



ACC NEWSLINE

Journal of Andhra Chamber of Commerce

VOL. XCVI | OCTOBER 2024



**ANDHRA CHAMBER OF COMMERCE (ACC)
LAUNCHES SHRI RASIKLAL M MEHTA MEMORIAL DIALOGUES**



96th Annual General Meeting of Andhra Chamber of Commerce

www.andhrachamber.com

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 / VICHOR

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, Gummidiipoondi - 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®



ACC NEWSLINE

Journal of Andhra Chamber of Commerce
VOL. XCVI | OCTOBER 2024

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

N

E

T

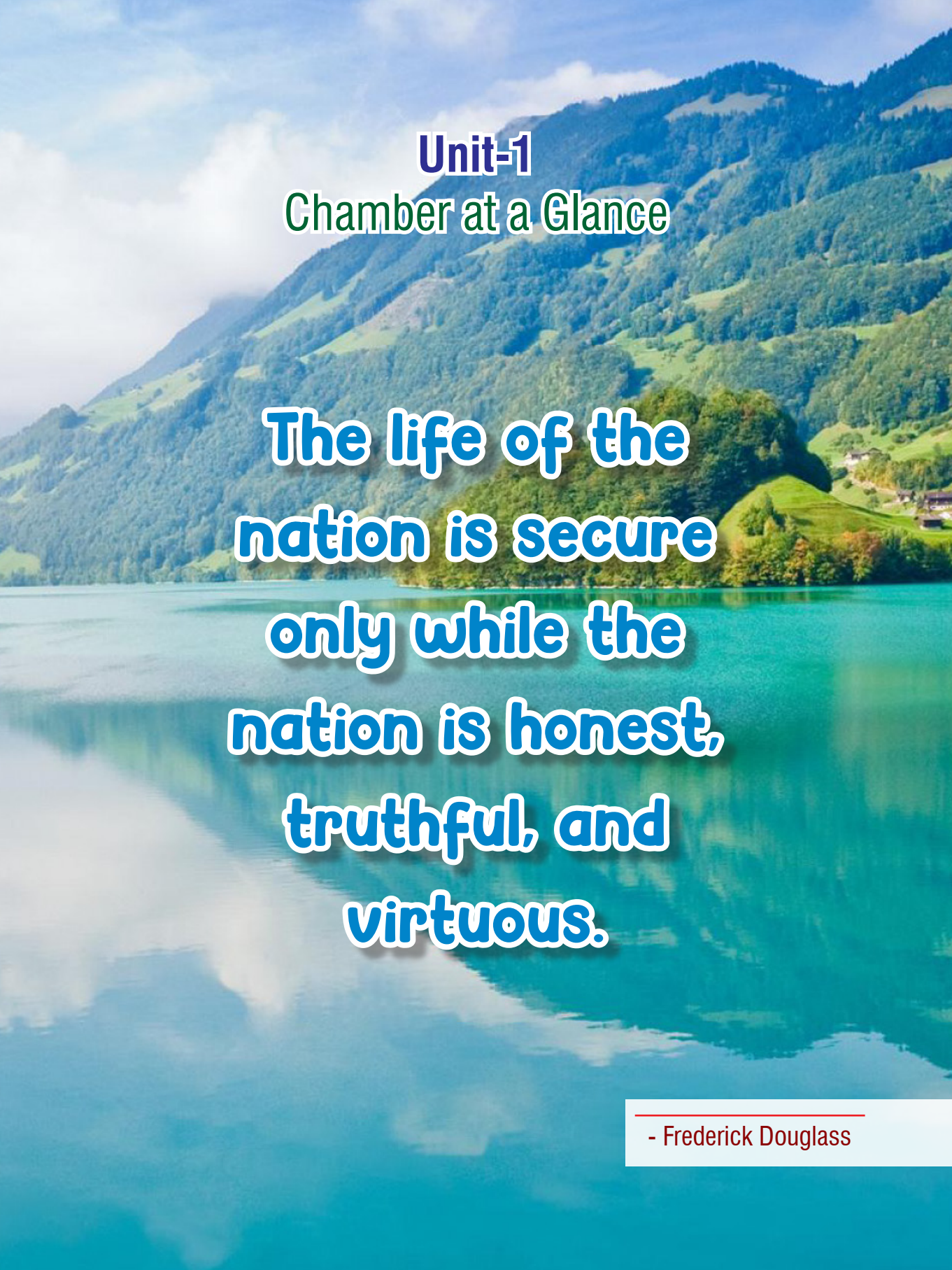
N

O

C

TITLE	Page No.
Unit - 1 Chamber at a Glance	5
From the President's Desk	6
Chamber News	
Advantage Women Entrepreneurs – New CARE Entrepreneurship Programs;	7
Andhra Chamber of Commerce (ACC) launches Shri Rasiklal M Mehta Memorial Dialogues	9
96th Annual General Meeting of Andhra Chamber of Commerce	10
The (He)Art of Decision Making – in Life & Business	15
Memories to Cherish	17
Unit - 2 Nation First	22
Indian Economy Overview	23
India Success Story	25
Employee Development	26

TITLE	Page No.
Unit - 3 Kaizen Corner	28
Business Matters	29
Madras High Court Judgments in VAT CST GST	33
Marketing Matters - Sales Success through Networking: Unlocking Opportunities and Growth	36
Standards, Certifications & Regulations Updates	40
Unit - 4 Self Development Corner	42
Business Stories - Inspiration Matters	43
Strategies to Improve Your Cash Flow and Boost Your Business	46
The right time to start is now	48
Fitness Matters	49
Travel - Relaxation Matters	51
Book - Review	52
Unit - 5 Bulletin Corner	53

The background of the slide is a vibrant, high-resolution photograph of a Swiss landscape. In the foreground, a calm lake with turquoise water reflects the sky and the surrounding greenery. The middle ground features a lush, forested mountain slope with patches of green grass. In the distance, more mountain peaks are visible under a bright blue sky with scattered white clouds. The overall scene is peaceful and idyllic, typical of the Swiss Alps.

Unit-1

Chamber at a Glance

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

- Frederick Douglass

From the President's Desk



Dear Members,

Startups and Emerging Technologies

Discussions on Environment, Social & Governance (ESG) principles and implications have largely been associated with large conglomerates and MNCs. However, it is clearly now emerging that Small and Medium Enterprises have to keep abreast of the evolving ESG norms and adapt, to drive sustainable change. These smaller players may not have the global reach or vast resources of their corporate counterparts, but with their tag as the Backbone of Industry in all economies, their inclusion in the development process is vital to a more sustainable future.

There is a strong business case for SMEs and MSMEs to adopt sustainable practices. Big corporations are starting to base their procurement decisions more and more on sustainability factors, including carbon footprint/emissions, sustainable materials, etc. The need for businesses to be more sustainable is crucial in the current environment, which includes growing climate change uncertainties, widespread supply chain disruptions, rising resource scarcity, and a call to action for companies to address their negative environmental and social impacts. International initiatives like the EU

Green Deal, which must be implemented by 2050, and the follow-up EU Circular Economy Action Plan have broad ramifications and will affect supply chains.

Bigger companies are reshaping their supply chains by choosing only sustainable suppliers. Companies that adopt ESG practices can gain a competitive edge by staying ahead of regulatory changes and consumer preferences. By integrating ESG into their strategies, MSMEs can identify emerging opportunities and differentiate themselves from their peers.

There are ESG reporting frameworks and standards that companies can use to file reports on their practices and ESG-related risks and opportunities which can be evaluated and adopted by MSMEs

In conclusion, India's MSME sector stands at a crossroads, facing the imperative of embracing ESG as a competitive advantage in the global market in thrifty financial conditions. However the shift from traditional competitive factors such as wage arbitrage and tariffs to a more holistic view of business sustainability is not only necessary but also inevitable. By introducing simple and standardised ESG disclosure and certifications, companies can chart a path to enduring growth.

The ESG committee of the Chamber regularly conducts workshops and awareness programmes for the benefit of members. Participation in these platforms will be beneficial in giving direction to strategies for business growth where ESG compliances are becoming more and more mandatory.

