and MNC presence.



It should lay out a framework for fostering innovation-based rivalry between firms with the new government sworn in, the focus should now be on adopting a new industrial policy (NIP). The policy thrust at present is on manufacturing, given the need to create decent jobs. It is also driven by the realization that a high degree of dependence on imports can compromise the country's strategic autonomy. Though the external economic environment is now less benign than before when it comes to fostering manufacturing — a flat growth of world trade, rising protectionism, and sluggish world economy as globalization turns into “slowball-isation” — the global supply-chain restructuring provides India an opportunity.

To facilitate localisation of production, the government recently took several measures, including raising tariffs and

providing incentives for incremental output in 14 specified sectors under the Production-Linked Incentives (PLI) scheme. The revival of industrial policy in India after giving primacy to market forces since the 1991 reforms is part of a global trend. The United States (US) has led the revival of industrial policy most aggressively, with hundreds of billions of dollars in subsidies, tax breaks, and other protectionist measures for reviving its industry under the CHIPS and Science Act, the Inflation Reduction Act, and the Infrastructure Act. The European Union has followed the US playbook apart from coming up with its own protectionist measures such as the Carbon Border Adjustment Mechanism. Such steps by the leading industrialised nations could suck India into an incentive war to attract investments. But they also provide legitimacy to the industrial policy. Other than PLI, India's industrial policy



has included measures to improve industrial and logistical infrastructure, reduction of the compliance burden to enhance the ease of doing business, lowering of corporate tax rates, a focus on skill development, and sectoral missions. India's recent emergence as a net exporter of mobile handsets and toys inspires confidence in its industrial policy. A framework to put these interventions in perspective to guide industrialisation is needed.

The Industrial Policy Resolution of 1956 laid down the framework for the licensing system and import-substituting industrialisation with the public sector set for the "commanding heights" of the economy. The 1991 Industrial Policy Resolution unleashed reforms through liberalisation. Together with commitments under the post-Uruguay Round of the multilateral trade regime, trade liberalisation, while strengthening the competitiveness of some sectors, also led to some de-industrialisation — to illustrate, the demise of the electronic hardware industry.

But today's context is different. India is the fastest growing economy and the fifth largest in the world. The external context for industrialisation has changed dramatically. Industry 4.0 and the digital revolution are shaping a new world of work, offering a lot of opportunities and challenges. Net zero goals demand more sustainable industrialisation. The demographic and geopolitical sweet spots India enjoys can help it integrate with the friend-shoring of supply chains.

The NIP, therefore, should provide a framework to accelerate industrialisation and help India become a developed country by generating jobs in an inclusive and sustainable. It should set guiding targets such as doubling India's share in global manufacturing (value-added and manufactured exports) by, say, 2030. It should articulate broad principles such as the primacy of localisation of jobs and value addition, entrepreneurship, and locally anchored technological capabilities in a World Trade Organisation (WTO)-consistent language. It could also incentivise pioneer industries, as many late industrialisers do, and foster MSMEs. The NIP should identify the sectors to target for building leadership, depending on our endowments, such as an abundance of labour, skills, and natural resources. It could do this for dynamic, high-value-add sectors (consumer durables, electronics), strategic areas (capital goods, semiconductors), and sustainability (electric vehicles, solar photovoltaics, or green hydrogen).

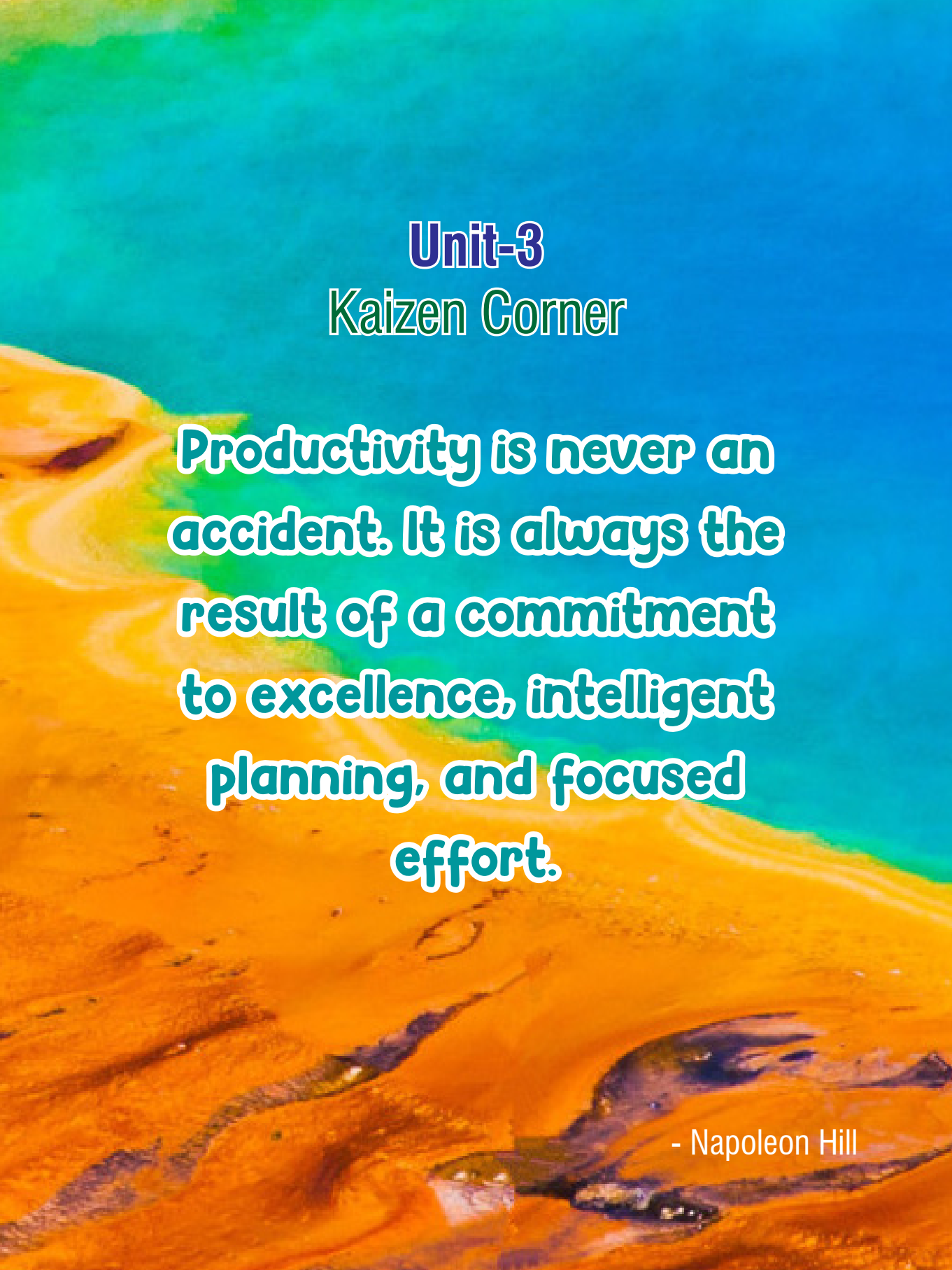
Finally, the NIP should provide a high-powered architecture for coordinated implementation in a whole-of-the-government approach.

