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Symposium on Budget 2024-2025



Fund raising alternative Options Beyond Banking

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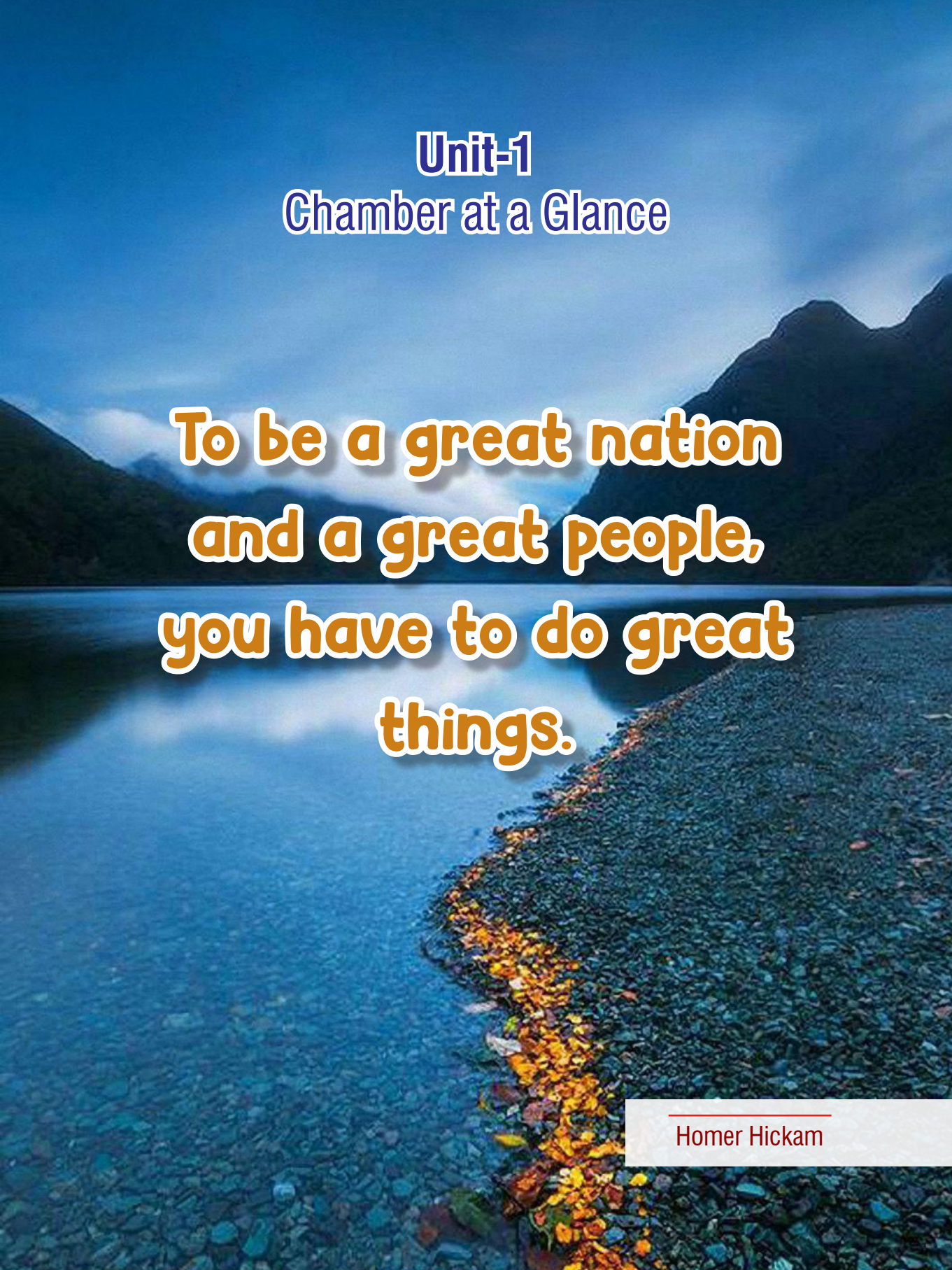
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Unit-1
Chamber at a Glance

**To be a great nation
and a great people,
you have to do great
things.**

Homer Hickam

From the President's Desk



Dear Members,

Startups and Emerging Technologies

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

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

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

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

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

Dr. V L Indira Dutt
President

CHAMBER



Solar Energy-Cost Benefit analysis & Fundraising alternative options beyond Banking July 10, 2024; Bhimavaram Chamber of Commerce Seminar Hall, Bhimavaram

Andhra Chamber of Commerce, Vijayawada Chapter organized a Presentation on “Solar Energy-Cost Benefit analysis” and “Fundraising alternative options beyond Banking” on Wednesday, July 19, 2024 at “Bhimavaram Chamber of Commerce Seminar Hall, Bhimavaram for the benefit of the members.

Dr. Kollu Srinivasa Rao, Co-Chairman, Food Processing, Sub-Committee chaired the session and welcomed the Guest Speakers, participants for the Program on “Solar Energy-Cost Benefit analysis” and “Fundraising alternative options beyond Banking”.

Mr.P.Krishna Vamshi, Manager, PV Projects-ORB Energy - made a detailed presentation on “Solar Energy Cost-benefits Analysis” and he covered the following salient aspects

- Introduction of Orb Energy and its manufacturing facility at Bengaluru.
- Raising energy charges has become a big alarming concern for the industries.
- How to overcome the huge power bills and save through renewable energy.
- In which ways the solar power system works and benefits the industrial consumer.

- How to Choose the Best System Engineering.
- Orb's Energy in-house credit finance facility and end to end turnkey projects.
- Performance of the system and warranties
- Rol of the system, nearby referral installations (7-8yrs old) and customer testimonials.

Mr. J.C. Thirumurugan, Founder Director – WCMS Investment Solutions, Chennai - made a detailed presentation on “Fundraising alternative options beyond Banking” and he covered the following salient aspects:

- Overcoming the shortage of funds by navigating the business landscape with effective funding strategies.
- Opportunities amidst crises through a methodical approach with unique solutions.
- Evaluation of different sources of funding such as debt funding, equity, in terms of investor advantages, and the associated risks for the business owners.
- Alternative options presented include debt funding, equity funding, ECB

funding, SBLC/ Business Guarantee, Trade Letter of credit, pre-IPO, Venture capital, CCD/NCD/ICD. NBFC Funding, institutional funding, Reverse merger, bank loans, private equity, listing, stressed assets, SME IPO, High Net Worth Individuals (HNI) & Ultra High Net Worth Individuals (UHNI) Investment, strategic investors, joint ventures, Mergers and acquisitions etc.

- The preparations the business owners should make for each of these alternative options.
- Mitigating the risk associated with each of these alternatives.

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

The Programme concluded with a Vote of Thanks proposed by Shri Dr. Kollu. Srinivasa Rao, Co-Chairman, Food Processing, Sub-committee, Andhra Chamber of Commerce.

The Number of participants for the Programme were 45.

Interactive Session on Opportunities in Africa

July 11, 2024; Dr V L Dutt Hall, Chennai

Andhra Chamber of Commerce after launching ACC Africa Desk conducted its first Interactive Session Secretary General ACC, Ms Raghini Peter welcomed the gathering and introduced the ACC activities with that she

gave Introduction to Ms Rama Venugopal, Executive Committee member & Chairman, Standards, Certifications & Regulations, Sub - Committee, ACC to deliver the Introductory address then she introduced Hon. K Shahul Hameed Commissioner, Southern African

Countries Community (SADC). Here, are some key sectors discussed in the interactive session at ACC and areas where India can explore and expand its trade relations with African nations:

Agriculture and Agro-processing:

Africa has vast arable land and a strong need for agricultural development. India can invest in agricultural technology, seeds, and machinery. There is also potential in agro-processing industries, where Indian expertise can add value to African agricultural products.

Pharmaceuticals and Healthcare:

India is a global leader in pharmaceuticals and generic medicines. African countries, which face healthcare challenges, can benefit from affordable Indian medicines and healthcare services. Collaborations in establishing hospitals, clinics, and training medical professionals can be mutually beneficial.

Information Technology and Telecommunications:

India's IT and telecom sectors are highly developed. There is potential for Indian companies to invest in Africa's growing ICT sector, offering services such as software development, IT infrastructure, and telecommunications.

Energy:

Africa has significant renewable energy potential, especially in solar and wind energy. Indian companies can invest in renewable

energy projects and share expertise in energy production and management. Collaboration in oil and gas exploration, particularly in East Africa, can also be a lucrative opportunity.

Mining and Minerals:

Africa is rich in minerals and natural resources. Indian companies can explore joint ventures in mining, beneficiation, and export of minerals like gold, diamonds, and rare earth elements.

Infrastructure Development:

There is a high demand for infrastructure development in Africa, including roads, railways, ports, and urban infrastructure. Indian companies with expertise in construction and engineering can tap into this market. Collaboration in smart city projects and urban planning can also be explored.

Manufacturing:

Africa's drive for industrialization presents opportunities for Indian manufacturers to set up industries in sectors like textiles, automotive, and consumer goods. Establishing manufacturing units in Africa can help cater to the local market and reduce dependency on imports.

Education and Skill Development:

India can play a significant role in providing education and skill development services. Setting up educational institutions, vocational training centers, and offering scholarships can strengthen ties.



Tourism and Hospitality:

Both regions have unique tourism opportunities. Collaboration in promoting tourism, hotel management, and hospitality services can boost the sector. Joint marketing initiatives can attract tourists to both regions.

Financial Services:

The growing financial sector in Africa presents opportunities for Indian banks,

insurance companies, and FinTech firms to expand their operations and offer services.