Dr. V L Indira Dutt
President

CHAMBER



Advantage Women Entrepreneurs – New CARE Entrepreneurship Programs; September 17, 2024; Taj Club House, Chennai

Andhra Chamber of Commerce in association with FNF, Germany has organized a Conference on “Advantage Women Entrepreneurs – New CARE Entrepreneurship Programs” Chennai. Mr Narasimhan, Vice President of ACC in his welcome address briefed about the Chamber and introduced the Chief Guest. Mrs Sudha Shivkumar, immediate past President of FICCI FLO. Dr V L Indira Dutt, President of ACC in her special address said that in the context of India’s CARE economy, several sectors are poised for significant growth, driven by demographic changes, increasing demand for care services, and government initiatives. Here are some of the key business domains that are expected to throw more opportunities for Women under CARE Economy : Childcare Services; Elderly Care; Healthcare Services; Domestic Work and Home Services; Mental Health and Wellness Services; Blue Economy Businesses; Green Economy Businesses - Sustainable and Eco-friendly Products; Technology Solutions for Care Services.

Mrs Rama Venugopal, Chairman, Entrepreneurship Subcommittee of ACC presented the overview of the Conference. In her address, she said that the CARE Economy in India is ripe with opportunities, particularly for Women Entrepreneurs. By focusing on these sectors, women can not only contribute to economic growth but also address critical social needs, thereby enhancing their role in the workforce and promoting gender equality.

The Chief Guest Smt Sudha Shivkumar, Immediate Past President, FICCI – FLO in her keynote address spoke about the societal challenges faced by women and how CARE economy steps in. She has also presented the various business opportunities available under CARE economy. Smt Sudha Shivakumar highlighted on the following :

- Current economic situation in the world & explained the importance of NARI SHAKTI in propelling the economy which is also the 5th agenda in the Sustainable Development Goal.

- Reasoned the rising demand for care work due to demographic shifts resulting in elderly needing care, rapid urbanization from joint to nuclear family and its isolation and rising women employment due to better education. This has increased the demand for paid care services in cities & urban areas.
- Explained on CARE Entrepreneurship, a billion dollar economy, and its opportunities for women.

Session 1

- Dr Uma Maheshwari P, CEO, TN Rise Women Startup Council spoke on TN Rise activities & its support to rural women entrepreneurs. Rise of rural women entrepreneurs in CARE economy. The need for a balancing, & forming dependable ecosystem where we strengthen each other.
- Mrs Archana Stalin, Founder, myHarvest Farms spoke on Organic Farming and indicated the representation of more women in farming due to their commitment & hardwork. She touched upon rural salary disparity & farmer CARE. Talked on 1Lakh & above rice varieties & biodiversity in vegetables & food we eat and its impact on generation.

Session 2

- Mrs Swarnarekha from Travel & Tourism spoke on CARE entrepreneurship & its opportunity in tourism sector. India being geographically diverse with variety of culture gives a great

opportunity for CARE in the hospitality sector.

- Mrs Kalpana Vummidi, Founder, Prakruthi spoke on rise of Lady jewellery in Gems & jewellery sector. Also, insisted on more women workforce in this sector due to her experience. She suggested "Develop your business with more CARE".

Session 3

- Dr Indhumathi M Nambi, Professor, IIT Madras spoke on Building Sustainable Businesses - Protecting Mother Earth. Spoke on triple planetary Crisis like climate change, Biodiversity loss, water & land pollution. Spoke on Environment & health & showed various Research work by IIT on sustainability.
- CMA, CA, CS, Divya Abhishek, Chairperson, SIRC ICMA gave a thundering speech on Opportunities for women in Corporates, financial access & Schemes. Spoke on many women empowering points with examples.
- Mrs Mahalakshim Saravanan, Founder, Women Entrepreneurs India explained Building Care Enterprises- Role of Mentors.

Mrs Vijayalakshmi, Consultant, FNF Programmes, ACC in her vote of thanks thanked FNF for their continued support in organising the programmes for the benefit of industry members.

65 women entrepreneurs attended the conference and found it very useful.

ANDHRA CHAMBER OF COMMERCE (ACC) LAUNCHES SHRI RASIKLAL M MEHTA MEMORIAL DIALOGUES; September 24, 2024; Hyatt, Chennai

Shri Sailesh Mehta and his brothers have made an endowment of Rs 10 lakhs to establish the Rasiklal M Mehta Memorial Dialogues in remembrance of their dynamic father SHRI RASIKLAL M MEHTA

Andhra Chamber of Commerce (ACC), Chennai launched the Shri Rasiklal M Mehta Memorial Dialogues at Hyatt Regency, Chennai. This was inaugurated by the Chief Guest Shri. Veezhinathan Kamakoti, Director, IIT Madras in the presence of Dr. V L Indira Dutt, President & Members of the Executive Committee, Andhra Chamber of Commerce, Shri Past Presidents, and many more eminent personalities from various walks of life.

Speaking on the occasion, **Dr. V L Indira Dutt, President, Andhra Chamber of Commerce** said, "We are delighted to welcome Shri. Veezhinathan Kamakoti today for the memorial dialogues. ACC is the only regional chamber that aims to engage industry, government and academia under one roof in a lively exchange of ideas in an informal atmosphere and initiate dialogues to improve the ease-of-doing-business based on a well-researched information and empirical data."

She added, "On behalf of ACC, I sincerely request Shri. Veezhinathan Kamakoti to be on board with us to further strengthen our platform and guide us towards a practical, effective and holistic approach for industry to survive and grow in this new age of technological advancements and climatic dictates."

Shri Sailesh Mehta Past President, ACC and Shri Shreyas R. Mehta Director

INDIMET Pvt Ltd, New York gave the introductory Remarks and welcomed Shri. Veezhinathan Kamakoti, Director, IIT Madras to deliver the Chief Guest Lecture

Following are the highlights of Dr.Kamakoti's speech – "Driving Inclusive Growth in the New Age Economy".

He said "the topic set me thinking and I am keen on collaborating with this all-round consultative approach with industry, government and academia on one platform for policy discussion and finding remedies.

- New Age Economy is the extension of the old economy with technological advancements included in the definition of GDP which has gone beyond the old economy of generation and distribution of wealth. Today it is about wealth creation at competitive advantages on climate with technology playing a significant role in the process. For technology to contribute positively to the economic growth of a country it needs to stand on 3 pillars – Acceptance, Affordability and Outreach.
- Today 'Inclusivity' can mean many things to various stakeholders in the economy, even encompassing democracy in its definition. However, in the context of economic growth, it can be narrowed down to including the Sustainable Development Goals in the

churning of the wheels of economic activity along with the Environment, Social and Governance (ESG) dictates.

- Environment issues cap the dictates today and all industrial and economic activity boil down to clean energy generation in these times of depleting fossil fuels. In a larger sense, everything revolves around Energy and research and technology comes into play for raising the bar on the hygiene of the industry.
- He also said, “Inclusivity also means taking technology to the rural areas

and tapping latent talent”. He cited examples of the IIT-M strategy of establishing special talent examinations in rural areas in about 200 government schools to assess talent and aptitude for AI and technology. About 70% of the students who took the examination qualified.

Shri S. Narasimhan Vice President ACC Concluded with the Vote of Thanks.

The Number of delegates attended where 130.

96th Annual General Meeting of Andhra Chamber of Commerce; September 27, 2024; Chennai

Respected former Presidents, Committee Members of the Chamber, Ladies & Gentlemen,

I consider it a great privilege to extend to you all a very Hearty Welcome to this 96th Annual General Body Meeting of the Andhra Chamber of Commerce.

As is customary, during the Annual General Body Meetings, I would now like to review the International and National situation in the spheres of Economy, Trade and Industry among other aspects. Apart from this, I will also brief on the important initiatives and programmes organised by the Chamber since the last AGM.

The Global Economic Scenario:

The global outlook for the next few years 2024-26 as summed up by global economic studies is – Steady but Slow: Resilience amid Divergence.