Nagesh Kumar is director and chief executive of the Institute for Studies in Industrial Development. The views expressed are personal

Source : Internet.

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





Unit-3

Kaizen Corner

Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.

- Napoleon Hill



GLOBE DETECTIVE AGENCY

FOR TOTAL SECURITY SOLUTIONS IN INDIA

Investigation

- Industrial
- Commercial
- Domestic
- Banking & Insurance
- Global Level

Security

- Industrial
- Infotech
- Hospital / Hotels
- Malls / Plazas
- Escorts

Housekeeping

- Maintenance
- Cleaning Services
- Pest Control
- Electrical Carpentry / Plumbing
- Provision of unskilled labours

Training

- Security
- Owners Training
- Investigators Training
- Facility Training

REGIONAL OFFICES:

Chennai ➔ No.152, Agurchand Mansion , Mount Road, Chennai-600 002.
Tel: +91-44-42919500-599; E-mail: chennai@globedetective.com

Bengaluru ➔ Tel: +91-80-25717905/06;
E-mail: bangalore@globedetective.com;

Delhi ➔ Tel: +91-11-26432221/26432681;
E-mail: delhi@globedetective.com

Mumbai ➔ Tel: +91-22-22028751/22023578;
Email: mumbai@globedetective.com

BRANCH OFFICES:

Ahmedabad, Ambur, Coimbatore, Jamshedpur, Kochi, Kolkata, Lucknow, Madurai, Mysore, Puducherry, Pune, Secunderabad, Sriperumbudur, Vapi, Vizag.

www.globedetective.com



BUSINESS MATTERS



Mr. S. Prakash

Founder-CEO, SEE CHANGE

Negotiation Skills: The Unsung Weapon in an MSME's Arsenal

In the dynamic landscape of Indian business, Micro, Small and Medium Enterprises (MSMEs) are the backbone of the economy. However, scaling these businesses to new heights often requires more than just a good product or service. Negotiation skills, frequently overlooked, can be the unsung weapon in an MSME's arsenal, propelling them towards significant growth.

Why Negotiation Skills Matter for MSMEs

MSMEs often operate with tighter margins and less leverage compared to larger corporations. Honing negotiation skills empowers them to:

- **Secure Better Deals:** Negotiate with suppliers for lower prices on raw materials, equipment, or services, directly impacting their bottom line.
- **Attract and Retain Talent:** Negotiate competitive salaries and benefits packages to attract and retain top talent, crucial for growth.
- **Win Favourable Contracts:** Negotiate terms on contracts with clients or distributors, ensuring profitability and long-term partnerships.
- **Resolve Disputes Amicably:** Effectively navigate disagreements

with vendors, partners, or even employees, minimizing disruptions and fostering a positive work environment.

Case Studies: Negotiation in Action

Case 1: Priya's Papad: Priya, owner of a popular papad brand in Bhopal, was struggling with rising lentil prices. Her negotiation skills came into play when she approached her regular supplier. By highlighting her brand loyalty and consistent bulk orders, Priya secured a price freeze for six months, allowing her to maintain profit margins.

Case 2: Aarav's Architectural Designs: Aarav, a young architect in Delhi, was hesitant to negotiate his fees with a new client. He honed his skills, researched market rates, and confidently presented his value proposition. Aarav secured a higher fee than initially offered, demonstrating the importance of confidently negotiating his worth.

Strategic Frameworks for Negotiation Success

Equipping MSME owners with negotiation skills requires a strategic approach. Here are three frameworks to consider:



1. The Win-Win Mentality:

- **Focus on Collaboration:** Effective negotiation isn't a zero-sum game. Seek collaborative solutions that benefit all parties involved, fostering long-term relationships.
- **Understand Needs & Interests:** Invest time in understanding the other party's needs and interests. This allows you to tailor your approach and find mutually beneficial solutions.