The Interactive session concluded with the Q&A Session with the Vote of Thanks from Mr B Gautham, Executive Committee member & Skill Development Sub-Committee, ACC.

The meeting was attended by 48 members and invitees.

Dr Reddy's Foundation for Health Education - DRFHE Wellness session & Free Hypertension Awareness Screening Camp, July 17, 2024; Tyche Industries Limited, Kakinada

Dr Reddy's Foundation through Apollo Hospitals, Kakinada has organized a Wellness session and Hypertension Camp at Andhra Chamber of Commerce's member Tyche Industries Limited, Kakinada factory premises for their employees in one of their shifts.

Dr. Venkateswara Rao, Cardiologist explained in detail about Hypertension Prevention with remedies to the employees it was a live interacting session were many

doubts was answered by the Doctor the employees benefitted out of it.

Hypertension Awareness Screening Camp was held in that ECG was taken to employees among that one of the employee was found is in an abnormal state and he was taken to the Apollo Hospital, Kakinada.

During the day in the shift around 64 employees were screened and attended the awareness camp at Tyche Industries Limited, Kakinada.

Fundraising alternative options beyond Banking July 19, 2024; Atluri Koteswara Rao Memorial Hall, Secunderabad

Andhra Chamber of Commerce, Telangana State Chapter organized a Presentation on "Fundraising alternative options beyond Banking" on Friday, July 19, 2024 at "Atluri Koteswara Rao Memorial Hall" of the Andhra Chamber of Commerce, Secunderabad for the benefit of the members.

Dr. V.B.S.S. Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee chaired the session and welcomed the Guest Speaker and participants for the Programme on "Fundraising alternative options beyond Banking". In his welcome address Dr. VBSS Koteswara Rao observed – In today's rapidly evolving economic landscape, the path to

funding your entrepreneurial ventures has become increasingly diverse and dynamic. Gone are the days when entrepreneurs were limited to the constraints of bank loans and venture capital. The financial world has undergone a remarkable transformation, offering a wealth of innovative alternatives that can help propel your businesses forward.

From the power of crowdfunding platforms, where passionate communities rally behind promising ideas, to the rise of angel investor networks that provide not just capital, but also invaluable mentorship and guidance. Take example of Shark Tank programmes where ideas are picked and investors evaluable and give funding and also mentoring. Options of potential of peer-to-peer lending, where individuals can directly fund the projects they believe in, bypassing the traditional bureaucracy of financial institutions.

And let's not forget the transformative impact of government grants and tax incentives, designed to nurture the growth of small businesses and start-ups. It is through embracing change and seeking out unconventional solutions that the most remarkable success stories are born.

Mr. J.C.Thirumurugan, Founder Director – WCMS Investment Solutions, Chennai - made a detailed presentation on “Fundraising alternative options beyond Banking” and he covered the following salient aspects:

- How to overcome the shortage of funds by navigating the business landscape with effective funding strategies.
- How to capture opportunities amidst crises through a methodical approach with unique solutions.

- Evaluation of different sources of funding such as debt funding, equity, in terms of investor advantages, and the associated risks for the business owners.
- Alternative options presented include debt funding, equity funding, ECB funding, SBLC/ Business Guarantee, Trade Letter of credit, pre-IPO, Venture capital, CCD/NCD/ICD. NBFC Funding, institutional funding, Reverse merger, bank loans, private equity, listing, stressed assets, SME IPO, High Net Worth Individuals (HNI) & Ultra High Net Worth Individuals (UHNI) Investment, strategic investors, joint ventures, Mergers and acquisitions etc.
- The preparations the business owners should make for each of these alternative options.
- How to mitigate the risk associated with each of these alternatives.

Earlier Shri N. Pardhasaradhi, Hon.Advisor on Foreign Trade, introduced the Guest Speaker Mr. J.C.Thirumurugan. Dr. VBSS Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee extended the floral welcome to him.

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

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

The Number of participants for the Programme were 50.

How to become a Digital MSME - FNF 22 July 2024; Hotel Ramada Plaza, Guindy, Chennai.

Andhra Chamber of Commerce in partnership with Friedrich Naumann Foundation, South Asia has organised a workshop on “How to become a Digital MSME” on the 22nd July 2024 at Hotel Ramada Plaza, Chennai.

During the welcome address, Ms Vijayalakshmi, Consultant, FNF Programmes, ACC said that new AI tools are coming on the market every day. They promise to help the marketers do their jobs faster, smarter, and more easily. With AI, we can analyse customer behaviour, predict outcomes, automate marketing tasks, and create and personalize marketing content. To create an awareness on these tools, this workshop is organised.

Mr M K Anand, Chairman, MSME Subcommittee & EC Member, ACC in his inaugural address, lauded the support of FNF and also briefed the objectives of this workshop. The objective of this workshop is to present the various tools of AI which are useful for the MSMEs in today’s scenario and help them to apply in their business and improve their productivity and earn profits.

Mr Mohammed ilias in his session on Artificial Intelligence Powered Digital Marketing – the rule of tools, presented the various AI Tools like elevenlabs which helps in text to speech and also tools on audio cloning, video cloning etc., and how the MSMEs can make use of the same in their business. He also urged the participants

to make use of the free tools first and once when they gain experience, then paid tools can be explored.

Next session was on “Future is Now AI Voice Assistant” wherein Mr Akshat, Founder, Interacts AI. In his presentation he said that AI voice assistant can solve many problems and Government departments, Insurance companies, healthcare, legal services are those who can largely benefit out of this AI voice tech. It will help to convert leads 10x faster with AI. Artificial Intelligence voice tech will help in eliminating human resource dependency, it will solve in global scaling through multilingual support and it will provide real time 24/7 support without training delays.

In the session on “One app for Local & Global Marketing –Scale your business

with WhatsApp” Mr Sharook, Manager, AskEva presented the various categories of WhatsApp like WhatsApp Personal, WhatsApp business and WhatsApp API. Getting WhatsApp business & API is free but chargeable based on transactions/lead generation.

Ms Fathima Batcha, Founder, Sollu in her presentation on “Phone number to Bill Number – The Magic of Cloud Telephony” presented on the benefits of Cloud telephony and also the difference between cloud telephony vs traditional telephony. Cloud telephony helps in call analytics, call recording, CRM

integration etc., For MSMEs this will help in getting better customer experience.

The panel discussion on “The Big Questions & Great Answers – Decoding how to become a Digital MSME” was moderated by Mr M K

Anand, Chairman, MSME Subcommittee & EC Member, ACC.

Around 55 MSMEs from various industries attended the workshop.

Symposium on Budget 2024-2025 July 24, 2024; Dr V L Dutt Hall, Chennai

Dr V L Indira Dutt President, ACC welcomed the guest of honour, Dr. M. Suresh Babu, Director of the Madras Institute of Development Studies, and expert panelists on the provisions of the budget for direct and indirect taxes. Dr V L Indira Dutt President, ACC highlighted the key measures of the budget, such as increased capital expenditure, deductions in important duties, and growth accelerators. She also emphasized the focus on skill development, digitalization, and job opportunities for the youth and women.

Dr. M. Suresh Babu, Director of the Madras Institute of Development Studies in his presentation he briefed about the macro-economic implications of the budget.

India’s Growth and Economic Challenges by 2027: The impact of India’s growth and economy by 2027. His concerns about lower-than-expected growth rates, rising unemployment, and a lack of aggregate demand due to a dip in private final consumption expenditure. He also highlighted the ongoing global uncertainties, including the impact of the Russia-Ukraine war on supply chains and geopolitical

tensions. Despite potential temptations to overspend following the elections, the Indian government’s fiscal budget adhered to the fiscal path, with increasing tax collections and non-tax revenues. However, he pointed out the need to balance this with development aspects, increase government capital expenditure, and generate more jobs and demand. He also emphasized the importance of investing in education and healthcare to support the country’s long-term vision.

Strategic Solutions and Tax Regime: Importance of strategic solutions and effective time management in deliberations, while expressing concern about the lack of clarity on issues like the transfer program. He highlighted changes to the tax regime in India, suggesting that the government should focus on educating people about the changes rather than forcing them upon them. He also proposed a simpler solution for short-term capital gains and suggested introducing a fixed deposit scheme for banks with tax incentives to address the credit-deposit ratio issue. He emphasized the need for simplified tax returns and payments, and expressed confusion about certain inconsistencies regarding tax rates and slabs.

New Tax Scheme and Capital Gains Reforms: The new tax scheme, highlighting its impact on various income levels. For incomes below 5,000, a 5% tax will be imposed, while for incomes between 7,500 and 17,500, the tax rate increased from 50% to 75%. The tax rate for incomes above 17,500 increased from 60% to 75%. He proposed simplifying capital gains tax laws by introducing a uniform 24-month holding period for all assets and eliminating the 12-month period for listed shares. He also suggested increasing the short-term capital gains tax from 15% to 20% for listed shares and from 10% to 20% for unlisted shares, while raising the long-term capital gains tax from 10% to 20% without indexation benefits.

Understanding Long-Term Capital Gains Tax in India: The history and complexities of long-term capital gains tax in India, emphasizing that the recent amendments were corrections of previously paid taxes, not new levies. He explained the tax implications for investors, particularly in the stock market, and urged everyone to understand the logical background of these tax changes. He also highlighted the need for a clear understanding of the impact of tax changes on the stock market and potential for capital gains, as well as the potential for double taxation. He expressed about the benefit of the low dividend tax rate flowing largely to high net worth individuals and the increasing number of such individuals leaving India.