The good news is that global growth is holding steady, having slowed for three consecutive years. Inflation has been cut to a three-year low. Financial conditions have brightened. The world economy, in short, appears to be in the final approach for a “soft landing.” Yet, more than four years after the upheavals of the COVID-19 pandemic and subsequent global shocks, it’s clear that the world and developing economies, in particular, has yet to rediscover a reliable path to prosperity.

As per the IMF forecast, the world economy is expected to continue growing at 3.2 percent during 2024 and 2025, at the same pace as in 2023. For advanced economies, growth is expected to rise marginally from 1.6 percent in 2023 to 1.7 percent in 2024 and 1.8 percent in 2025. However, there is a modest slowdown in emerging market and developing economies from 4.3 percent in 2023 to 4.2 percent in both 2024 and 2025.

The forecast for global growth five years from now stands at 3.1 percent.

The global economy has been surprisingly resilient, despite significant central bank interest rate hikes to restore price stability. Global inflation is forecast to decline steadily, from 6.8 percent in 2023 to 5.9 percent in 2024 and 4.5 percent in 2025. As per the World Bank forecast for the year, global interest rates are expected to average 4 percent through 2026.

While the growth is steady, current tight global financial conditions and subdued external demand are expected to weigh on growth across emerging markets and developing economies.

The National Economic Scenario:

In the midst of this slow but steady global growth, showing resilience, India stands out with a robust performance. India's economy has been buoyed by strong domestic demand, with a surge in investment, and robust services activity. The World Bank has projected India to grow at an average of 6.7 percent per fiscal year from 2024 through 2026. Various studies like Deloitte, RBI and Indian Economic survey etc. have placed the growth rate between 6.5 % to 7.2 % for the year 2024-25. The fiscal deficit of the Union Government has been brought down from 6.4% of GDP in FY23 to 5.6% of GDP in FY24. With a narrowing of the current account deficit and strong foreign portfolio investment inflows, foreign exchange reserves reached an all-time high of \$670.1 billion in early August this year.

The shares of agriculture, industry and services sectors in overall GVA at current

prices is at 17.7 per cent, 27.6 per cent and 54.7 per cent respectively in Q1 FY24. GVA in the agriculture sector continued to grow, albeit at a slower pace, as the erratic weather patterns during the year and an uneven spatial distribution of the monsoon in 2023 impacted overall output.

Within the industrial sector, manufacturing GVA grew by 9.9 per cent in FY24, as manufacturing activities benefitted from reduced input prices while catering to stable domestic demand. Similarly, construction activities displayed increased momentum and registered a growth of 9.9 per cent in FY24 due to the infrastructure build out and buoyant commercial and residential real estate demand.

Financial and professional services have been a major driver of growth in the services sector post the pandemic. Various high-frequency indicators like rising service exports, significant foreign direct investment (FDI) inflow, a growing share of services in the overall economy, increased digital adoption, and a rise in employment within the service sector, reflect the growth in the services sector. In 2024, the job market in India is expected to see a rise in demand for digital skills, which will create opportunities for professionals in AI, machine learning, data science, and cybersecurity.

On Consumer Food Price Index (CFPI) – Combined inflation was 5.66% in August 2024 against 6.7% in August 2023, due to government's focus on curbing inflation through higher interest rates. Private final consumption expenditure grew by 4.0% in real terms in FY24. A distinct and broad-based shift in the country's consumption patterns is significant toward increased

spending on luxury and premium goods and services ie. the cars segment, fashion goods and services sector. This trend amplifies the resurgence of the growing middle-income class after the pandemic.

The capital expenditure projected by the central government in 2024-2025 is 3.4% of GDP at Rs 11.2 trillion, an increase of 11.1% over 2023-24, with a focus on infrastructure projects with its multiplier effect.

The Reserve Bank of India, projects that private sector capex will increase to Rs 2.45 trillion in 2024-25, up from Rs 1.59 trillion in 2023-24. This is due to a number of factors, including improved corporate profitability, rising domestic demand, and the government's focus on infrastructure development.

On MSMEs – the government projects its growth from 6.3 crore MSMEs to 7.5 crores with a slew of government measures. The sector continues to grow at a projected annual compounded average growth rate of 2.5%. The Union Budget 2024-25 has a number of initiatives to support MSMEs including the Credit Guarantee Scheme for term loans without collateral or third party guarantee, and the Trade Receivables Discounting System with a new turnover threshold for buyers reducing it from Rs 500 crore to Rs 250 Crore . The Export Promotion and Development Organization supports MSMEs with market intelligence, trade opportunities, and business-to-business outreach. The government has also implemented other initiatives to support MSMEs, including the Udyam Registration Portal, PM Vishwakarma scheme etc.

On Taxation Matters – Revenue receipts of the union government consisting of net tax revenue and non-tax revenue increased YoY by 14.5% in FY24.

The Gross collection of Direct Taxes as of June FY 2024-25 stand at Rs. 5.16 lakh crore compared to Rs. 4.23 lakh crore in the same period in FY 2023-24, showing a growth of 22.19%.

The gross GST collections in the FY 2024-25, 2024 stood at ₹3.83 lakh crore, an impressive growth of 11.3% over last year. The strong domestic collections, affirm the continued momentum in the economy. Overall, despite the external shocks of continued war and trade implications, we believe that India's underlying economic fundamentals are strong and the impact on the long-term outlook will be marginal.

Coming to The Chamber's performance - The Chamber has crossed yet another milestone in its history. In August we completed 96 years and entered into the 97th year of rich service to industry, commerce and trade and are now one more year closer to the next milestone of its 100th year.

While the Chamber continued with its regular activities, this year also saw some new initiatives. The noteworthy new initiatives of the Chamber are:

Firstly, the Chamber established the ACC Africa Desk – a conduit for information on Africa and its business prospects for our members. As you are aware, Africa is now the cynosure of all economies as the Destination after India for new market expansion and growth. Quad Advisory LLC

are the strategic advisors and their website www.trendsnafrica.com and newsletter Africa4U are regular publications being sent through the Africa Desk to our members.

The Chamber is also in the process of finalizing an MOU with the African Union, which we hope will be concluded soon.

Secondly, the Rasiklal M Mehta Memorial Dialogues was launched on September 24th, 2024 with a view to creating a platform for connected discussions on policy framework, responsible growth strategies and their implementation between all the stakeholders in the economy – industry, government and academia. Dr V Kamakoti, Director, IIT Madras, was the Chief Guest and gave the first lecture of Dialogues. Originally envisaged as a Think Tank, this platform has been renamed as Dialogues to bring more vibrancy, inclusivity and a broad-based diversity into the proceedings. This convergence of Industry, Academia, Research & Innovation Teams, Policy Makers, Governments etc, on a common platform on a frequent basis, seeks to bring a Sustainable Development Focus in formulating industrial and social strategies in keeping with the new age economy.

Thirdly, the Chamber has signed significant MOUs for the facilitation of startups and entrepreneurship. On June 6th 2024, the Chamber signed an MOU with Anna Incubation Centre - which comes under Atal Innovation Mission of Niti Ayog - for co-working spaces and mentorship.

An MOU with the Open Network Digital Commerce (ONDC), an initiative of the Ministry of Commerce & Industry, was signed on August 7th, 2024.

In addition to the existing MOUs with Colleges, the Chamber signed an MOU with Patrician College on April 16, 2024. Discussions with Stella Maris, Ethiraj college etc are underway. The students of the colleges regularly attend our programmes on entrepreneurship and development as part of the industry-academia collaboration.

Fourthly, as an extension of the MOU with Anna Incubation Centre, Andhra Chamber has initiated the establishment of co-working spaces for startups alongwith a robust e-library with a physical set up at the Chamber. This project has been undertaken with funding being raised with 80-G exemption for endowments. A sum of Rs 18.75 lakhs has been collected so far . Past President Mr P S Kumar and Mrs Sairani Kumar, have taken the Library and Incubation Centre title donorship with an endowment of Rs 15 lakhs to perpetuate the ideals of his father, Shri P Bhramayya who was the Past President of the Chamber in 1964 and 1965, for the cause of learning and entrepreneurship. The donation drive is still on-going with a target of reaching Rs 25 lakhs.

The establishment of the Incubation centre and library is underway on the 4th floor of the Chamber premises – Velagapudi Ramakrishna Building.