2. Preparation is Key:

- **Gather Information:** Research market rates, competitor pricing, and industry standards for the specific negotiation topic.
- **Define Your BATNA:** Identify your Best Alternative To a Negotiated Agreement. Knowing your walk-away point empowers you to make informed decisions.
- **Set SMART Goals:** Establish Specific, Measurable, Achievable, Relevant, and Time-bound goals for the negotiation.

3. Communication & Active Listening:

- **Clear & Concise Communication:** Articulate your needs and value proposition clearly. Speak confidently and avoid emotional outbursts.
- **Active Listening:** Pay close attention to the other party's perspective. Listen to understand, not just to respond.
- **Body Language:** Maintain good posture, eye contact, and a professional demeanour to project confidence and credibility.

Scaling Up with Negotiation Skills

By implementing these frameworks and fostering a culture of negotiation, MSMEs can unlock significant benefits on their growth trajectory:

- **Cost Optimization:** Negotiate better deals with suppliers, reducing operational costs and improving profitability.
- **Increased Revenue:** Negotiate higher fees or contract terms with clients, leading to increased revenue streams.
- **Enhanced Brand Value:** Confident negotiation builds trust and strengthens relationships with all stakeholders, boosting brand value.
- **Competitive Advantage:** Strong negotiation skills allow MSMEs to compete more effectively in the marketplace by securing favourable terms.

Conclusion

Negotiation skills are not a luxury - they are a necessity for MSMEs aspiring to scale up. By investing in developing these skills and implementing strategic frameworks, MSME owners can unlock significant opportunities to increase profitability, build stronger relationships, and become major players in the Indian economy. Remember, effective negotiation is not about getting the better of someone; it's about finding solutions that benefit everyone involved, paving the way for sustainable growth and success.

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

Petition for Rectification: Petitioner filed an application for rectification of order under Section 161 GST Act, 2017 and the same has been uploaded in the portal on 20.02.2024. However, without disposal of the rectification application, impugned recovery notice came to be passed on 29.04.2024 and subsequently the bank account have also been attached and this Court passed the following order: (i) Impugned order dated 30.12.2023 shall be kept in abeyance. (ii) Respondent shall pass orders in the rectification application dated 20.02.2024, within four weeks from the date of receipt of a copy of this order and subject to the orders to be passed in the said rectification application, the impugned order shall either stand confirmed or varied. (iii) Bank attachment effected on 13.05.2024 shall be raised with immediate effect. **M/s Bharatheeyam Security Services, Vs 1. STO, Medavakkam Assessment Circle, Chennai-35. 2. DC (ST) (FAC), Tambaram Zone, Chennai -35. W P No. 14011 of 2024 DATED: 22.05.2024**

Non consideration of objections: The Authorities has not considered the reply given in person on 23.09.2023 on the explanation offered by the petitioner herein. Petitioner's counsel also pointed out that if the matter is

remitted to the Authorities, the Authority may consider the objections along with requisite documents. The Ld counsel appearing for the respondent has also informed to this Court that if the matter is remitted to the Authorities, the same may be considered. In view of this, the Impugned Assessment Order dated 29.04.2024 is set aside with certain directions. **Mr. Paramasivam Elancheliyan, Vs CTO(ST)(FAC), Adyar South III Assessment Circle, Chennai South, TN. W.P. No. 13631 of 2024 DATED: 15.05.2024**

Limitation and Court orders: Despite noting the fact that this Court granted liberty to the writ petitioner to file revision petitions u/s 54 of the TNGST Act, 2006, before the Revisional authority within 30 days from date of receipt of a copy of the order in WP.No.23745 to 23748 of 2016, the impugned orders have been passed rejecting the revision petition filed by the petitioner on the ground that the revision petitions filed are barred by limitation. In view of the same, the impugned orders dated 12.04.2023 made in Rc.Nos.953/2023/B7 and Rc.No.954/2023/B7 are set aside. **M/s.Super Recording Co. Ltd., Vs 1. JC(ST), Chennai (Central) Divn, Chennai-6. 2. AC (CT), Anna Salai Assessment Circle, Chennai-6. W P**



**Nos.14062 & 14064 of 2024 DATED:
23.05.2024**

Limitation and Entry Tax: The impugned assessment relates to the Assessment Year 2010-11. The assessment ought to have been made within 3 years from the last date prescribed for filing of returns i.e., 30.06.2014 inasmuch as the respondent is not a dealer in motor vehicles. However, the notice for assessment was issued only on 29.09.2015 and the impugned order of assessment was made on 07.07.2016 which is beyond the period prescribed for original assessment in terms of Section 8(5) of the Entry Tax Act and thus, beyond the limitation stipulated and hence, barred by limitation. The impugned order of assessment being without jurisdiction, was set aside by the Court. AC(CT), Perundurai Assessment Circle v. **M/s. Rason Earth Movers, Uthukuli-638 051 W.A. No.1030 of 2024 Pronounced on: 17.05.2024**

Affording of Opportunity: Some inadvertent errors were committed while filing monthly GSTR-3B returns during 2017-18 wherein ITC available on tax paid on inward supplies were mistakenly reported under the column ITC available on "Inward supplies liable to reverse charge. It is pertinent to note that the notices and the orders were uploaded in the "View Additional Notices and Orders" tab in the GST Portal. It is also pertinent to note that these notices and orders hitherto were being uploaded on the "View Notice" tab. The Ld Government Advocate submitted that the GST Authorities have redesigned the dash board of the Portal in this year and the types of notices and orders are clearly been specified. In the fact and

circumstances, based on the reasons given by the petitioner herein, in order to afford an opportunity to the petitioner herein to put forth his points, the impugned order was quashed subject to the conditions. **Mr. Panjatcharam Kumaravel Vs. 1. DSTO I and 2. AC (ST), Surappattu Assessment Circle, 3. Tamil Nadu Mercantile Bank Ltd., Branch Office, Chennai-11. W.P.No.13213 of 2024 Dated: 09.05.2024**