Changes in India's Long-Term Capital Gains Tax: The changes in India's long-

term capital gains tax and its implications. He explained that the tax rate was increased to 20% in 2014 and then to 25% in 2020, which would result in a significant tax burden for long-term holders. He also highlighted the introduction of indexation in 2003, which aimed to adjust the cost of acquisition based on inflation, making it easier for taxpayers and the tax administration. However, he expressed concerns about the proposed removal of indexation, arguing that it would make property prices more volatile and reduce the incentive for long-term investments. He also emphasized the need for a simpler and more efficient tax system.

Input Tax Credits Claiming Process Discussion: The process and eligibility for claiming input tax credits, highlighting the issues that have led to numerous appeals and petitions. He proposed extending the time limit for claiming credits to up to 30 days after the end of the financial year. He also addressed the implications of various sections and the challenges faced by the department.

After the Q & A Session Shri V V S Sampath Kumar Treasurer & Chairman of Indirect Tax Committee, ACC proposed the Vote of Thanks.

The meeting was attended by 49 Members and Invitees.

Entrepreneurship and Job Opportunities offered in India the Space Sciences and Technology Industry on July 25, 2024.

Under The STEM Initiative headed by Ms Naina Shah, Startup Business, Entrepreneurship Chairman, Sub Committee of ACC. Ms Shylaja Chetlur, heads the ACC-WBF & STEAM - Arts Forum.

Mr Ravi Kumar Joint Secretary, ACC introduced the proceedings with the Chamber Services and Mr Barnabas Immanuel Assistant Secretary, ACC introduced Mr D.V. Venkatagiri CEO, Explore the Space, Mr Ramanathan Regional Manager, Tata Consultancy Service.

In his presentation, Mr D.V. Venkatagiri briefed about the Indian Space Industry with

Kulasekarapattinam is set to become India's second launch pad, after the Satish Dhawan Space Centre in Sriharikota. Located in the Thoothukudi district of Tamil Nadu, this new spaceport is being developed by the Indian Space Research Organisation (ISRO) to support the increasing number of satellite launches and ease the load on the existing launch facility. The site was chosen for its proximity to the equator, which provides an advantageous position for launching satellites into geostationary and polar orbits.

The Kulasekarapattinam launch pad will feature state-of-the-art facilities including a vehicle assembly building, solid motor preparation facilities, and a mission control center. The new spaceport will support a variety of launch vehicles, such as the Polar Satellite Launch Vehicle (PSLV) and the

Geosynchronous Satellite Launch Vehicle (GSLV).

This project is part of ISRO's broader vision to enhance India's space capabilities and foster a robust space ecosystem. By establishing another launch pad, ISRO aims to increase the frequency of launches, reduce turnaround times, and provide a more flexible schedule for satellite deployments. This will be particularly beneficial as India pursues ambitious projects like Gaganyaan, its human spaceflight program, and various interplanetary missions.

Furthermore, the development of the Kulasekarapattinam spaceport is expected to boost the local economy by creating jobs and fostering technological and infrastructural advancements. It is anticipated that this new launch site will attract global customers, contributing to India's growing presence in the commercial space sector.

Space Industries Key Organizations Bodies such as Indian Space Research Organisation (ISRO) Antrix Corporation: ISRO's commercial arm, NewSpace India Limited (NSIL) and Department of Space (DoS) they play vital role.

Government Policies: New policies and reforms encourage private sector participation, aiming to create a robust space ecosystem.

Private Sector Involvement

Start-ups and Companies: Firms like Skyroot Aerospace, Agnikul Cosmos, and Pixxel are contributing to satellite technology, launch services, and space data analytics.

India's space science industry is rapidly evolving, marked by significant achievements and ambitious future projects. With continued innovation, collaboration, and support for the private sector, India is poised to play a pivotal role in global space exploration and commercialization.

Mr Ramanathan Regional Manager, Tata Consultancy Service had an interactive session with the college students, Professors, Chamber members he was sharing about the Job opportunities in Technology Sector and

briefing about the Interview and Recruitment process in TCS and in Top MNC Companies and he explained how prepared the students has to be so, accordingly they have to be equipped with skill set that is required to be employed he mentioned.

There was a good interaction between the participants were college students, Professors questions were raised by the participants were answered.

The Meeting was concluded with the vote of Thanks proposed by Mr Barnabas Immanuel Assistant Secretary, ACC.

The meeting was attended by 55 Members and invitees.

Union Budget 2024-2025

July 26, 2024; Atluri Koteswara Rao Memorial Hall, Secunderabad

Andhra Chamber of Commerce, Telangana State Chapter organized a Program on Union Budget 2024-2025, July 26, 2024 at "Atluri Koteswara Rao Memorial Hall" of the Andhra Chamber of Commerce, Secunderabad for the benefit of the members.

Dr. VBSS Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee chaired the session and welcomed the Guest Speakers for the Programme on Union Budget 2024-2025. In his welcome address Dr. VBSS Koteswara Rao observed – The budgetary proposals made by Hon'ble Finance Minister for the year 2024-2025 are focusing on productivity and resilience in agriculture, Employment and Skilling, Human Resource

and Social Justice, Manufacturing and Services, Urban Development, Energy Security, Infrastructure, Innovation and R&D and Next Generation of reforms.

MSMEs were given a special preference in this budget by announcing several schemes which directly and indirectly boost the industry and trade. The proposed new credit guarantee scheme to facilitate term loans for MSMEs to purchase machinery without requiring collateral or a third party guarantee is a welcome step. Self-financing guarantee fund providing to each applicant, guarantee cover up to ₹100 crores, lowering the turnover threshold for mandatory on boarding platform from ₹500 crores to ₹250

crores for Trade Related Entrepreneurship Development Assistance Scheme which is benefiting 22 Central Public Sector Enterprises (CPSEs) and 7,000 companies to on-board. Expansion of SIDBI branches to which can serve up to 168 clusters out of 242 major clusters. Setting up of 100 industrial parks in 100 cities are welcoming measures.

Also creating skilled manpower to the industry and making it mandatory to train the youth by upgrading 1,000 Industrial Training Institutes in hub & spoke arrangements in 5 years will bridge the skill gap and prepare youth for future jobs. The introduction of employment linked incentive schemes for employees and employers, allocation of 2 lakh Crore to create employment opportunities for 4.1 Crore youth over next five years are commendable proposals towards economic growth of the country.

Enhancement of MUDRA loan from 10 lakhs to 20 lakhs to those who have repaid successfully. Over 65% of Mudra loan beneficiaries to the tune of over 8 million are women.

Providing industrial development, funds for promotion Vizag-Chennai Industrial Corridor and Hyderabad-Bengaluru Industrial Corridor. This will certainly boost growth along these corridors and consequently boost real estate growth there.

Measures taken to simplify TDS Rules, Reduction in Corporate Taxes will attract investment and enhance cash flow in the hands of Taxpayers.

Shri G. Ganesh, FCA, Chartered Accountant, made a detailed presentation about budgetary changes in direct tax proposals. Shri T. Rama Murthy, FCA, Chartered Accountant - Tejomurtula Associates, addressed the participants about budgetary changes in Indirect tax proposals.

Earlier Shri N. Pardhasaradhi, Hon. Advisor on Foreign Trade introduced the Guest Speakers. Dr. VBSS Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee, extended the floral welcome to them.

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

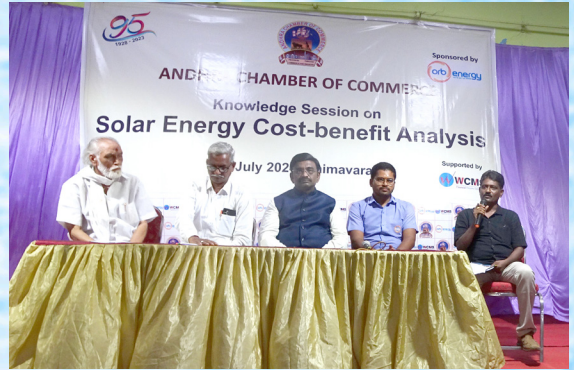
Dr. VBSS Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee presented a Mementoes to the guest speakers.

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

The Number of participants for the programme were 52.

Memories to Cherish

Solar Energy-Cost Benefit analysis & Fundraising alternative options beyond Banking July 10, 2024; Bhimavaram Chamber of Commerce Seminar Hall, Bhimavaram



Interactive Session on Opportunities in Africa July 11, 2024; Dr V L Dutt Hall, Chennai



Dr Reddy's Foundation for Health Education - DRFHE Wellness session & Free Hypertension Awareness Screening Camp, July 17, 2024; Tyche Industries Limited, Kakinada





Fundraising alternative options beyond Banking July 19, 2024; Atluri Koteswara Rao Memorial Hall, Secunderabad



How to become a Digital MSME - FNF 22 July 2024; Hotel Ramada Plaza, Guindy, Chennai.



Symposium on Budget 2024-2025 July 24, 2024; Dr V L Dutt Hall, Chennai





Entrepreneurship and Job Opportunities offered in India the Space Sciences and Technology Industry on July 25, 2024.



Union Budget 2024-2025

July 26, 2024; Atluri Koteswara Rao Memorial Hall, Secunderabad



Union Budget 2024-2025; Visakhapatnam



Customer Engagement, July 24, 2024; Dr V L Dutt Hall, Chennai





Unit-2
Nation First

**Every good
citizen adds to
the strength of
a nation.**

Gordon B. Hinckley

INDIAN ECONOMY

Overview

Indigenous crude oil and condensate production during June 2024 was 2.4 MMT. OIL registered a production of 0.3 MMT, ONGC registered a production of 1.6 MMT whereas PSC/RSC registered production of 0.5 MMT during June 2024. There is a degrowth of 2.7% in crude oil and condensate production during June 2024 as compared to June 2023.