Fifthly, Andhra Chamber has forayed into wellness programmes for workforce by collaborating with Dr Reddy's for health camps. A health Camp was organized on July 17th 2024, at Tyche Industries, Kakinada, conducted by doctors from Apollo Hospitals. This programme is a 1-year on-going one, covering awareness topics on prevention of diseases and early symptoms.

As you are all aware, our Chamber has 17 Subcommittees on various fields like Foreign Trade, Company Law, Indirect Taxes, Direct Taxes, MSME, ICT, Skill development, Renewable Energy, Customs, Port & Logistics, Public Relations, Travel & Tourism, Quality Systems, Food Processing, Agriculture & Rural development and Environment & Social Governance, headed by the Chairman & Co Chairman. I would like to take this opportunity to thank all the Chairmen and Co-Chairmen of the Seventeen Sub committees for their continuous support and organising various programmes for the benefit of our Members. During this year under report, the Chamber had organised 49 programmes by various sub-committees.

A major National Conference on Standards, Certifications & Regulations and Global Market Norms was held on February 23, 2024 with international speakers from International Accreditation Services and Indian government bureaucrats on FDA and European norms for market access. Shri R Selvam , IAS, Executive Director, Council for Leather Exports, was the Chief Guest and regional Directors and officials from APEDA, EIA, BIS, IIBX – India International Bullion Exchange, Quality Council of India and Leather Associations participated as speakers at the Conference.

Other Chamber programmes were conducted on Mediation Bill, Tax Areas Settlement Scheme , MSME Ecosystem and Finance Options, Procurement through GeM portal, Post Budget Analysis 2024 – 2025, ONDC, Art of Fundraising from Venture Capital & PE Funds among others.

Collaboration with Friedrich Naumann Foundation [FNF]

The Chamber has been partnering with the Friedrich Naumann Foundation (FNF) a German Foundation (FNF) since September 2019. During this year, Chamber has organised 9 programmes with the support of FNF.

The major programmes organised with FNF are – Conference on Advantage Women Entrepreneurs – New CARE Entrepreneurship Programs, Innovative & Powerful AI Tools for Digital Marketing, Workshop on Digital Commerce – ONDC, Workshop on Performance Management System – PMS tool for MSMEs , Build Your Website on your Own in a Day and a series of programmes on Business through Whatsapp across Chamber Chapters.

Commendations to the Chamber's Team

I would like to specially thank Dr M K Muthuvel - Senior Vice President, Shri S Narasimhan-Vice President, Mr V V Sampath Kumar – Treasurer, Dr J A S Giri, Shri D Prasanna Kumar and Shri M.Rajaiah and Shri Y Rangaiah Naidu, Chairmen of the ACC Chapters at Secunderabad, Visakhapatnam, Vijayawada and Nellore respectively. My sincere Thanks to the Chairmen & Co Chairmen of the various sub-committees who have driven the working of the Chamber initiating all the new projects and MOUs taken up by the Chamber during the year. My special Thanks to the Honorary Advisers of the Chamber who have consistently and diligently been on the panel of experts for the Free Consultancy Service of the Chamber. This year we complete 51 years of the FCS.

I would like to thank the Secretary General, Joint Secretaries and all the staff team of the Secretariats at Chennai, Secunderabad, Visakhapatnam and Vijayawada for their commendable work through the year. Their excellent and unstinted support and diligent work has helped the Chamber to deliver on the various aspects of Chamber work – be it programmes, accounts or communications.

I take this opportunity to thank the Press & Media for their coverage of the programmes organised by the Chamber and placing the Chamber's views before the Government, Industry and General Public.

I thank you all once again.

The (He)Art of Decision Making – in Life & Business, September 30, 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 122nd Joint session of ACC & MMA.

Mr R R Padmanabhan Executive Committee Member & Chairman, Foreign Trade Sub-Committee of ACC. He introduced the Speaker Dr S Vasudevan – Co- Founder ValuEast, Director Business Development, Institute of Analytics(USA) in his presentation he briefed as follows;

Data-Driven Decision Making and Problem Solving

The importance of data-driven decision making in business and life. He emphasized that decisions should be based on facts and data, but also acknowledged the role of emotions and intuition in the decision-making process. the need to identify and analyze problems before finding solutions. He used the example of a business problem to illustrate the decision-making process, which involves recognizing the problem, analyzing it, categorizing it, and finding a solution. mentioned the importance of effective communication and participation in the decision-making process.

Scientific Approach to Decision-Making in Business

A scientific approach to decision-making in business, particularly when considering the introduction of a new product line. emphasized the need for thorough market research, including understanding consumer demand, affordability, and the organization's capacity to handle the demand. highlighted the importance of considering the supply chain and potential challenges in sourcing materials. The discussion concluded with nothing that while licensing restrictions have been lifted, there are still restrictions on managing local versus external supply.

Balancing Factors in Decision-Making and Data Quality

The need to balance quantitative and qualitative factors, including personal preferences, quality of life, and legal considerations in decision-making. the role of surveys and data from local and global sources in measuring opinions, but noted potential human bias and the importance of evaluating data quality. The discussion touched on the concept of 'ethical AI' and the impact of unqualified data on decisions.

Involving All Stakeholders in Decision-Making

The importance of involving individuals at every level in decision-making processes, emphasizing the need to factor in all stakeholders and not just senior executives. Making decisions in a world of volatility, uncertainty, and ambiguity, and the role of data and intuition in decision-making. the example of Amazon's founder, Jeff Bezos, to illustrate how intuition can be informed by experience and data. emphasized the need to balance heart and mind in decision-making, and the importance of considering factors such as quality of life, belief systems, and the people we associate with.

Understanding Consumer Behavior and Market Dynamics

Importance of understanding consumer behavior and market dynamics in business decision-making. He emphasized that timing is crucial and that decisions should be based on the evolving tastes and preferences of consumers. The influence of developmental stages and experiences on decision-making processes. He stressed the need for organizations to strengthen themselves to meet market requirements and to focus on the value aspect of their decisions. Encouraging the team to identify their top 10 values and to aim for them in their personal and professional goals.

Addressing Project Delays and Team Management

A delayed project and recommended terminating the agreement with responsible members, though he questioned if there was

sufficient communication with the Board. Proper delegation based on skills, regular review meetings, milestone planning, and guidelines for managing dynamic teams are indifferent but capable team member to improve productivity, noting complex problems require skilled members' time to solve.

Embracing Multiple Perspectives in Decision-Making

The importance of considering multiple perspectives, emotions, and context in decision-making processes, rather than focusing solely on outcomes. The role of qualitative research in identifying market gaps and opportunities, using the example of Nestle's failed breakfast product being successfully repositioned as a children's snack. He also highlighted the impact of cultural traditions on business decisions, citing an example of a company's reluctance to enter the shoe manufacturing market due to cultural reasons. He stressed the need to adapt to changing market conditions and consumer preferences. The speaker expressed gratitude towards the participants, attributed their own participation humorously to strong coffee, and encouraged continued engagement in future meetings.

Program concluded with Q&A Session and closing remarks from Mr B Gautham, Chairman of Skill Development Sub Committee, ACC. Later, Mr N Ravikumar Joint Secretary, ACC proposed the Vote of Thanks.

The Number of participants for the Programme were 32.