Comparisons of GSTR 3B Vs GSTR 2A: Tax proposal pertains to the discrepancy between the petitioner's GSTR 3B return and the auto populated GSTR 2A and the consequential inference that Input Tax Credit (ITC) was wrongly availed of. It is also clear that such tax proposal was confirmed because the petitioner did not file a reply to the show cause notice. Upon considering the averments in the affidavit and contentions of learned counsel, the Hon'ble Court directed that it is just and necessary that an opportunity be provided to the petitioner to contest the tax demand by putting the petitioner on terms. **M/s.M.M.Imports Vs. AC[ST], Villivakkam Assessment Circle, W.P.No.14401 of 2024 Dated: 29.05.2024**

Not following Principles of natural justice: In the show cause notice dated 28.09.2023, where the petitioner has been called upon to submit a reply by 27.10.2023 and in the very same show cause notice, the date of personal hearing is mentioned as 18.10.2023, even prior to the date, the petitioner was called upon to submit a reply. Thus, the procedure adopted by the respondent is clearly violative the principles of natural justice. In view of the above, the Hon'ble Court allowed the WP and the order passed by the respondent is set aside



and remitted back to the respondent for fresh hearing, in accordance with law, after hearing the objections of the writ petitioner. **M/s.Shree Guru Engineering, Vs State Tax Officer (FAC), Tiruvallur Assessment Circle, W.P No.13887 of 2024 Dated: 22.05.2024**

Non-Service of order: Ld Standing Counsel appearing for the respondent submitted that the impugned Order cannot be set aside as, notice was sent to the petitioner through registered post and the same has been returned as “no such person” and also admitted that a sum of Rs.3,71,318/- has been recovered from the bank account of the petitioner on 24.05.2024. Since the impugned Order has not been served to the petitioner and no opportunity has been afforded to the petitioner to file objection, the impugned Order is set aside and matter is remanded back to the respondent for fresh consideration. **M/s.Kavya Pharma Vs. AC [ST], Vepery Assessment Circle, Chennai-99 W.P No.14395 of 2024 Dated: 29.05.2024**

Alternative remedy, Fling of Appeal: Ld standing counsel submits that the impugned order is appealable under the statute. In view of alternative remedy available to the Petitioner, the court observed that Appeal shall be filed by the Writ Petitioner on or before 07.06.2024. On filing such Appeal, the same shall be disposed of by the Respondents within 3 months, thereafter. **M/s.Ayishanasrin Metal Alloys Pvt Ltd., Vs. 1.DC(ST), Poonamallee Zone, Varadharapuram Chennai-123, 2.STO, Tiruverkadu Assessment Circle, Chennai-35. W.P.No.14247 of 2024 DATED: 24.05.2024**

Mismatch GSTR 1 and GSTR 3B: Petitioner contended that no opportunity was given to put forth their defence and submitted that if an opportunity of personal hearing is granted, the petitioner will demonstrate with documentary evidence with regard to the discrepancies between the GSTR-1 statement and the GSTR-3B returns. The first respondent submitted that the first respondent did not receive any reply after the notice issued to the petitioner. Since there is difference in the returns submitted by the petitioner and further submitted that the petitioner may approach the appropriate authority for fresh consideration by furnishing all the details along with the requisite documents. Considering the facts and circumstances, this Court set aside the impugned order with conditions **Mr.Hajabandenawas Vs STO, Broadway Assessment Circle, 2. Central Bank of India, Broadway Branch, Chennai-108. W.P.No.12009 of 2024 DATED: 15.05.2024**

Condonation of Delay: Petitioner submitted that on the ground of limitation, appeal was rejected. The petitioner submitted that as the petitioner’s father had undergone liver transplantation, he was taking care of his father and hence, the delay. Taking note of this, by condoning the delay, the petitioner is directed to file an appeal before the Appellate Authority within 4 weeks from the date of receipt of a copy of this order. **M/s.Jayapal Vinothkumar Vs. AC (ST), Thirumazhisai Assessment Circle, Chennai-123 W.P.No.13315 of 2024 DATED: 09.05.2024**

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





Innovating for the Future: Castor Plant in Silk Production



R R Padmanabhan,

Chairman, Foreign Trade Sub-committee, ACC

The Ministry of Textiles is pioneering an innovative approach to boost silk production in India by utilizing the castor plant. This initiative aims to reduce reliance on imported raw materials, bolster domestic production, and create employment opportunities, particularly in rural areas.

The castor plant, traditionally used for its oil-rich seeds, is now being explored for silk production due to its suitability as a host for silkworms. This ground breaking shift not only leverages the plant's adaptability to arid regions but also promises to open up new avenues for farmers, especially in regions where traditional crops are challenging to cultivate.



The Ministry's initiative aligns with the broader goals of self-reliance and sustainability, reducing the carbon footprint associated with importing raw silk. By fostering local silk production, the initiative supports the 'Make in India' campaign and contributes to the rural economy, enhancing livelihood opportunities and empowering communities.

This move also represents a significant step towards sustainable agriculture, utilizing a plant that requires minimal water and can thrive in less fertile soil. The integration of castor plants into silk production showcases India's commitment to innovative solutions that blend traditional practices with modern needs.

As we look towards a future where sustainability and innovation go hand in hand, the use of castor plants in silk production stands out as a promising example of how we can achieve economic growth while preserving our environment.