Total Crude oil processed during June 2024 was 22.2 MMT which is 3.1% higher than June 2023, where PSU/JV refiners processed 15.1 MMT and private refiners processed 7.1 MMT of crude oil. Total indigenous crude oil processed was 2.1 MMT and total Imported crude oil processed was 20.1 by all Indian refineries (PSU+JV+PVT). There was a growth of 1.7% in total crude oil processed in April-June FY 2024-25 as compared to same period of FY 2023-24.

Crude oil imports decreased by 5.1% and increased by 3.1% during June 2024 and April-June FY 2024-25 respectively as compared to the corresponding period of the previous year. As compared to net import bill for Oil & Gas for June 2023 of \$ 9.2 billion, the net import bill for Oil & Gas for June 2024 was \$ 10.2 billion. Out of which, crude oil imports constitutes \$ 11.1 billion, LNG imports \$1.1 billion and the exports were \$ 3.7 billion during June 2024.

The price of Brent Crude averaged \$82.61/ bbl during June 2024 as against \$82.05/ bbl during May 2024 and \$74.70/bbl during June 2023. The Indian basket crude price averaged \$82.55/bbl during June 2024 as against \$83.62/bbl during May 2024 and \$74.93/bbl during June 2023.

Production of petroleum products was 22.7 MMT during June 2024 which is 1.5% lower than June 2023. Out of 22.7 MMT, 22.4 MMT was from refinery production & 0.3 MMT was from fractionator. There was a growth of 1.5% in production of petroleum products in April-June FY 2024-25 as compared to same period of FY 2023-24. Out of total POL production, in June 2024, share of HSD is 41.7%, MS 16.6%, Naphtha 6.5%, ATF 6.3%, Pet Coke 5.2%, LPG 4.5% which are of major products and rest are shared by Bitumen, FO/LSHS, LDO, Lubes & others.

Ethanol blending with Petrol was achieved at 15.9% during June 2024 and cumulative ethanol blending during November 2023-June 2024 was 13.0%. As on 01.07.2024, 14,476 PSU outlets out of 81,963 total PSU Retail Outlets are dispensing E20 Ethanol Blended MS.

Total Natural Gas Consumption (including internal consumption) for the month of June 2024 was 5594 MMSCM which was 7.1%

1. Selected indicators of the Indian economy								
Economic indicators		Unit/ Base	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
1	Population (basis RGI projections)	Billion	1.309	1.337	1.351	1.365	1.377	1.388
2	GDP at constant (2011-12 Prices)	Growth %	6.5 2nd RE	4.0 1st RE	-6.6 1st RE	9.1 1st RE	7.2 PE	7.6 (E)
3	Agricultural Production (Food grains)	MMT				4th AE	3rd AE	3rd AE
		Growth %	0.1					
4	Gross Fiscal Deficit (as percent of GDP)	%	3.4	4.6	9.5 RE	6.7 RE	6.4 RE	5.9 RE

Economic indicators		Unit/ Base	2022-23	2023-24	June		April-June	
					2023-24	2024-25(P)	2023-24	2024-25 (P)
5	Index of Industrial Production (Base: 2011-12)	Growth %				5.9* QE	5.1#	
6	Imports^	\$ Billion	714.2	677.2	53.5	56.2	160.1	172.2
7	Exports^	\$		437.1				
8	Trade Balance	\$ Billion	-263.2	-240.1	-19.2	-21.0	-56.2	-62.3
9	Foreign Exchange Reserves®	\$			595.1		-	-

Population projection by RGI is taken as on 1st July for the year. IIP is for the month of *May'24 and #April-May'23 and Apr-May'24; @ 2022-23 as on March 31, 2023, 2023-24 as on March 29, 2024, June 2023 as on June 30, 2023 and June, 2024 as on June 28, 2024; ^Imports & Exports are for Merchandise for the month of June 2023 & June 2024 and Apr-June 2023 and Apr-June 2024.; E: Estimates; PE: Provisional Estimates; AE-Advanced Estimates; RE-Revised Estimates; QE-Quick Estimates.
Source: Registrar General India, Ministry of Commerce & Industry, Ministry of Statistics and Programme Implementation, Ministry of Agriculture & Farmer's Welfare, Ministry of Finance, Reserve Bank of India

higher than the corresponding month of the previous year. The cumulative consumption of 16707

MMSCM for the current financial year till June 2024 was higher by 3.8% compared with the corresponding period of the previous year.

Exports of POL products increased by 1.1% and 2.7% during June 2024 and April-June FY 2024-25 respectively as compared to the corresponding period of the previous year. Increase in POL products exports during April-June FY 2024-25 were mainly due to increase in exports of aviation turbine fuel (ATF), petcoke, fuel oil (FO) etc.

The consumption of petroleum products during April-June 2024, with a volume of 60.9 MMT, reported a growth of 3.4%

compared to the volume of 58.9 MMT during the same period of the previous year. This growth was led by 11.4% growth in

ATF, 7.1% growth in MS, 1.6% in HSD and 5.0% in LPG consumption besides growth in Lubes, Petcoke, bitumen and others during the period. The Consumption of petroleum products for the month of Jun-2024 recorded a growth of 2.6% with a volume of 20.0 MMT compared to the same period of the previous year.

Gross production of natural gas for the month of June 2024 (P) was 2993 MMSCM which was higher by 2.9% compared with the corresponding month of the previous year. The cumulative gross production of natural gas of 9056 MMSCM for the current financial year till June 2024 was higher by 5.7% compared with the corresponding period of the previous year.

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

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

India Success Story

Manufacturing sentiments and domestic demand up in Q1 FY25



Manufacturing sentiments in India have shown an improvement in the first quarter of the financial year 2024-25, according to a Quarterly Survey on Manufacturing.

The survey reveals that compared to the previous year, where 57 per cent of respondents reported increased production levels, approximately 78 per cent of respondents in the current Q1 FY 2024-25 expect either higher or unchanged production levels.

The survey also highlights optimism in domestic demand conditions for Q1 2024-25, which is reflected in the order books. Around

67 per cent of respondents expect a higher number of orders compared to the previous quarter.

The survey assessed sentiments across eight major sectors: Automotive & Auto Components, Capital Goods & Machine Tools, Cement, Chemicals, Fertilizers & Pharmaceuticals, Electronics & Electricals, Metal & Metal Products, and Textiles, Apparels & Technical Textiles. Responses were gathered from manufacturing units of both large and SME segments, with a combined annual turnover exceeding Rs. 3 lakh crore.

The current average capacity utilization in manufacturing is close to 75 per cent, reflecting sustained economic activity, slightly higher than in previous surveys. The investment outlook is also positive, with 41 per cent of respondents planning investments and expansions in the next six months.

However, some respondents cited challenges such as constrained working capital due to high interest rates, delays in customer payments, difficulties in acquiring skilled labor, and market challenges including cheaper imports and subsidized products from certain countries. Logistical problems also pose restrictions on expansion efforts.

The survey noted that 86 per cent of respondents had either increased or maintained inventory levels in Q4 2023-24, and about 83 per cent expect higher or unchanged inventory levels in Q1 2024-25. In exports, 56 per cent of respondents reported increased exports in Q4 FY 2024, and around 70 per cent expect higher exports in Q1 2024-25 compared to the previous year's similar quarters.

The hiring outlook remains positive, with nearly 50 per cent of respondents planning to hire additional workforce in the next three months. The average interest rate paid by manufacturers is reported to be 9.8 per cent. Over 80 per cent of respondents have reported sufficient availability of funds from banks for working capital or long-term capital.

According to the survey, the production costs for manufacturers in Q4 FY 2024 have remained high, with nearly 60 percent of respondents reporting an increase in production costs as a percentage of sales, slightly less than in the previous quarter.

Factors contributing to higher production costs include increased prices for raw materials such as iron, steel, rubber, carbon, and chemicals (e.g., Caustic Soda, Carbon Di-Sulphide), rising wages, increased utility and energy costs, higher scrap prices, and greater logistics expenses.

Most sectors do not face a shortage of labor, as 83 per cent of respondents reported no issues with workforce availability. However, 17 per cent noted a lack of skilled labour in their sector, indicating a need for increased efforts at both government and industry levels.

Source : Internet.

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

Induction Program

What is an Induction Program

An induction program is structured to welcome and integrate new employees into an organization. The program helps new hires understand the company's culture, policies, procedures, and their specific roles within the organization.

Components of an Induction Program

Induction programs can vary in length and detail but generally include the following components:

- **Orientation:** This is introducing new employees to the organization, its mission, values, and culture. It may include an overview of the company's history, structure, and strategic goals.
- **Introduction to Team and Work Environment:** This is key in making new employees feel part of the team. It involves meeting colleagues, supervisors, and key personnel, and

often includes a tour of the workplace and familiarization with the facilities and resources available.

- **Training and Development:** Providing initial training relevant to the new employee's role. This may include technical training, compliance training, safety procedures, and other necessary skills.
- **Understanding Policies and Procedures:** Explaining company policies, including work hours, dress code, code of conduct, communication protocols, and other essential rules and regulations.
- **Support and Resources:** Informing new employees about available resources, such as IT support, HR services, and employee assistance programs.
- **Mentorship and Guidance:** This component is designed to make new

employees feel supported and guided. We assign a mentor or buddy to help new employees acclimate to their new role and environment, ensuring they feel supported and confident in their new position.

The goal of an induction program is to ensure that new employees feel welcomed, informed, and prepared to contribute effectively to the organization.