Memories to Cherish

**Advantage Women Entrepreneurs – New CARE Entrepreneurship Programs;
September 17, 2024; Taj Club House, Chennai**





ANDHRA CHAMBER OF COMMERCE (ACC) LAUNCHES SHRI RASIKLAL M MEHTA MEMORIAL DIALOGUES; September 24, 2024; Hyatt, Chennai

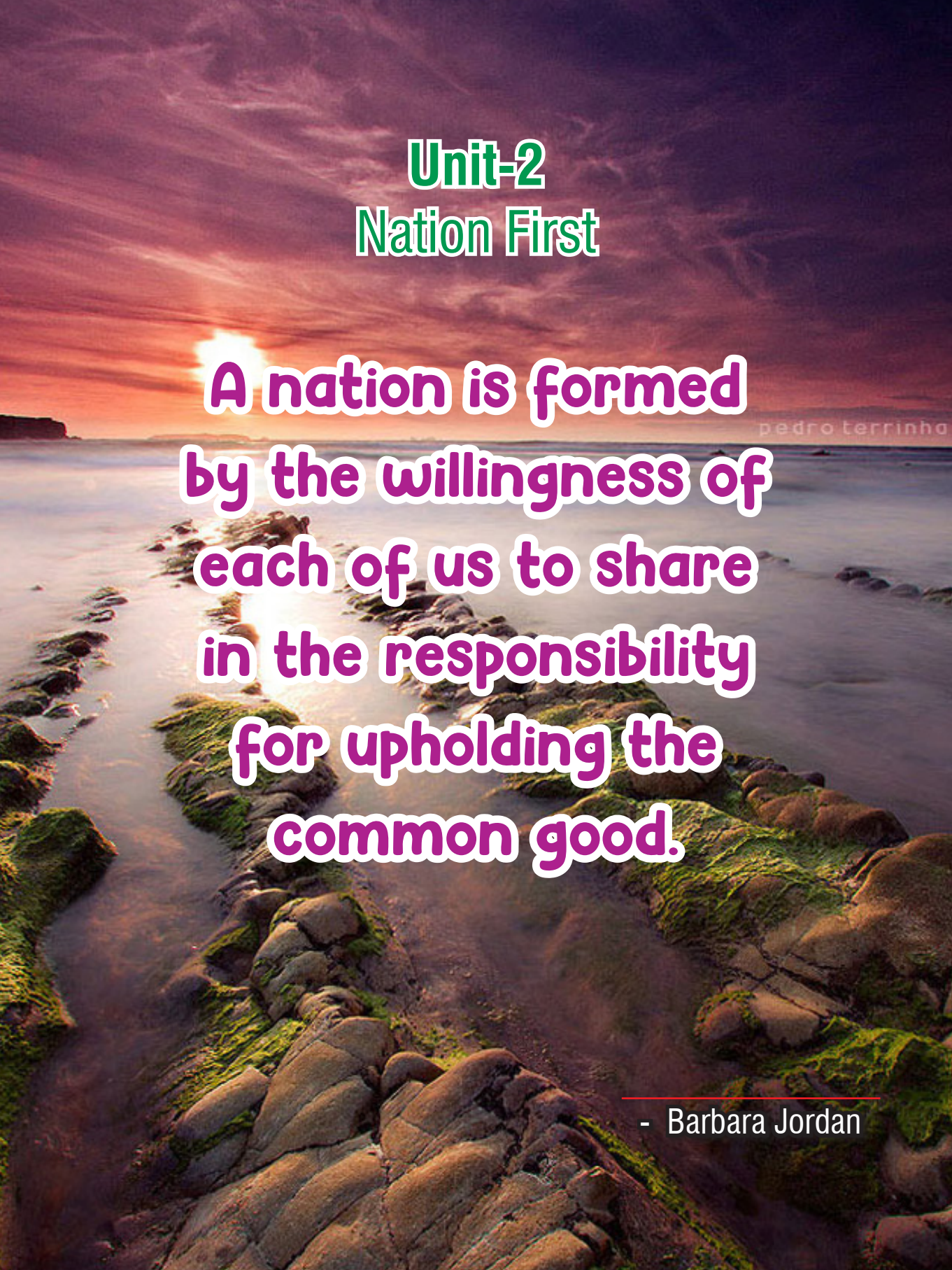


**96th Annual General Meeting of Andhra Chamber of Commerce;
September 27, 2024; Chennai**



The (He)Art of Decision Making – in Life & Business, September 30, 2024; Dr V L Dutt Hall, Chennai





Unit-2

Nation First

**A nation is formed
by the willingness of
each of us to share
in the responsibility
for upholding the
common good.**

- Barbara Jordan

INDIAN ECONOMY Overview

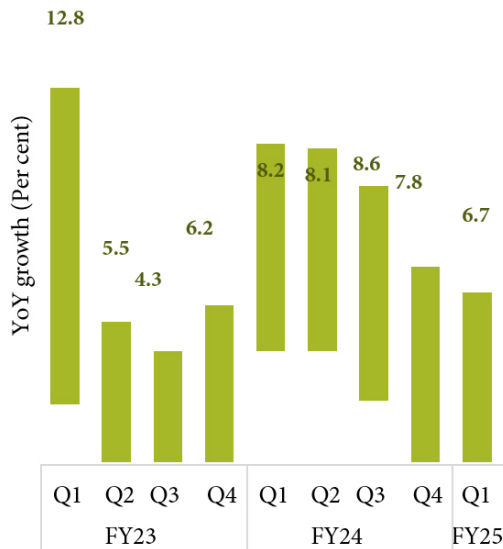
INDIAN ECONOMY DEMONSTRATES RESILIENCE AMID GLOBAL CHALLENGES



The World Economic Outlook of the IMF released in July 2024 projected global growth to be 3.2 per cent in 2024, a shade lower than the pre-pandemic decade. Relative to the April 2024 projections of the IMF, the first quarter growth surprised many countries on the upside. Gradual cooling of labour markets, together with an expected decline in energy prices, can bring global levels of headline inflation back to the target levels

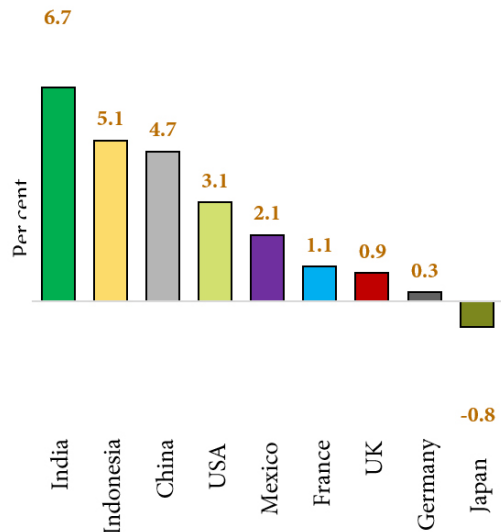
by the end of 2025. Global trade moderated due to rising geopolitical tensions, cross-border restrictions, supply chain disruptions and slower growth in advanced economies. Developments in the services trade have been more upbeat, partly offsetting the decline in goods trade. Trade growth is expected to recover in FY25 and align with global GDP growth again.

India grew by 6.7 per cent in Q1 of FY25



Source: NSO, MoSPI

India emerged as the fastest-growing major economy in April-June 2024



Source: OECD, MoSPI for India

Data released by the National Statistical Office has estimated that India's GDP grew by 6.7 per cent at constant prices in Q1 FY25. India's growth, which surpassed that of major advanced and emerging economies, remains steady in the face of ongoing global headwinds. It is important to exercise caution while interpreting economic growth rates in the post-Covid years. In India's case, after the pandemic-inflicted, short-lived downslide, pent-up consumption and investment demand gave an immediate boost to growth in FY22 and FY23, which carried forward

to FY24. Growth averaged 8.3 per cent in these three years. We have analyzed these patterns and concluded that the gap between the current GDP and its pre-pandemic trend has been progressively closing. The GDP level was close to the pre-pandemic trajectory in Q4FY24. Thus, the growth rate of 6.7 per cent achieved in Q1FY25 on a reasonably high base and amidst an unfavorable external demand situation is a sign of the underlying dynamism and strength of the Indian economy.

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

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

India Success Story

India's forex reserves hit all-time high of \$704.89 billion, up \$12.5 billion as of Sept 27



Breaching the historic mark, India's forex reserves hit all-time high of \$704.89 billion, up \$12.5 billion as of September 27, the Reserve Bank of India (RBI) data showed on Friday.

According to the Weekly Statistical Supplement released by the RBI, Foreign currency assets (FCAs) were up by \$10.4 billion to \$616 billion. Expressed in dollar terms, the FCAs include the effect of appreciation or depreciation of non-US units like the euro, pound and yen held in the foreign exchange reserves.

Gold reserves saw a surge of \$2 billion to \$65.7 billion. Meanwhile, SDRs for the above-mentioned week saw a marginal rise by \$8 million to stand at \$18.547 billion. Reserve position in the IMF dipped by \$71 million to \$4.3 billion.