Image source: Internet

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

Value the Internal Customers



“To win in the marketplace you must first win in the workplace.” — Doug Conant, Founder, Conant Leadership

Sales Success comes from the conviction of your employees about the product, features, benefits and satisfaction. Suppose

the internal customers, otherwise called Employees or internal stakeholders, do not carry the confidence, conviction and clarity. In that case, it is pretty hard to convince the market and your external real customers who pay for it.



Valuing internal customers refers to recognizing and prioritizing the needs and contributions of employees and other internal stakeholders within an organization.

This can be achieved through various strategies, including:

Communication: Maintain open, transparent, and frequent communication channels to ensure everyone is informed and feels heard.

Training and Development: Provide opportunities for professional growth and skill enhancement through training programs, workshops, and career development plans.

Recognition and Rewards: Acknowledge and reward employees' hard work, achievements, and contributions through formal recognition programs, bonuses, promotions, and other incentives.

Supportive Work Environment: Foster a positive and inclusive work culture that encourages collaboration, respect, and mutual support among team members.

Employee Feedback: Regularly seek and act on feedback from employees to understand their needs, concerns, and suggestions for improvement.

Work-Life Balance: Promote a healthy work-life balance by offering flexible work arrangements, such as remote work options, flexible hours, and wellness programs.

Empowerment and Autonomy: Empower employees by giving them the autonomy to make decisions, take ownership of their work, and contribute to the organization's success.

Health and Wellbeing: Invest in programs and initiatives that support employees' physical and mental health, such as wellness programs, counselling services, and fitness facilities.

By implementing these practices, organizations can create a supportive environment where internal customers feel valued, motivated, and engaged, ultimately leading to higher productivity and organizational success.

Images 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 – Standards, Certifications and Regulations Subcommittee,
Andhra Chamber of Commerce

IAF-ISO Joint Communiqué on Addition of Climate Change Considerations to Management Systems Standards (MSS)

On 22 February 2024, IAF and the International Organization for Standardization (ISO) published a joint communiqué to highlight the upcoming publication of Climate Action Amendments to new and existing ISO Management Systems Standards (MSS).

Two new statements are being added to a number of existing Management Systems Standards, and will be included in all new standards under development/revision, to address the need to consider the effects of climate change on the ability to achieve the intended results of the management system. The changes are being introduced initially as Amendments to these published standards.

The IAF Technical Committee (TC) has published a response to the changes as an official decision, to clarify the impact of the Amendments on accreditation bodies, certification bodies and certified organizations.

Here is a summary of the key points from the IAF-ISO Joint Communiqué on the addition of climate change considerations to management systems standards (MSS):

Changes to Standards

- Two new statements are being added to a number of existing management systems standards, and will be included in all new standards under development/revision.
- The changes are intended to address the need for organizations to consider the effects of climate change on their ability to achieve the intended results of their management system.
- The changes are being introduced initially as Amendments to the published standards.

Impact on Certified Organizations

- Certified organizations must ensure they have considered climate change aspects and risks within the development, maintenance, and effectiveness of their management system(s).
- Climate change, along with other issues, should be determined as relevant or not, and if relevant, considered within the organization's risk evaluation.



- Organizations operating multiple management systems (e.g. quality and safety) must consider climate change within the scope of each standard.

Impact on Certification Bodies

- Certification bodies must ensure certified organizations have considered climate change as a relevant issue for their management system, and included it in objectives and mitigation activities as required.
- If an organization deems climate change not relevant, the certification body must validate the effectiveness of the organization's process to make this determination.

Impact on Accreditation Bodies

- Accreditation bodies must ensure certification bodies are confirming their certified clients have considered climate change aspects as part of clauses 4.1 and 4.2 of the standards.

Timing and Implementation

- The amendments are published on February 23, 2024.
- Upon publication, certification bodies should include the new climate change requirements in their audits.
- Revised certificates are not required, as the publication year and scope of the standards will not change significantly.

Type A MSS Standards amended

A Type A MSS contains requirements against which an organization can claim conformance.

ISO 14298:2021 Graphic technology — Management of security printing processes

ISO 16000-40:2019 Indoor air — Part 40: Indoor air quality management system

ISO 22163:2023 Railway applications — Railway quality management system — ISO 9001:2015 and specific requirements for application in the railway sector

ISO 22301:2019 Security and resilience — Business continuity management systems — Requirements

ISO 28000:2022 Security and resilience — Security management systems — Requirements

ISO 29001:2020 Petroleum, petrochemical and natural gas industries — Sector-specific quality management systems — Requirements for product and service supply organizations

ISO 30301:2019 Information and documentation — Management systems for records — Requirements

ISO 34101-1:2019 Sustainable and traceable cocoa — Part 1: Requirements for cocoa sustainability management systems

ISO 35001:2019 Bio risk management for laboratories and other related organisations

ISO 37301:2021 Compliance management systems — Requirements with guidance for use

ISO 46001:2019 Water efficiency management systems — Requirements with guidance for use

ISO/IEC 27001:2022 Information security, cybersecurity and privacy protection — Information security management systems — Requirements



ISO 21401:2018 Tourism and related services — Sustainability management system for accommodation establishments — Requirements

ISO 30401:2018 Knowledge management systems — Requirements

ISO 50001:2018 Energy management systems — Requirements with guidance for use

ISO/IEC 20000-1:2018 Information technology — Service management — Part 1: Service management system requirements

ISO 19443:2018 Quality management systems — Specific requirements for the application of ISO 9001:2015 by organizations in the supply chain of the nuclear energy sector supplying products and services important to nuclear safety (ITNS)

ISO/IEC 19770-1:2017 Information technology — IT asset management — Part 1: IT asset management systems — Requirements

ISO 21001:2018 Educational organizations — Management systems for educational organizations — Requirements with guidance for use