How to Make an Induction Program More Effective

Making an induction program more effective and engaging can significantly impact new employees' experience, helping them feel welcomed, valued, and well-prepared for their roles. Here are some strategies to enhance the effectiveness and engagement of an induction program:

1. Personalization

- **Tailored Content:** Customize the induction process based on the new employees' specific roles, departments, and backgrounds.
- **Personal Welcome Messages:** Include personalized greetings from leaders or team members.

2. Interactive and Hands-on Activities

- **Interactive Sessions:** Use interactive formats like Q&A sessions, workshops, and group activities to engage participants.

- **Hands-on Training:** Provide opportunities for new employees to engage in real tasks or simulations that mirror their work.

3. Multimedia and Technology Integration

- **Use of Videos and Animations:** Incorporate videos, animations, and infographics to present information in an engaging way.
- **Virtual Reality (VR) or Augmented Reality (AR):** Use VR or AR to give new hires a virtual tour of the workplace or to simulate work scenarios.

4. Engagement with Current Employees

- **Meet-and-Greet Sessions:** Organize casual meet-and-greet sessions with team members and key stakeholders.
- **Mentorship Programs:** Pair new employees with experienced mentors who can provide guidance and support.

5. Gamification

- **Incorporate Gamification:** Use gamification techniques like quizzes, challenges, and reward systems to make learning fun and interactive.

6. Continuous Feedback and Improvement

- **Collect Feedback:** Regularly solicit feedback from new hires about the induction program and use it to make improvements.

- **Iterative Updates:** Continuously update the content and format of the induction program to keep it relevant and engaging.

7. Clear Communication and Expectations

- **Role-Specific Information:** Provide detailed information about the new employee's roles, responsibilities, and expectations.
- **Roadmaps and Timelines:** Share clear roadmaps and timelines for the induction process and beyond.

8. Supportive Resources

- **Resource Hub:** Create a central hub with resources, including FAQs, manuals, and contacts, that new hires can access anytime.
- **Accessible Platforms:** Ensure that digital resources and platforms are user-friendly and accessible.

9. Cultural Integration

- **Cultural Immersion:** Include activities that help new employees understand and experience the company's culture, values, and traditions.
- **Diversity and Inclusion:** Highlight the company's commitment to diversity and inclusion and explain relevant policies and practices.

10. Follow-up and Ongoing Support

- **Check-in Meetings:** Schedule regular check-ins during the first few months to address concerns and provide additional support.
- **Continuous Learning Opportunities:** Offer opportunities for further training and development beyond the initial induction period.

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A scenic autumn road with colorful trees and fallen leaves. The road is paved and covered with fallen red and orange leaves. The trees on either side are in full autumn foliage, with vibrant reds, oranges, and yellows. The sky is bright and hazy, suggesting a sunny day. The overall atmosphere is peaceful and beautiful.

Unit-3

Kaizen Corner

**Trees are the earth's
endless effort to
speak to the listening
heaven.**

- Rabindranath Tagore

Madras High Court Judgments in

VAT CST GST



Shri. V.V. Sampathkumar

Treasurer and Chairman, Indirect Taxes Subcommittee, ACC

Amounts payable and GST: The AO considered the entire payables of Rs.470 Cr and treated such payables as taxable under GST law. The petitioner's reply was to the effect that 85% of Rs. 470 Cr, about Rs.398 Cr, was the provision made in respect of amounts payable to EPC contractors. The Court observed that even assuming that sundry creditors were not paid for 180 days, at worst, the corresponding ITC would alone be reversible. The conclusion that the aggregate sum of Rs.470 Cr is taxable merely because the petitioner had not placed on record all necessary documents is therefore untenable. Stating so, the impugned order is set aside with certain conditions. **M/s.Indian Oil LNG P Ltd Vs 1.AC(ST), Cholavaram Assessment Circle, 2.AC(ST), Broadway Assessment Circle, Chennai-3. WP No.15827 of 2024 DATED: 26.06.2024**

Year 2017-18 Mismatch, 26AS GTSR 3B and GSTR 9/9C: Tax proposal relates to the mismatch between the petitioner's GSTR 3B returns and the GSTR 9/9C returns on the one hand, and Form 26AS, on the other. It is also clear that the assessment period is 2017-18.GST enactments came into force

on 01.07.2017. Petitioner contended that the reason for mismatch is that the pre-GST period from 01.04.2017 to 30.06.2017 is reflected in Form 26AS, whereas the same is not reflected in the GST returns. This aspect should be examined by the AO. In view of the contention that the petitioner could not participate in proceedings on account of being unaware of the same, the interest of justice warrants reconsideration and the impugned order dated 28.12.2023 is set aside with conditions. **M/s.Gayathri Construction Vs 1. AC(ST)(FAC), Thiruvottiyur Assessment Circle 2. The Branch Manager, Bank of Baroda, Chennai-600 037. W.P.No.15851 of 2024 DATED: 26.06.2024**

Filing of Objections: The petitioner has placed on record the reply dated 10.10.2023. Such reply appears to have been uploaded on the portal along with attachments thereto. In the impugned order, it is recorded that the petitioner did not file any objections to the DRC-01 notice or any documentary evidence. Such finding is contrary to the documents on record. Consequently, the impugned order cannot be sustained. Therefore, the impugned order dated 26.12.2023 is set aside and the

matter is remanded for reconsideration. **M/s. Monika Alloys India P Ltd Vs STO, Vallalar Nagar Assessment Circle, Chennai-3 W.P.No.16563 of 2024 DATED: 26.06.2024**

Unaware of Proceedings: The tax proposal related to a mismatch between the petitioner's GSTR 3B return and the auto-populated GSTR 2A in so far as Input Tax Credit (ITC) is concerned. Such tax proposal was confirmed on the ground that the petitioner did not reply to the show cause notice or attend the personal hearing. Such non-participation was on account of being unaware of proceedings. Sums were also appropriated from the petitioner's bank account after the impugned order was issued and therefore, the impugned order dated 26.08.2023 is set aside with conditions. **M/s. Annai Earth Movers vs AC (ST) (FAC), Kodungaiyur Assessment Circle, Chennai-3. WP No.16021 of 2024 DATED: 27.06.2024**

Non participation: The tax proposal was confirmed because the petitioner did not reply to the notice. By taking into account the assertion that the petitioner could not participate in proceedings on account of the accountant being unwell, the interest of justice warrants reconsideration and set-aside the impugned orders with conditions. **M/s. Universal Jet Enterprises, Vs STO, Singanallur (South) Assessment Circle, Coimbatore-18. WP No.16017 of 2024 DATED: 27.06.2024**

Opportunity: Merely because the proprietrix was unable to travel from Tirunelveli to the principal place of business

on 03.05.2024, Ld Counsel submits that the premises were placed under lock and seal in violation of law. A representation was submitted on 09.05.2024 requesting that the premises be de-sealed, but no action was taken thereon. This W.P. was disposed of directing the respondents to consider the representation dated 09.05.2024 and dispose of the same in accordance with law, within one week from the date of receipt of a copy of this order. **M/s. Moon Enterprises Vs 1.STO, Group-I, Intelligence-II, Chennai-6. 2.JC (ST), Central Intelligence-II Division, Chennai-6. WP No.16020 of 2024 DATED: 27.06.2024**

Circular No.183/2022 and Certificat,: Petitioner failed to submit a certificate in compliance with the requirements of Circular No.183/2022. The petitioner asserted that such certificate was received after the impugned order was issued. The facts and circumstances outlined above warrant reconsideration. In view of this, the assessment order is set aside and also the recovery notice. **M/s. Jaris Enterprises, vs STO, Pollachi (West) Assessment Circle, 2. The Bank Manager, Union Bank of India, Mahalingapuram P.O. Pollachi 642 002. W.P.Nos.15923 & 15925 of 2024 DATED: 27.06.2024**

Outward Supply Vs Purchases: Tax liability was imposed on the allegation of sale suppression based on the difference between purchase value and outward supply value. The petitioner has asserted that it could not participate in proceedings on account of being unaware of the same. By taking the said assertion into account

and by taking into account the nature of the confirmed tax proposal, the Court set-aside the impugned orders putting the petitioner on certain terms / conditions. **M/s.Trident Home Furnishings P Ltd Vs 1.AC (ST) and 2. STO (ST), Ramapuram Assessment Circle, W.P.Nos.15744 & 15747 of 2024 DATED: 26.06.2024**

Limitation 2017-18,: An order in original dated 02.01.2024 for the year 2017-18 was assailed on the ground of limitation. As per the notification u/s 168A, the period of limitation was extended up to 31.12.2023. Since the impugned order was issued subsequent thereto, such order cannot be sustained. The impugned order dated 02.01.2024 is set aside and this WP is allowed and as a consequence, the bank attachment is raised. **M/s. Malar Fashion Vs 1. STO, O/o AC(ST), Salem Bazaar Circle. 2.The Branch Manager, Laxmi Villas Bank Ltd, Salem-1. WP No.15967 of 2024 DATED: 27.06.2024**

Penalty and Interest: Detailed notice did not refer to interest or penalty liability, whereas the impugned order imposes such liability. Thus, as regards interest and penalty, the petitioner did not have an opportunity to respond to the proposal. For such reason, the order calls for interference and set aside with certain terms. **M/s. Dynamed Equipments Vs AC (ST), Intelligence-I, Avadi Assessment Circle W.P.No.12722 of 2024 DATED: 28.06.2024.**

Condonation of Delay: The order in original was communicated to the petitioner herein on 11.08.2023. The appeal was presented on 11.01.2024, which is about

one month beyond the condonable period. A medical certificate has been placed on record by the petitioner to justify the delay. By taking into the account the reason for delay and the length of delay, this W.P. is disposed of by directing the appellate authority to receive and dispose of the petitioner's appeal on merits, without going into the question of limitation, provided such appeal is re-presented within 10 days from the date of receipt of a copy of this order. **M/s.AGN Traders Vs 1.DC(ST)(GST), GST-Appeal, Chennai-I, Chennai-6. 2. AC (ST) (FAC), Kodungaiyur Assessment Circle, Chennai-3. W.P.No.15858 of 2024 DATED: 26.06.2024**

ITC and RCM: SCN uploaded on the "view additional notices and orders" tab of the GST portal and not communicated to the petitioner through any other mode and the petitioner asserts that he could not participate in proceedings. Also, an inadvertent error in filling up the column relating to reverse charge instead of all other ITC resulted in the confirmed tax proposal. Considering this and in the interests of justice, the impugned proceedings were set-aside with directions. **M/s. Chennakesava Textiles Vs DSTO-I, Krishnagiri – II. W.P.No.15911 of 2024 DATED: 27.06.2024**

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

Shout -Sales and MARKETING MATTERS

Fleet on Street



Mr.M.K. Anand

Chairman, MSME Sub-Committee, ACC



“Success in sales comes from planting seeds, not just harvesting crops.”