India's foreign-exchange reserves will likely rise to \$745 billion by March 2026, giving the RBI more potential firepower to

influence the rupee, according to Bank of America. The monetary authority "seems relaxed about holding larger forex reserves, owing to ..

The amount provides stability to the rupee against external shocks, with the RBI using its reserves to limit extreme swings in the currency hovering near a record low.

The RBI, from time to time, intervenes in the market through liquidity management, including through the selling of dollars, with a view to preventing a steep depreciation in the rupee.

The RBI closely monitors the foreign exchange markets and intervenes only to maintain orderly market conditions by containing excess.

Source: Internet.

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



Mr M.L. Narendra Kumar

Director, Instivate Learning Solutions Pvt. Ltd

Developing a Growth Culture

Developing a growth culture within an organization is critical to fostering continuous improvement, innovation, and employee development. Here are actionable steps to build such a culture:

1. Leadership Commitment

- **Lead by Example:** Leaders should model a growth mindset by embracing challenges, encouraging innovation, and demonstrating a willingness to learn from failures.
- **Transparency:** Leadership should communicate the importance of growth clearly, aligning it with the organization's vision and strategy.

2. Encourage Learning & Development

- **Create Learning Opportunities:** Provide resources for upskilling, such as workshops, courses, mentorship programs, and on-the-job learning.
- **Continuous Feedback:** Implement regular feedback systems to help employees identify areas for improvement and growth.

- **Celebrate Learning:** Recognize and reward employees for efforts to learn, innovate, and take on new challenges, even if they encounter setbacks.

3. Foster a Safe Environment for Experimentation

- **Encourage Innovation:** Create a culture that encourages experimentation and sees failure as a learning opportunity rather than a mistake.
- **Psychological Safety:** Ensure employees feel comfortable voicing new ideas without fear of retribution or judgment.

4. Set Clear Growth-Oriented Goals

- **Align Personal and Organizational Goals:** Encourage employees to set personal development goals that align with the company's growth objectives.
- **Emphasize Progress, Not Perfection:** Shift focus from simply achieving results to making progress, improving processes, and learning from mistakes.

5. Promote Cross - Functional Collaboration

- **Break Silos:** Encourage employees from different departments to collaborate, share knowledge, and learn from each other.
- **Knowledge Sharing:** Foster an open environment where teams share ideas, insights, and learning experiences.

6. Recognition and Rewards for Growth

- **Reward Improvement and Effort:** Establish reward systems that recognize results, effort, learning, and personal growth.
- **Highlight Success Stories:** Share examples of individuals or teams that embraced growth and innovation, emphasizing their journey and lessons.

7. Provide Resources for Innovation

- **Time for Innovation:** Allocate employees to pursue new ideas or projects outside of their usual tasks (e.g., Google's "20% Time" model).
- **Access to Tools and Technologies:** Provide access to tools and technologies that facilitate innovation and learning.

8. Open Communication Channels

- **Encourage Dialogue:** Create platforms where employees can share their insights, ideas, and concerns and feel their voices are heard.
- **Two-Way Feedback:** Establish a culture of open, two-way feedback between employees and leadership to ensure continuous improvement.

9. Emphasize Adaptability

- **Promote Agility:** Encourage teams to be adaptable to change, continually learning and adjusting strategies based on new information or market trends.
- **Embrace Change:** Help employees view change as an opportunity for growth rather than a disruption.

10. Measure and Track Progress

- **Track Development:** Use key performance indicators (KPIs) or OKRs (Objectives and Key Results) to track individual, team, and organizational growth.
- **Regular Reviews:** Conduct regular reviews of growth initiatives to ensure they are aligned with overall business goals and adapt as needed.

Summary

Creating a growth culture requires a multifaceted approach that prioritizes learning, encourages innovation, provides psychological safety, and aligns individual goals with the company's vision. Leadership must champion this mindset, and the organization must provide the tools and environment necessary for continuous improvement and development.

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



Unit-3

Kaizen Corner

**We all have dreams.
But in order to make
dreams come into
reality, it takes an awful
lot of determination,
dedication, self-discipline,
and effort.**

- Jesse Owens

BUSINESS MATTERS



Mr. S. Prakash

Managing Cash and Fund Flows for MSMEs in India: Strategies for Sustainability and Growth

Managing cash and fund flows is critical for any business, but for Micro, Small, and Medium Enterprises (MSMEs), it is often the deciding factor between thriving and shutting down. In India, MSMEs are the backbone of the economy, contributing significantly to GDP and employment. However, one of the primary reasons many MSMEs fail to grow or even survive is poor management of cash flows and fund allocation. This article discusses essential strategies for managing cash and fund flows effectively and provides two case studies and two actionable frameworks to help MSMEs sustain and grow.

Understanding Cash Flow Management

Cash flow refers to the net amount of cash being transferred into and out of a business. Positive cash flow means that more money is coming into the business than going out, while

negative cash flow indicates the opposite. For MSMEs, managing cash flow is crucial because they often operate on thin margins and have limited access to external funding. Delays in receivables or overspending on inventory can quickly lead to liquidity issues.

Key Components of Cash Flow Management:

1. **Receivables Management** – Ensuring that customers pay on time.
2. **Payables Management** – Managing when and how to pay suppliers without straining resources.
3. **Inventory Management** – Avoiding overstocking while ensuring sufficient inventory to meet demand.
4. **Cost Control** – Keeping fixed and variable expenses within manageable limits.

Importance of Managing Cash Flows:

For MSMEs in India, cash flow management can dictate survival, especially in uncertain economic climates. Without access to significant lines of credit or large reserves, MSMEs must strike a delicate balance between managing operational costs, ensuring timely payments to suppliers, and maintaining a steady inflow of receivables.

Case Study 1: TechCraft Solutions – A Success Story in Receivables Management

TechCraft Solutions, an IT services startup in Pune, was growing rapidly, acquiring new clients every quarter. However, they faced recurring cash flow issues despite having a robust client base. The problem lay in their receivables – clients often delayed payments, leaving TechCraft short of working capital.

Solution: TechCraft implemented strict receivables management practices:

- They shifted from 60-day payment terms to 30-day terms with all new clients.
- They introduced early payment incentives, offering a 2% discount for payments made within 15 days.
- Automated invoicing and follow-up systems were deployed to ensure timely reminders to clients.

These actions led to a reduction in the average receivables cycle from 75 days to 40 days. As a result, TechCraft's cash flow improved significantly, enabling them

to reinvest in the business and hire new employees.

Case Study 2: GreenLeaf Exports – Managing Fund Flow for Expansion

GreenLeaf Exports, an agricultural export business based in Tamil Nadu, had consistent revenue but faced difficulties managing their fund flow when they decided to expand operations. The company required additional funds to purchase more raw materials and expand its production capacity. However, their current cash reserves were insufficient to cover both operational expenses and expansion costs.

Solution: GreenLeaf decided to restructure their fund flows by:

- Negotiating better terms with their suppliers to pay over 60 days rather than 30 days.
- Securing a short-term working capital loan from a local bank, ensuring that the expansion did not affect day-to-day operations.
- Postponing non-essential capital expenditures to maintain liquidity during the expansion phase.

By optimizing their fund flow, GreenLeaf was able to manage expansion without putting the existing business at risk. The loan was repaid within 18 months, and the company's revenues doubled due to the increased capacity.

Framework 1: Cash Flow Forecasting for MSMEs

One of the most effective tools for managing cash flows is forecasting. Cash flow forecasting helps MSMEs predict future cash inflows and outflows, enabling them to prepare for shortages and plan for surpluses. Here's a simplified framework for cash flow forecasting for MSMEs:

Step 1: Categorize Inflows and Outflows

- Inflows: Sales, customer payments, loans, investments.
- Outflows: Operational expenses (rent, salaries), supplier payments, loan repayments, taxes.

Step 2: Forecast Monthly Cash Flow

- Estimate cash inflows for each month based on past trends, pending receivables, and upcoming projects.
- Estimate cash outflows for fixed and variable costs.