ISO 37001:2016 Anti-bribery management systems — Requirements with guidance for use

ISO 41001:2018 Facility management — Management systems — Requirements with guidance for use

ISO 44001:2017 Collaborative business relationship management systems — Requirements and framework

ISO 14001:2015 Environmental management systems — Requirements with guidance for use

ISO 15378:2017 Primary packaging materials for medicinal products — Particular requirements for the application of ISO 9001:2015, with reference to good manufacturing practice (GMP)

ISO 18788:2015 Management system for private security operations — Requirements with guidance for use

ISO 21101:2014 Adventure tourism — Safety management systems — Requirements

ISO 22000:2018 Food safety management systems — Requirements for any organization in the food chain

ISO 37101:2016 Sustainable development in communities — Management system for sustainable development — Requirements with guidance for use

ISO 39001:2012 Road traffic safety (RTS) management systems — Requirements with guidance for use

ISO 45001:2018 Occupational health and safety management systems — Requirements with guidance for use

ISO 9001:2015 Quality management systems — Requirements

The purpose of this communiqué is to highlight the publication of Climate Action Amendments to existing and new ISO Management Systems Standards (MSS) to reflect ISO's Climate Action commitments.

It is important that all parties understand the intent so that the changes can be consistently introduced and implemented.

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





Unit-4
Self Development Corner

**"Strategy is
about shaping
the future"**

- Max McKeown

Business Stories - Inspiration Matters

THE STORY OF SKYROOT AEROSPACE



Introduction

Skyroot Aerospace's Pawan Kumar Chandana and Naga Bharath Daka stood taller than the rest, as they made Indian spacefaring history, with the successful launch of their Vikram-S rocket—the first privately built space rocket from India—in November 2022. The successful flight test showed off both the tech readiness of the Hyderabad-based venture and commercial prospects ahead.

“Rockets are the only way to take something from Earth to space,” Chandana

points out, talking about their ambition to build space launch vehicles. “We believe space technology can transform human lives, but today space access is expensive and unreliable.”

Skyroot is on a mission to build rockets that can make space launches reliable and affordable. “That’s the core problem we have set out to solve,” he adds.

The two former engineers from the Indian Space Research Organisation (Isro) started Skyroot in 2018, anticipating that the market for low-Earth orbit satellites would explode, requiring a large number of launches, worldwide. They are not alone, with competition brewing both at home and from other nations. For example, Agnikul Cosmos, an IIT Madras-incubated startup, is expected to launch its own rocket this year.

1. An Upgrade to Vikram 2 With Additional low cost Strapped on Solid Rocket Booster
2. Advanced Cryogenic Methalox engine replaces upper stage of Vikram 1
3. Highly reliable solid propulsion stages with proven design heritage. Miniaturized and Modern Avionics. Ultra-Lowshock Pneumatic separation

The Rise of Skyroot Aerospace's

That Skyroot's founders have gotten this far in less than five years and with only about





\$68 million in funding (with most of it raised only late last year) is spectacular, many agree, including our jury members.

And, that the Indian government opened up the space sector to private enterprise, around three years ago, with much more liberal rules, and backing new institutions such as InSPACe to encourage private-public partnerships, helped a lot, Chandana acknowledges.

When Isro opened up its facilities to private startups for tests and launches and so on, Skyroot was the first to take advantage of that, signing an MoU with the space agency. Many others have since followed.

The government estimates India's space industry to go from \$7 billion in 2019 to \$50 billion by 2024. The global space launch vehicle market could go from \$14.21 billion in 2022 to \$31.9 billion by 2029, Skyroot cited another industry estimate in a press release in September 2022, when it announced its Series B funding.

In any case, investors have taken note of India's nascent, but promising, spacetechnology startup scene. Skyroot itself, for example, scored \$51 million in one go, in a funding round led by Singapore's GIC, in August 2022—the biggest funding round for an Indian space startup so far.

That took the company's total funding to \$68 million and post-money valuation at the time to \$163 million, according to private markets intelligence provider Tracxn. As part of the investment, Mayank Rawat, managing director of GIC India Direct Investment Group, joined Skyroot's board of directors.

Conclusion

Skyroot Aerospace's rapid ascent in the Indian space sector exemplifies the transformative potential of private enterprise in space technology. Leveraging innovative designs and strategic partnerships, Skyroot is poised to revolutionize access to space by making launches more reliable and affordable. Their achievements, including the historic Vikram-S launch, have garnered significant investor confidence, reflecting the sector's promising future. With the Indian government's support and a booming global market, Skyroot is on track to play a pivotal role in the burgeoning space economy. Their journey underscores the vast opportunities awaiting visionary startups in space exploration.

Source : Internet

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

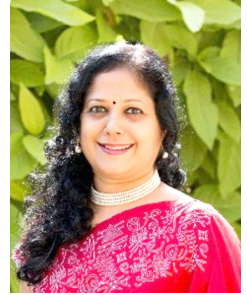




FITNESS MATTERS

LIVING 360°

PART - 8



| By Gita Krishna Raj

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

My Dear Readers,

Greetings from Maverick!

Everything about life is a rhythm. Time is a rhythm, heart beat a rhythm. Inhalation and exhalation are a rhythm. Walking is a rhythm. Running is a rhythm. Every movement is a rhythm. But very often we are not even aware of that rhythm.

All living things have a biological clock that takes its cues from the sun and tells them when to eat, when they should mate and when to sleep. As most creatures live in their natural habitat, they are very much in tune with this rhythm. The flowers will bloom on time, the birds migrate on time. The lion doesn't need an alarm to wake up nor the deer a reminder to run every morning lest it becomes the prey. Unfortunately, we humans are so far away from our natural habitat that we no longer listen to the rhythmic needs of our body. Rising in the morning with the Sun

helps our body 'wake up' in the right way with a lot of energy and hormonal balances. The later than the sun you rise the more tired and low on energy you feel.