This proverb emphasizes the importance of nurturing relationships and building long-term connections rather than focusing solely on immediate results.

When the whole world is making noise about Digital & AI Strategies(Including me, in my previous articles!), let’s not forget that there are still people to meet you and embrace you with the products/services in person/face

to face so that you can take a call to buy/ invest/feel good about your decisions.

All Tech Tools and Automation Enablement will lead you to take right decisions.

“Fleet on street” strategies involve deploying a team of sales representatives or service providers directly into the field to engage with potential customers in person. This approach is particularly effective for businesses that rely on face-to-face interactions.

Here are 8 proven strategies for Sales Success by your Fleet on Street:

1. Territory Management

- **Segmenting Territories:** Divide areas into specific territories based on potential market size, customer demographics, or business needs. Assign dedicated teams to each territory to maximize coverage and efficiency.
- **Target High-Value Areas:** Focus on areas with a high concentration of potential customers or businesses that match your target profile.

2. Lead Generation and Qualification

- **Prospecting:** Train your fleet to identify potential leads during their time in the field. This could involve visiting businesses, attending local events, or engaging with communities.
- **Lead Qualification: Equip your team** with tools and criteria to qualify leads on the spot, ensuring they spend time on the most promising opportunities.

3. Direct Sales

- **Door-to-Door Sales:** For certain products or services, direct sales at the customer's location can be effective. This requires well-trained sales reps who can pitch, handle objections, and close deals on the spot.
- **Product Demonstrations:** Use your fleet to provide live demonstrations of your product or service, allowing potential customers to experience it firsthand.

4. Promotional Campaigns

- **Sampling and Giveaways:** Distribute free samples or promotional materials to attract interest and create a memorable experience for potential customers.
- **Pop-Up Events:** Organize temporary events or kiosks in high-traffic areas where your fleet can engage with customers, provide information, and encourage immediate purchases.

5. Customer Engagement and Relationship Building

- **Follow-Up Visits:** Have your team conduct follow-up visits with potential or existing customers to nurture relationships and close deals.
- **Feedback Collection:** Encourage your fleet to gather feedback from customers during their interactions to improve products, services, and overall strategy.

6. Technology Integration

- **Mobile CRM:** Equip your team with mobile CRM tools to track interactions, manage leads, and update customer information in real-time.
- **Route Optimization Software:** Use technology to plan efficient routes, maximizing the number of customer visits per day while minimizing travel time and costs.

7. Training and Support

- **Ongoing Training:** Regularly train your fleet on product knowledge, sales



techniques, and customer service skills to ensure they are well-prepared for field interactions.

- **Incentives and Motivation:** Implement incentive programs to keep your team motivated and driven to achieve sales targets.

8. Data Analysis and Reporting

- **Performance Tracking:** Monitor the performance of your fleet through key metrics like sales conversions, customer interactions, and coverage area.
- **Data-Driven Adjustments:** Use data collected from field operations to refine strategies, optimize territory assignments, and improve overall effectiveness.

Remember the key differentiator in today's sales environment, you need to do quality calls rather than cold calls. Cold calls culture is over a decade ago. Quality calls look like

cold calls but the preparations are done ahead and no surprise to you as a fleet on the street and the customers too.

Stay connected for Guidance and Support and watch my youtube videos in the name "see change anand" on this topic with various other techniques and guidance.

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

Guidelines to target false or misleading Environmental Claims

Greenwashing – No More !

The Advertising Standards Council of India (ASCI) has issued its guidelines to prevent false pro-environment claims, also known as greenwashing, that has been seen across sectors.

Effective February 15, 2024, these guidelines aimed to ensure that environmental claims made by advertisers are reliable, verifiable, and transparent.

Consumers are increasingly demanding products and services which minimise harm to, or have a positive effect on, the environment. As a result of a proliferation of products, services and businesses which claim to meet that demand, it is imperative for such claims to be reliable and verifiable.

ASCI Guidelines on Greenwashing

What is Greenwashing?

- False or misleading environmental claims made by advertisers about their products or services.
- Often involves exaggerating or misrepresenting the environmental benefits of a product.

Why are the Guidelines Necessary?

- Increasing consumer demand for environmentally friendly products.
- Proliferation of products claiming to be eco-friendly.
- Need to protect consumers from deceptive practices.

Key Provisions of the ASCI Guidelines:

- **Clear and verifiable claims:** Environmental claims must be substantiated with data and credible certifications.

- **Specific claims:** Claims should be limited to the part of the product or service with the environmental benefit.
- **Life cycle assessment:** Claims should consider the entire life cycle of the product unless specified otherwise.
- **Avoid misleading comparisons:** Comparisons to other products should be based on clear and relevant criteria.
- **Transparency in certifications:** Certifications must be from accredited organizations.
- **Caution on future promises:** Claims about future environmental objectives require clear action plans.
- **Restrictions on visual elements:** Visual cues cannot falsely imply environmental benefits.

Draft Guidelines for Prevention and Regulation of Greenwashing from The Central Consumer Protection Authority (CCPA)

The Central Consumer Protection Authority (CCPA) has also sought public comments on Draft Guidelines for Prevention and Regulation of Greenwashing few months ago.

These draft guidelines were released to target false or misleading environmental claims and requires disclosures by the company making green claims that shall be

backed by verifiable evidence.

The draft guidelines, recommend that vague terms such as ‘green’, ‘eco-friendly’, ‘eco-consciousness’, ‘good for the planet’, ‘cruelty-free’, and similar assertions to be used only with adequate disclosures.

Key Points from the CCPA’s Draft Guidelines for Prevention and Regulation of Greenwashing

Definition of Greenwashing

- Greenwashing is any deceptive practice involving false or misleading environmental claims.
- This includes hiding information, exaggerating benefits, or using misleading imagery.

Scope of Application

- Applies to all advertisements and those involved in creating or promoting them (advertisers, agencies, endorsers).

Restrictions on Vague Terms

- Vague terms like “green”, “eco-friendly”, or “sustainable” require specific disclosures and substantiation.

Disclosure Requirements

- All environmental claims must be fully disclosed, either directly or through digital means.
- Data should be presented fairly and without hiding negative aspects.

- Clear explanation of what the environmental claim refers to (product, process, packaging, etc.).
- All claims must be backed by verifiable evidence.
- Comparative claims need solid data to support comparisons.
- Specific claims require credible certifications or scientific evidence.

Future Claims

- Aspirational claims about future environmental goals require detailed action plans.

Consumers Choices, Preferences:

Consumers today are exercising their preferences for green products, and in many cases, pay a premium for them. It is necessary that consumers have the correct

information to make informed choices to support green products.

It is also important that organizations that genuinely provide greener products are able to communicate this clearly to consumers.

The Government too has expressed their concern on greenwashing or false green claims, and hence these guidelines are a significant step towards promoting transparency and accountability in environmental/ green claims made in advertising.

Essentially, the guidelines aim to ensure that environmental claims are truthful, verifiable, and not misleading to consumers.

Information Source:

Department of Consumer Affairs Notification on Guidelines for the Prevention and Regulation of Greenwashing, 2024 released in February 2024

ASCI's Guidelines for Advertisements Making Environmental/ Green Claims released in January 2024



Unit-4

Self Development Corner

Strategy
requires thought,
tactics require
observation.

- Max Euwe

Business Stories - Inspiration Matters

Banana Fiber for Chairs, Water Hyacinth for Decor: Startup Uses Natural Fiber to Make Furniture



Introduction

Shruthi Prakash, 28, was always drawn to home decor. She started her brand Ombak in 2022 making sustainable furniture, which stands out for being made of waste plants, water hyacinth, seagrass, banana fibre, and more.

While at first glance this may appear to be a list of Shruthi Prakash's favourite greens to have in a garden, a conversation revealed with the three vital components of an eco-friendly home decor and sustainable furniture brand that this 28-year-old Chennai native has been scaling since 2022.

Shruthi delves straight into the details of this fascinating journey over a Zoom call, from the living room of her home in Jakarta, Indonesia, where she is currently based.

As compelling as her story is, I am intrigued by what's behind her. Shruthi's narrative of the eco-friendly decor has created through her brand 'Ombak' proves to be an apt description as my gaze follows the pieces set in the backdrop.

Their beauty equals — if not surpasses — mainstream decor alternatives that are often manufactured using plastic, finished wood and treated fabrics.

Through ‘Ombak’ which translates to ‘a large wave’ in Bahasa (the language spoken in Indonesia), Shruthi wants to urge consumers to invite sustainability into their homes for a cup of coffee, eventually making it a permanent fixture in their daily lifestyles.