Step 3: Monitor and Adjust Regularly

- Compare actual cash flows with forecasted figures each month.
- Adjust future forecasts based on discrepancies and unexpected changes in the market.

Step 4: Plan for Cash Flow Gaps

- Identify months where outflows exceed inflows.
- Arrange for overdraft facilities or short-term loans to cover gaps.

- Delay non-essential expenses to maintain liquidity.

This framework helps MSMEs prepare for both lean periods and growth phases, ensuring smoother operations without sudden cash crunches.

Framework 2: The Working Capital Management Cycle

Working capital management is the process of managing short-term assets and liabilities to ensure the company has sufficient liquidity to meet its operational needs. Here's a step-by-step framework for MSMEs to manage working capital efficiently:

Step 1: Monitor Current Assets and Liabilities

- Track your inventory, receivables, and payables consistently.
- Ensure that you have a clear view of your cash position at all times.

Step 2: Optimize Inventory

- Avoid overstocking by adopting just-in-time (JIT) inventory practices.
- Use historical data to forecast demand more accurately.

Step 3: Accelerate Receivables

- Implement stricter payment terms with clients and follow up aggressively on late payments.
- Offer discounts or incentives for early payments.

Step 4: Extend Payables

- Negotiate better payment terms with suppliers without damaging relationships.
- Delay payments only if it doesn't harm your credibility.

Step 5: Leverage Short-Term Financing

- Use short-term financing options like overdrafts or lines of credit during periods of negative working capital.
- Only opt for financing options that have favorable interest rates and repayment terms to avoid burdening your cash flow.

By following these steps, MSMEs can maintain a healthy working capital cycle that supports ongoing operations without liquidity concerns.

Conclusion

Effective management of cash and fund flows is non-negotiable for MSMEs, especially in a dynamic and competitive environment like India. The case studies of TechCraft Solutions and GreenLeaf Exports highlight the importance of managing receivables and fund allocation during expansion. By implementing the cash flow forecasting and working capital management frameworks, MSMEs can ensure that they not only survive but thrive in the long run.

Incorporating these strategies into daily operations allows MSMEs to navigate financial uncertainties, maintain liquidity, and seize growth opportunities. In a world where cash flow is king, mastering its management can set the foundation for sustained success and long-term growth.

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

Levy of Interest and penalty: Petitioner has already paid the entire tax demand and is only seeking an opportunity to file the reply to the SCN, personal hearing with respect to imposition of interest and the penalty, which the petitioner claims that they are not liable to pay. Even otherwise, as per the decision taken in the 53rd GST Council Meeting, the time is extended up to 31st March 2025. By applying the proposed amendment to Section 128 A of the Act, the petitioner is not liable to pay any amount, since the enough amount is available in the ITC. Considering the entire conspectus of the matter, this Court set aside the impugned order passed by the respondent, with directions. **M/s. New Tea Exports P Ltd, Coimbatore-29. Vs AC(ST) Thudiyalur Assessment Circle, Coimbatore. W.P.Nos.16735 & 16737 of 2023 Dated: 23.08.2024**

Condonation of Delay: Appeal against the impugned order was dismissed on the ground that there is no provision under the Act to consider the delay petition. The delay

was due to the inability to file the APLO1 form on the GST portal and was pursuing with the second respondent for the uploading of the order on the Common GST portal, as well as dealing with issues related to part payment of the pre-deposit. The reason for non-filing of the appeal in time, in the considered opinion of this Court, appears to be genuine and condoned the delay involved with conditions. **M/s. Proodle Hospitality Services Pvt. Ltd., Vs.1.Commr of GST and CE (Appeals-II), Chennai-40. 2.Addl Commr. of GST & CE, Chennai South Commissionerate, Chennai-35. W.P.No.18110 of 2024 Dated: 28.08.2024**

Granting of Opportunity: Failure to produce required documents has resulted in the impugned order. The Hon'ble Court stated and held that petitioner is in possession of required documents and is ready to produce the same, if an opportunity is granted, the impugned order dated 30.12.2023, is set aside and the matter is remanded to the Authority concerned for fresh consideration with conditions. **Mr. Robinson Jeypaul Vs.**

1. CTO, Thiruvottiyur, Avadi, Tiruvallur. 2. AC(ST), Thiruvottiyur Assessment Circle Station, Chennai-3. W.P.No.18804 of 2024 DATED: 22.08.2024

Input tax credit blocking: Petitioners purchased four motor cars for the usage of passenger service. They mistakenly claimed Input Tax Credit (ITC) which was reversed later. However, the first respondent passed the impugned order raising tax which the petitioner did not aware of the said notices/orders served through “view additional notices and orders “portal and hence, they were unable to file their reply to the same. Hence, an opportunity be provided to them to substantiate their claim and stating so, the impugned order is set aside with conditions. **M/s. Maasha Garments, Vs 1. AC (ST), Bazaar Road Assessment Circle. 2.GSTN, New Delhi -3. W.P.No.24948 of 2024 Dated: 30.08.2024**

Entertaining WP, Alternate Remedy: Issue raised is with regard to the eligibility to avail the Input Tax Credit for the purchase of a Tipper Truck. The said dispute has to be decided on facts and as contended by the learned Government Advocate appearing for the respondent, Therefore, this Court is not inclined to entertain these petitions. **M/s. Annai Earth Movers Vs. AC (ST) (FAC), Kodungaiyur Assessment Circle, Chennai-3. W.P.Nos.24677 & 16442 of 2024 Dated: 29.08.2024**

Belated claim of ITC: Dispute relates to the belated availing of the tax credit u/s 16 of the respective GST Act. The Parliament has come to the rescue of the assesses by inserting Section 16(5) and 16(6) of the CGST Act, 2017. Similar amendments are

expected in TNGST Act, 2017. Stating so, the impugned order is set aside and the case is remitted back to the respondents to pass orders afresh **M/s. Jai Cable Vision Vs. 1. UOI 2. CBIC 3. State of TN 4. Commr. of Commercial Taxes 5. The Commr. Under Secretary to GOI CBIC 6. STO, Avadi Assessment Circle W.P.No.9490 of 2024 DATED: 30.08.2024**

TNVAT Act 2006 and ITC reversal: The Court held that as far as demand u/s 19(2)(v) of the TNVAT Act, 2006 (ITC reversal for sale with C form) is concerned, the issue is in favour of the petitioner in terms of decision in State of TN and another vs. M/s. Everest Industries Ltd which decision also affirmed by the DB of this Court in the matter in TCA.No.21 of 2024. Therefore, the respondent is directed to drop the demand as far as issue arising out of Section 19(2)(v) of the TNVAT Act, 2006 is concerned, without prejudice to its right to revive the issue in the light of final order to be passed by the Hon'ble SC in SLP(C) no.5815/2023. As far as the mismatch is concerned, the tax demand has failed to take note of the Circular issued by the Principal Secretary/Commr. of Commercial Taxes in Circular No.5/2021 LQ10/12521/2016 dated 24.02.2021 and hence this matter is remitted back with conditions. **M/s. Sri Manjulakshmi Spinners vs. AC (ST), Palladam 2 Assessment Circle, Tiruppur. W.P.No.26955 of 2021 DATED: 29.08.2024**

GSTR 3B - Omission to report: Petitioner submitted that they imported goods during the months of July, August, September and October 2017 by paying IGST amounting to Rs.80,70,105/- and also availed Input Tax Credit. However, due to an inadvertent omission, while filing the GSTR-3B returns for

the months of July, August, September and October 2017, the petitioner failed to reflect the IGST details amounting to Rs.85,70,105/- as reflected in GSTR-2A. Consequent to this omission, the AO /PO respondent-initiated proceedings and issued Form GST DRC-01 for which the petitioner submitted a reply elucidating the circumstances of the inadvertent omission by providing all relevant details. Without considering the same, the impugned Order came to be passed. The Ld Spl GP appearing for the respondents submitted that as the petitioner failed to reflect the IGST details in GSTR-2A rectification application, the impugned Order came to be passed and if the petitioner furnish relevant particulars, the same will be considered. Considering the submissions, this Court is inclined to set aside the impugned Order with specific directions to re-do the process. **M/s. Natural Products Export Corpn Ltd. Vs 1. Govt. of TN 2. JC [ST], Poonamallee Jurisdiction, Kanchipuram – 631 500. 3. AC [ST], Poonamallee Jurisdiction, Kanchipuram –1. W.P.No.22017 of 2024 DATED: 21.08.2024**