Ensure you have a healthy biological rhythm. We can even go without food for several days. But nobody can go without sleep! Your sleeping hours are very important to ensure a healthy body. Your body takes its cues from the sun like most living things on this planet. So with the morning light, cortisol (the wake up hormone) levels rise in the human body and as the sun goes down melatonin (the sleep hormone) levels are to rise. The cue to release these hormones is from the presence or absence of light. But today's lifestyle prompts many people to go to bed much later into the night. Today, at midnight, the lights are glaring, the TV blaring, confusing your body if its time for cortisol or melatonin!



Our sleep wake cycles are essentially anabolic/catabolic regulators for a good general overview. The average person needs eight hours of sleep a night. 10 pm to 2 am is for physiological repairs and 2 am to 6 am is for psychological repairs. If you don't give your body adequate time to rest and recoup, you are going to accumulate an enormous 'sleep debt' that will be detrimental to overall wellness. It is time to stop burning the candle from both ends and ensure you give your body the requisite time for regeneration.

So unless you are a regular meditator, your body needs to rest from 10 pm to 6 am to perform all its daily chores. Without understanding this need to synchronize with the sun, many sleep all day and party all night. But that doesn't give your body the recoup time as cell regeneration and repair happens only when cortisol is at its lowest which is only during sundown. Sleep deprivation can cause weight gain as your body is too tired to exercise. Lack of adequate sleep causes hormonal imbalances with too little Leptin and too much ghrelin that causes weight gain. Also, perhaps with a lot more waking hours, you tend to rely heavily on snacks to keep yourself entertained ! If you have recently started gaining weight, but keep wondering as your food intake and exercise routines have not really changed, take a look at your sleep pattern. Are you in sync with the Sun?

You may think - "There's not enough time in the day, I've got to stay up late to do my work or whatever else", or you may think - "the only time it's quiet in the house is after the kids go to bed." Well a little tip - You are far

better off to go to bed early and get up early. You're better off to go to bed at 9 o'clock and get up at 3:00am or 4:00am in the morning than you are to go to bed at 2 o'clock and get up at 10:00am in the morning. The body seems to be much more capable of adapting to early rising than it does to staying up late.

Dim the lights and reduce the sounds preparing your body for sleep 2 hours before you need to get to bed. Take a warm or hot water bath. A gentle stretch relaxes the muscles, letting them release and grow longer. Stretching before bed with a focus on deep exhalations help you sleep better, recover and regenerate.

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



TRAVEL - RELAXATION MATTERS

Araku Valley, Andhra Pradesh - Overview

The drive from Visakhapatnam to Araku Valley is so picturesque and rewarding you will want to stop constantly just to soak in the spectacular views that you start wondering if the low-lying, presumably underwhelming (when compared to the Western Ghats) Eastern Ghats could offer you anything further. That is when the Araku Valley presents itself, with its pine trees, green meadows, awe-inspiring views of the hills beyond, salubrious climate and unique tribal culture.

Owing to its calm and relaxed air Araku is Vizag's favourite weekend getaway. It is also the most famous hill station in all of Andhra Pradesh as the state doesn't have terrain of this kind in many other places. The small hill station which is actually a valley, is nestled & amidst the Ananthagiri Hills of the Eastern Ghats and has several natural wonders located closeby. The Borra Caves are worth visiting for their spectacular stalactites and stalagmites. The area also has several coffee plantations and museums.

The three-hour long train journey from Vizag to Araku is also worth considering the train



passes hills, valley, bridges, waterfalls and several tunnels before it reaches the Araku station. However, even if you book your tickets in advance, the train compartments can get quite crowded, especially during weekends and holidays.

Araku is about 114km from the centre of Vizag. En route to Araku is APTDC's Jungle Bells Camp in Tyda. Ahead of Tyda, a 6km journey off route will lead you to the famous Borra Caves. The last spot before Araku is the Galikonda Viewpoint, which is located just before the road descends to the Araku Valley. Araku itself is a small place, surrounded by several small villages. In Araku provide beautiful views of the Valley and the rolling hills surrounding it.

Araku is great for leisurely strolls, you can walk around, breathe in the refreshing air and explore various museums and gardens here. During your walks, you might stumble upon dancers performing tribal dances known as Dimsa and Mayura. Street performances are especially common during festivals and special occasions. Note that it may not be very safe to walk around alone in Araku after sunset.

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

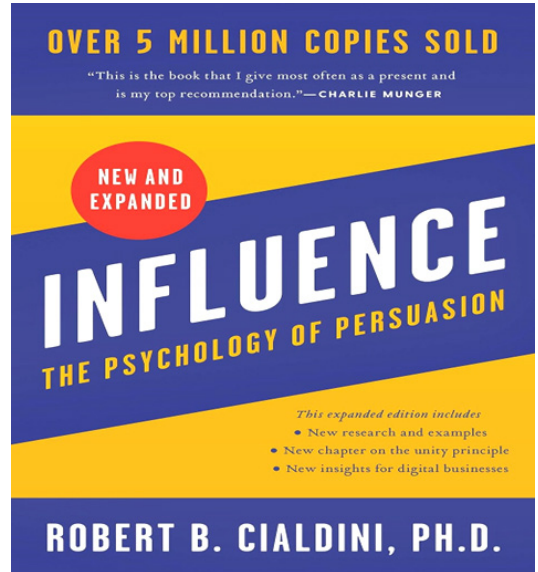




Influence, New and Expanded: The Psychology of Persuasion

In the new edition of this highly acclaimed bestseller, Robert Cialdini—New York Times bestselling author of *Pre-Suasion* and the seminal expert in the fields of influence and persuasion—explains the psychology of why people say yes and how to apply these insights ethically in business and everyday settings. Using memorable stories and relatable examples, Cialdini makes this crucially important subject surprisingly easy. With Cialdini as a guide, you don't have to be a scientist to learn how to use this science.