Journey of Ombak Startup

The journey from a management professional engaged in business development for five years to an entrepreneur has had its share of twists and turns. And there was one pivotal moment that marked the shift.

“I would oversee design and marketing for brands in the real estate space as part of my family’s advertising business. I would often be tasked with designing the stalls at exhibitions where these brands would display some of their work. It was during these times that I began to get interested in home design,” she points out.

From early on, Shruthi insists she saw furniture and home decor as a route that would enable her to champion natural fibres. “A means towards an end,” she notes.

While work on Ombak began two years ago — albeit unofficially, since the brand was just a project back then — things took off when Shruthi moved to Indonesia following her marriage.

The move provided her a window into a new culture, one that displayed great acceptance of eco-friendly decor and was setting a precedent for the rest of the world in this space.

Ombak, officially registered as a company in Indonesia and India, is her attempt at tying together her passion for social impact with her love for design. “When I leaned into my interest to run a business by myself, I wanted to make sure that it was socially aligned and the profit wasn’t derived solely from money, but that I was also doing something valuable.”

And the results are telling.

Value in waste

“Imagine waking up every morning and taking supplies out of cabinets that you know are made out of banana fibre. These simple everyday moments serve as reminders for you to be eco-friendly,” she smiles.

She shies away from positioning her brand as a sort of gold standard of eco-friendly decor but instead urges people to look at it as an attempt to imbue sustainability in little ways. As for the question of whether sustainable decor has a market, statistics respond.

A 2022 survey by Bain & Company revealed over 60 percent of consumers in India are willing to pay a premium for ‘sustainability products’, while 52 percent of Indians showed a readiness to increase spending on sustainable brands. It cited growing concerns about the environment and the influence of family and friends are the key motivators. With a clientele focused in India, Shruthi’s goal is to tap this potential in the coming years.

It wouldn’t be a stretch to say that Ombak is the result of the best of two cultures. Raw materials for the products are sourced from both countries. Shruthi explains why.

“If you consider rattan, one of our materials which is obtained from the palm species, India is extremely proficient at utilising it. The design aspect is very advanced. So, for rattan, I work only with Indian artisans from Kerala.”

That being said, the banana fibres, seagrass and water hyacinth are procured from across Indonesia. Letting us in on the decisions that formed the basis of this interesting choice of materials, she says, “I wanted to focus on natural fibre. There are so many of them, but I decided to choose fibres that would be a blend of eco-friendly nature and good aesthetics.”

From a business standpoint too these materials are excellent. “Take the banana fibre for instance. It is abundantly available throughout Asia and has been in use for years. So, in terms of availability, it makes sense to work with these materials.”

Water hyacinth shares a similar storyline. “Do you know that in most countries, water hyacinth is considered a weed and its rapid growth often affects water beds? The plant forms sheets over the water body, preventing sunlight from penetrating.”

Shruthi has become adept at spotting value in what others might consider to be waste, and she emphasises that the search for such materials is not over yet.

She is currently exploring the potential of paper and raffia palm. “We are exploring fibres that do not compromise on the product and ones that are locally available,” she points out

If Ombak has taught her one thing, she says, it is to not view these materials lightly. “Local communities have been using these materials in such beautiful forms for several years now. We, in fact, are late in the adoption journey. Each of them has a great threshold. Take the banana fibre for instance; it has great tensile strength.”



Creating decor out of the fibre involves passing the banana stem through an extractor that removes all the liquid from it. The remnant is dried for hours before the strings are procured from it and moulded into the desired form. “Essentially, we take the thin strands of that banana fibre and weave them into fabric sheets.”

Another way to work with banana fibre, Shruthi says, is to take the fibre as soon as it dries and rope it together to create patterns. “This way it stays truer to its natural form.”

She adds, “We try to incorporate the fibre in such a way that it does not compromise on the sturdiness of the furniture.”

While banana fibre proves to be a hero for its durability, water hyacinth is a draw for its beauty. “The colour really stands out,” Shruthi says. “When dried out, it takes on a golden hue. So, we try to keep it undisturbed

and avoid any additional colouring.” She adds that the fibre is much softer compared to bananas and so makes for great foot rugs.

Where sustainability is a benchmark

While Shruthi’s move to Indonesia introduced her to a world of sustainable decor, a quick Google search will give you some context on why this archipelago is leading change from the front. Impeccable craftsmanship is used to transform natural materials into high-quality pieces.

Sustainably procured wood, FSC certifications, channeling waste wood into biofuel, recycling sawdust and designing while keeping longevity in mind are some of the key practices here. Shruthi had a front-row seat to this following her move.

“I spent months visiting remote areas in the country to try and see how they achieved sustainability in design. The decor and furniture space really caught my eye and my journey began to take shape.”

Registering the brand in 2023 permitted her to conduct ground research and study product manufacturing in tier 2 and tier 3 cities in Indonesia. “As a foreigner, I wouldn’t be allowed to do that,” she explains. “So I had to get a separate visa in order to even come here for a long period of time and do the research.”

While language was a barrier, she says her husband was a great support as he could converse with the locals. This was prime as Shruthi’s gaze was trained on the artisan communities in the country. Partnerships

with locals and artisans continue to be the foundation stone of the brand.

Conclusion

While she continues to shuttle between India and Indonesia, she says the journey has been one of learning and Ombak is a testament to these. With its range of baskets, mirrors, lamps, furniture, cabinets and wall decor, which are “100 percent handmade”, Shruthi says each experiment brings her closer to her dream of “creating a studio that is a one-stop for products made with natural fibres and fabrics”.

Yes, mainstream markets are overwhelmed by unsustainable decor options. And mindsets are tough to change, says Shruthi. “It’s always easier to just pick up a plastic chair, right?” But this is where she urges consumers to be more mindful. “A home is where we build our lives, so it’s here where we can start the good practices that can one day impact the world around us.”

And Ombak becomes a gentle reminder to switch mindsets and make sustainability a habit rather than a goal for the distant future.

Source: Internet

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

Strategies to Improve Your Cash Flow and Boost Your Business

Cash flow is essential in every business that needs to expand and flourish. A healthy company depends highly on a stable cash flow. The money that comes in and out of a business for its operations, investments, or financial needs is called cash flow. To have successful business management, one should know how to manage cash flow properly.

Five Practical Strategies:

If there is insufficient cash flow-in to cover the cash flow-out, a real problem occurs. Adapting specific strategies can help a company invest in new possibilities, fulfil its financial commitments, and navigate economic instability. Here, we will see practical strategies to enhance cash flow.

1. Organising Payment System

Accelerating the payment system is one way to ensure timely payment of receivables. Setting up clear payment terms and policies enhances cash flow.

Offering Discounts: Offer discounts or rewards for customers who pay early. This technique will motivate your clients to settle their invoices earlier. **Prompt Invoice:** Send clear invoices immediately after delivering orders. Follow up with friendly messages to remind customers about pending payments. Establish a trouble-free collection process.

Amit P Nahar
Business Coach

Online Payments: Enable online payment systems to facilitate your clients' payments. They will respect the convenience and possibly pay you on time wherever they are.

2. Improving Inventory Management:

Inventory management is an integral part of cash flow management because minimal inventory days help with enhanced cash flow, increased profits and declined holding costs. With certain strategies, you can avoid surplus inventory and forecast cash flow.

Just-In-Time Inventory Management: Instead of making bulk orders, order only when goods are in need for production. This avoids storage costs and inventory waste. **Analyse Inventory Turnover:** Always examine your inventory turnover rates and identify goods with low turnover rates. This helps to connect the quantity of inventory you are selling with the amount of supply orders. Discontinue or offer discounts for goods that are not selling faster. **Utilise software:** Implement cutting-edge software tools for tracking inventory items, sales orders, and deliveries. With a single platform, you can monitor current inventory levels, create reports, and do more, thus forecasting cash flow and avoiding

overstocking and stockouts.

3. Managing Expenses Effectively:

Knowing how to manage expenses is crucial for a successful business. Inspect and optimise expenses regularly and ensure the budgets are appropriately distributed.

Negotiate with Suppliers: To reduce your expenses, apply negotiation techniques and build strong relationships with clients. Ask for a more extended payment period or options like supplier financing. Find suppliers who can suggest cost-saving alternatives while maintaining good quality. **Review Operational Costs:** Regularly review your expenses and figure out costs spent on unwanted things. Some utilities and resources require immediate payment, while others can be adjusted based on cash flow. If possible, switch to more cost-effective options. **Cost-Saving Technologies:** Using automation technologies can save you operational costs in the long term. You can also use energy-efficient approaches, cost-effective equipment, or upgrade your gears.

4. Diversifying Revenue:

Create numerous revenue sources of income instead of one single source to avoid risks such as unexpected inflation, technical disturbances, and client's modifying objectives.

Expand Product: Expand your products by presenting new ones that complement your existing ones. Penetrate more profoundly into your market and offer supplementary services to your clients. **Expand Your Markets:** Exploring new geographical areas, age groups, or genders will open up more

possibilities. The response for one product might be different in two different places. **Subscription mode:** To attract more reliable customers, try providing subscription-based services. It also feeds a stable and predictable income system. Likewise, consider other sales and distribution channels.

5. Additional Financial Prospects:

Relying on a single financial method is risky when encountering a cash-flow gap. Having additional financial options can help you deal with the situation and help the whole business.

Line of Credit: Set up a line of credit to borrow money when needed. It will be helpful when you have cash shortages, but be sure to pay them back on time. **Invoice Financing:** Invoice financing, also called invoice discounts or accounts receivable financing, allows you to borrow money to pay off your outstanding invoices. **Investor Funding:** Financial support from venture capitalists and angel investors could benefit the company's growth and enhance cash flow.