You'll learn Cialdini's Universal Principles of Influence, including new research and new uses so you can become an even more skilled persuader—and just as importantly, you'll learn how to defend yourself against unethical influence attempts. You may think you know these principles, but without understanding their intricacies, you may be ceding their power to someone else.



Cialdini's Principles of Persuasion:

- Reciprocation
- Commitment and Consistency
- Social Proof
- Liking
- Authority
- Scarcity
- Unity, the newest principle for this edition

Understanding and applying the principles ethically is cost-free and deceptively easy. Backed by Dr. Cialdini's 35 years of evidence-based, peer-reviewed scientific research—including a three-year field study on what leads people to change—*Influence* is a comprehensive guide to using these principles to move others in your direction.

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





Unit-5
Bulletin Corner

**"The Golden Rule for
Every Business is this;
Put Yourself in your
Customer's Place"**

- Orison Swett Marden

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 ₹ 20,000/- per annum plus GST

First come first serve basis the space will be allotted. Member organisations will be give first preference. We welcome your support to have more reach out and more viewing for your Advt and Business.

Please contact

Mr. N. Ravikumar, Joint Secretary, Andhra Chamber of Commerce
Tel : + 91 44 24315277 +91 9840248688
Email : andhrachamber1@gmail.com



It pays to ADVERTISE in this

ACC NEWSLINE

Andhra Chamber Information Bulletin has wide range of circulation among 1350 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 Joint 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	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 RENTAL 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 HALLS - PLEASE CONTACT SECRETARIAT AT SECUNDERABAD



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 HALLS - PLEASE CONTACT
SECRETARIAT AT CHENNAI**



VISAKHAPATNAM RENTAL TARIFF



		Members	Non-Members
Meeting First Floor	Hall -	Rs.	Rs.
	First 4 hours	750.00	1,000.00
	Every additional hour	300.00	300.00
* GST @ 18% Extra.			

**FOR BOOKING MEETING AND CONFERENCE
HALLS - PLEASE CONTACT
SECRETARIAT AT VISAKHAPATNAM**

CHENNAI



EDITED, PUBLISHED AND PRINTED BY

ANDHRA CHAMBER OF COMMERCE at "Velagapudi Ramakrishna Bldg."

23, Third Cross Street, West C.I.T. Nagar, P.B. No. 3368, Nandanam, Chennai - 600 035.

Phone: 044-24315277, 24315278, 24315279

E-mail: andhrachamber1@gmail.com / acc@andhrachamber.com / secretary-general@andhrachamber.com

RAGHINI PETER, Secretary General

SECUNDERABAD



"T.G. Venkatesh Bhavan" 602 & 603, Chenoy Trade Centre, VI Floor, 116, Park Lane, P.B. No. 1716, Secunderabad-500 003 (T.S.).

Phone: 040-27840844 Fax: 040-27840767 E-mail: andhrachamber@gmail.com

G. RAMANJANEYULU, Deputy Secretary

VISAKHAPATNAM



Door No. 1E, 1st Floor, Sai Sadan Apartments, Near Diamond Park, Dwaraka Nagar, 3rd Lane Visakhapatnam 530016 (AP).

Phone: 0891-2792220, Fax :0891-2792221 Email: andhrachamberofcommercevizag@gmail.com

V. THRINADHA RAO, Deputy Secretary

VIJAYAWADA



Siddhartha Hotel Management College Premises, Pinnamneni Poly Clinic Road, Technical Nagar, Vijayawada-520 010 (A.P.) Phone: 0866-2472500 E-mail: andhrachambervijayawada@gmail.com

P. VENKATA RAMA RAO, Asst. Secretary

NELLORE



No 24-2/395, Saraswathi, Magunta Lay-out, Nellore, Andhra Pradesh.

Opp to Ratnam High School, Beside Union Bank. Email:andhrachambernellore@gmail.com

P. VENKATA RAMA RAO, Asst. Secretary



ANDHRA CHAMBER OF COMMERCE SERVICES AT A GLANCE

The Chamber functions through 17 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

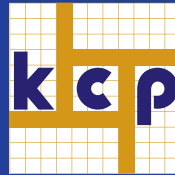
THE KCP LIMITED



CEMENT PLANT MUKTYALA



CEMENT PLANT MACHERLA



SUGAR INDUSTRY
VIETNAM



HEAVY ENGINEERING
CHENNAI

BUILDING THE NATION SINCE 1958

SRISAILAM DAM



NAGARJUNA SAGAR DAM



POLAVARAM PROJECT



SRI KANAKADURGAMMA VARADHI

KCP
CEMENT
BUILT TO LAST

Registered Office: "Ramakrishna Buildings" No. 2 Dr. P.V. Cherian Crescent, Egmore, Chennai- 600008
Tel: +91 44-66772600 / 66772667, Fax: 66772620 CIN65991 TN1941 PLC001128

Cement Marketing Head Quarter: Plot No. 10, Gayatri Hills, MP & MLA's Colony Road No. 10 C, Jubilee Hills,
Hyderabad - 500033 Tel: 040 2325 3503 to 3505, Cell: +91 9866305145 / 9989597775, E-mail: ramakrishna.k@kcp.co.in