Conclusion:

Cash flow is not a child's play. It requires meticulous planning and implementation. A company's cash flow can be improved and nurtured by adopting the strategies of organising the payment system, improving inventory management, managing expenses, diversifying revenue, and additional financial prospects

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

Money can buy a car, but Not Happiness.

A young man was once asked what would make him happy. He replied that owning an expensive luxury car would make him happy, and he worked hard to buy one. After purchasing the car, he spent extravagantly by buying costly suits and accessories to match his car and started dining at expensive restaurants. This lavish spending led to excessive credit card usage and eventually put him in a debt trap.

He realized that the car, which he thought would bring him happiness, was causing his unhappiness. He decided to sell the vehicle, becoming debt-free and feeling relieved. When a friend inquired about his newfound happiness, he replied, "I sold my car and bought back my happiness."

This story reminds us that happiness is not a commodity to be acquired but rather something to be felt from within. Unlike the young man's pursuit of external symbols of happiness, true happiness, like that of a joyful baby, comes from within and doesn't require a reason.

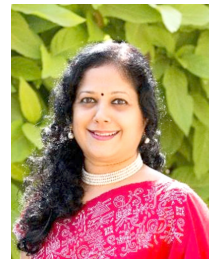
Contributed by:

Mr M.L. Narendra Kumar

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FITNESS MATTERS LIVING 360°



| By Gita Krishna Raj

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

My Dear Readers,

PART - 9

Greetings from Maverick!

Your body never lies! Even before you utter a lie to the outside world, every one of your 70 billion cells have heard it and rejected it as false!! Muscle testing is a scientific method that proves how the muscles lose strength every time you represent something untrue or false. Your body cannot lie for if it reads the messages wrongly, it cannot survive. A healthy body is tuned to listen to every message. A false message is cancerous and depletes the body of life.

It is our thoughts that ultimately become things. Everything was once a thought.

Here is some fascinating information. All living creatures are made of cells. Inside the cells are the chromosomes that contain a single long strand of DNA. The strands of DNA contain the genetic information that is divided up into genes. The genes that an individual has inherited from his ancestors, contain the instructions the cells need for every function. The information stored in the genes helps to determine traits like eye and hair colour, height and so on.

We used to believe that this hereditary information determined man's general health, wellness and longevity. But it is now thought that in fact genetics only plays a small role in these things, maybe 30% or less!

We discovered that surrounding every gene is a protein sleeve. As long as this sleeve surrounds the DNA the information on the strand of DNA is not communicated to the cell. Dawson Church writes in his book *Genie in Your Genes* "Around each strand of DNA is a protein 'sleeve.' This sleeve serves as a barrier contained in the DNA strand and the rest of the intracellular environment. In order for the blueprint in the DNA to be 'read,' the sleeve must be unwrapped. Unless it is unwrapped, the DNA strand cannot be 'read,' or the information it contains acted upon. Until the information is unwrapped, the blueprint in the DNA lies dormant. That blueprint is required by the cell to construct other proteins that regulate virtually every aspect of life."

Let me break that down for you. What if you were building a new home. The blueprints for the new home have been delivered to the builder. But right now it is rolled up inside a cardboard tube, and is sitting on his desk. Because the blueprints are concealed inside the tube, the builder does not yet have access to the instructions he needs to start building the home. It is only after he removes the blueprints from the tube, he can see the instructions to begin work.

Similarly, your genes are just a set of blueprints. Even though human evolution in

its entirety, may be stored in a gene, until that information in the DNA is exposed to the cell environment, the gene is dormant.

Perhaps an individual's genes contain instructions for weight gain, may be for developing cancer, diabetes, receding hairline or maybe the potential for athletic expression or musical genius. But unless these instructions are exposed and given to the cell, the instructions can never be acted upon! This is what we call as gene expression. Only when the information is uncovered and made available to the cell, it becomes expressed.

Somewhere in every human's ancestry there must have been people with both disease and genius. The whole history of my family must surely include several genetic weaknesses and strengths, as could yours! But they are locked in our genes and we get to unlock it!

Though the DNA is housed inside the nucleus of every cell, the cell nucleus is not the 'brain' of the cell. The nucleus is simply the memory location, that stores all of the instructions. It is the cell wall that is the actual brain! It is the cell wall that helps unlock the protein sleeve to help the gene to manifest. Man is not a helpless victim with a predetermined fate, decided by the genes he has inherited from his ancestors that are housed inside his cell nucleus. While our genes definitely determine our characteristics, we have a great deal of control over the final determination in most cases, because we get to choose what we unlock! How? Well, the cell wall is covered with gazillions of receptor protein - molecules, each having little antennas, sensing and waiting to receive signals from the cell environment. These signals are picked up by the receptor proteins and transferred through the cell wall, into the nucleus unlocking and removing, a corresponding protein sleeve.

This unlocking exposes, certain information. Now the expressed information is there to be acted upon. So it is the signal that triggers the exposing of and implementation of the genetic information. Without the signal the information is only a potential.

And here is the most crucial part! Signals could be chemical like hormones or enzymes. Or... wait for it... they could be energy like emotions and thoughts! The interactions of an individual to the outside world affects the cell's perceptions. This triggers their interaction within their environment and causes a second by second reprogramming of the individual's genetics. Now this reprogramming can result in beneficial changes or detrimental ones entirely depending upon the thoughts and emotions attached by the individual at every second of experiencing life! We have scientific proof how an individual's thoughts and emotions can change him physically! As Norman Cousins has titled his book "Your beliefs become your biology".

The 70 billion cells that create our body are literally listening to every thought we think, and are responding accordingly. It is time we appreciate that our health is a manifestation of our individual choices unlocking a common genetic potential!

The thoughts you think, the things you say and the actions you take all immediately affect your genetic makeup to some degree. And the emotions you experience at the moment of your decision making can alter your entire life. Be aware. Watch your thoughts. They create you!

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TRAVEL - RELAXATION MATTERS

Kanakai Waterfalls, Telangana Overview



The Kanakai waterfall is located in Adilabad district of Telangana. The exact location is near a small village called Girnoor of the Bazarhatnoor Mandal. The falls is also called as Kanakadurga waterfalls. The place has a place in the ancient history as well. People from nearby villages come to this place to offer their prayers to Goddess Kanaka Durga, in the temple.

The place Ichoda is at a distance of 272 Kms from Hyderabad towards Adilabad on National Highway 7. From Ichoda, you have to drive towards bazarhatnoor, on your way you will cross the villages, Adegaoon khurd, Pipri and reach Girnur. After driving for 1 Km from Girnur village, you will see a sign board that indicates you to drive through a dirt road on the left to reach the Kanakadurga temple and waterfalls. Your vehicles can go only till here. From the temple, you need to go on foot to reach the beautiful waterfalls. If you want to make it a safe trip, you can stop at Girnur village and hire a guide.

The drive to the temple resembles a way paved to reach paradise. The location

brings you in direct contact with luscious grasslands and fields. The place also has a lot of varieties of birds, which are rare find in our busy cities. After walking for some distance, you will notice a stretch of river flowing down making its path by breaking through the rock formations. You can easily find your way down near water. You may see that the river has still water, this means that the depth of it could be more. At the end of this beautiful and breath taking waterfall, the stream becomes narrow and the surrounding gets shady, covered by overgrown trees on both sides of the banks.

When you stand to face this inviting falls, you will see the beautiful falls with a huge pool of fresh water under it. The sight is just so amazing, as the drizzling water pecks you on your cheek. Such a modern way to welcome guests! When you climb up to get a top view of the falls, you will feel captivated with a panoramic view.

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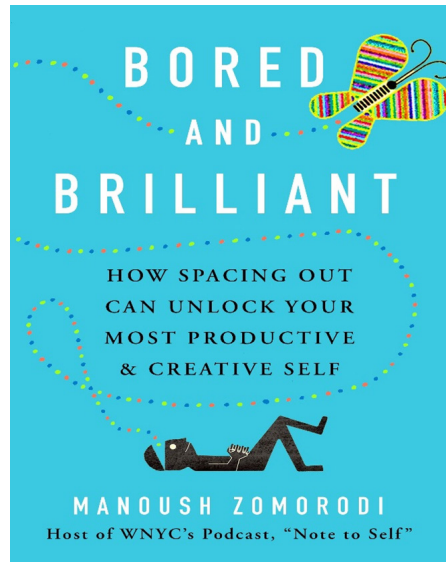
BOOK REVIEW

Notes on Startups / How to build the future: Zero to One

“Peter Thiel has built multiple breakthrough companies, and Zero to One shows how.”—
Elon Musk, CEO of SpaceX and Tesla

The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things.


Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself.



Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique.

Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

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The background of the slide is a photograph of a tea plantation. In the foreground, there is a large, spreading tree with dense foliage. Behind it, a hillside is covered in neat rows of tea bushes, extending towards the horizon. The sky is a soft, hazy yellow, suggesting a sunrise or sunset. The overall tone is warm and natural.

Unit-5

Bulletin Corner

**Happy employees
build great
products, and
they take care of
customers.**

- Michael LeBoeuf



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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

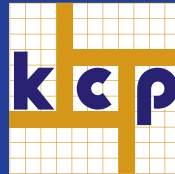
THE KCP LIMITED



CEMENT PLANT MUKTYALA



CEMENT PLANT MACHERLA



SUGAR INDUSTRY
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HEAVY ENGINEERING
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POLAVARAM PROJECT



SRI KANAKADURGAMMA VARADHI

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