Transitional Credit – GST : As a condition for entertaining the appeal u/s 51 of the TNVAT Act, 2006, an amount of Rs.6,25,000/- was pre-deposited. Petitioner was indeed entitled to refund of amount pre-deposited pursuant to the order of the Appellate DC dated 18.10.2013 pursuant to which, a fresh revised Assessment Order was also passed on 24.07.2015. At best, the respondents could have appropriated the balance tax liability due of Rs.3,902/- from and out of the amount pre-deposited while filing appeal against the Assessment Order dated 21.10.2010. Although the petitioner may have wrongly followed the procedure

by transitioning the amount later to GST implementation, the issue is revenue neutral as admitted by the CT Department. Under these circumstances, the impugned order dated 26.10.2021 passed by the first respondent affirming the order dated 22.10.2020 of the second respondent, relating to transition of credit in GST, is quashed with consequential relief. **M/s. SAS Agencies Vs.1.DC(ST), GST-Appeal, Chennai-I, Chennai-6. 2.The AC (ST), Saligramam Assessment Circle, Chennai-99 W.P.No.1325 of 2022 DATED: 22.08.2024**

Revoking of GST registration: In this WP relating to cancellation of GST registration, this Court feels that the petitioner might continue their business illegally, if the GST Registration of the petitioner is delayed or denied, in which case, the Revenue of the Department would get affected ultimately. Therefore, since the petitioner came forward by realizing the importance of GST Registration and also undertook to comply with all the conditions imposed by this Court, this Court is inclined to appreciate the efforts taken by the petitioner. Cancellation of Registration stands revoked subject to the fulfilment of the certain conditions **M/s. Shri Sairam Arts Vs 1. Appellate Authority/The Addl. Commissioner of GST (Appeals II), Chennai 40. 2.The Supdt. of GST & CE, Saligramam, Zone-V, Range-I, Vadapalani Division / Range, Chennai-South Commissionerate. W.P.No.34656 of 2023 Dated: 23.08.2024**

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

Shout -Sales and MARKETING MATTERS

Market Segmentation for a Business-to-Consumer in India

Market segmentation for a **B2C (Business-to-Consumer)** business in India involves dividing the broad consumer market into smaller, manageable groups based on shared characteristics. This segmentation helps businesses target the right audience with tailored products, services, and marketing strategies, allowing for more efficient resource allocation and a better understanding of customer needs in a diverse market like India.

India's B2C market is highly diverse due to its vast population, varying income levels, cultural diversity, and geographic spread. Therefore, effective segmentation is crucial for addressing the different needs of Indian consumers.

Key Methods of Market Segmentation for B2C Businesses in India

1. Demographic Segmentation

- o **Definition:** Dividing the market based on demographic factors such as age, gender, income, education, family size, or occupation.



Mr.M.K. Anand

Chairman, MSME Sub-Committee, ACC

o Application in India:

- **Age:** Products and services can be tailored for specific age groups (e.g., millennials, Gen Z, retirees). For example, fast food chains or tech brands might focus on younger populations, while insurance companies may target older adults.
- **Income:** India has a wide range of income groups, from low-income households to affluent consumers. Brands can offer budget, mid-range, or premium products based on income segmentation.
- **Example:** Budget smartphone brands like Xiaomi target lower-income groups, while Apple targets high-income groups.
- **Gender:** Gender-specific marketing is crucial in industries like fashion, personal care, and cosmetics. Brands like Nykaa (beauty products) target women, while sports brands like Decathlon might focus on men for specific product ranges.

2. Geographic Segmentation

- o **Definition:** Segmenting the market based on geographic location, such as region, state, city size, or rural vs. urban areas.

o Application in India:

- **Urban vs. Rural:** Rural areas in India often have different consumption patterns than urban centers. Urban consumers may prioritize convenience and brand status, while rural consumers may focus on value for money and product durability.
- **Example:** Hindustan Unilever tailors its products differently for rural and urban markets, with more affordable, smaller packaging for rural consumers.
- **Regional Preferences:** Different regions in India have distinct cultural practices, languages, and preferences. Businesses can create region-specific products (e.g., food brands offering variations in taste according to local flavors).
- **Example:** Amul offers regionally popular flavors in dairy products like flavored milk or ice creams.
- **Tier 1, 2, and 3 Cities:** Tier 1 cities (e.g., Mumbai, Delhi, Bangalore) have higher disposable income and greater access to luxury goods, while Tier 2 and Tier 3 cities might be more price-sensitive but have rising consumption trends.
- **Example:** E-commerce giants like Amazon or Flipkart may provide different offers or delivery options based on the tier of the city.

3. Psychographic Segmentation

- o **Definition:** Segmenting the market based on consumers' lifestyles, values, interests, and personality traits.

o Application in India:

- **Lifestyle:** With the rise of middle-class aspirations, many Indian consumers are increasingly lifestyle-driven, particularly in areas like fashion, electronics, and travel. Segmentation based on lifestyle can help brands target consumers with specific value propositions like luxury, eco-friendliness, or technology-savviness.
- **Example:** Tata's luxury car brand, Jaguar Land Rover, targets affluent, lifestyle-oriented consumers who value status and premium experiences.
- **Values and Beliefs:** Indian consumers often make purchase decisions influenced by their beliefs and cultural values, such as sustainability, family-centric products, or spiritual alignment.
- **Example:** Patanjali, an Indian FMCG brand, focuses on ayurvedic and natural products, tapping into the growing preference for traditional and health-conscious products.
- **Personality:** Some brands might segment based on consumer personalities, such as adventurous consumers, status-driven individuals, or those seeking simplicity.
- **Example:** Outdoor adventure brands like Wildcraft target customers with an adventurous, outdoor-loving personality.

4. Behavioral Segmentation

- **Definition:** Segmenting the market based on consumer behavior, including purchasing habits, product usage, brand loyalty, or responses to marketing campaigns.
- **Application in India:**
 - **Occasion-based Buying:** Indian consumers often purchase based on festivals, events, or seasons (e.g., Diwali, weddings, etc.). Businesses can focus on seasonal or occasion-based product launches.
 - **Example:** Jewelry brands like Tanishq create festive collections tailored for Diwali, weddings, or other special occasions.
 - **Loyalty:** Some consumers in India display brand loyalty, particularly in sectors like FMCG, clothing, and electronics. Companies can segment based on consumer loyalty and offer rewards, discounts, or personalized experiences for loyal customers.
 - **Example:** Supermarket chains like Big Bazaar offer loyalty programs to retain customers by providing special discounts and offers.
 - **User Status:** Businesses can target non-users, first-time users, regular users, or former users with specific marketing campaigns to attract and retain customers.
 - **Example:** Telecom companies like Jio tailor their packages for new users versus existing customers, offering enticing introductory plans to attract first-time users.

5. Technographic Segmentation

- **Definition:** Segmenting the market based on technology usage and adoption.
- **Application in India:**
 - **Internet Usage:** In India, internet penetration is rising rapidly, and brands need to segment based on consumers' access to and use of technology. Urban consumers may use smartphones and broadband for e-commerce, streaming, and social media, while rural areas may still rely on feature phones or offline methods.
 - **Example:** E-commerce platforms like Flipkart have created mobile-first strategies to cater to India's large base of smartphone users.
 - **Tech Savviness:** Segmenting based on the level of comfort with technology can help businesses design user-friendly apps or products that cater to varying levels of tech literacy.
 - **Example:** Payment apps like Paytm offer easy, intuitive interfaces for first-time users as well as advanced features for tech-savvy customers.

6. Cultural Segmentation

- **Definition:** Segmenting based on cultural differences, religious beliefs, and traditions that influence buying behaviors.
- **Application in India:**
 - **Religion:** India is home to diverse religious groups (Hindus, Muslims, Christians, Sikhs, etc.), each with unique preferences and

restrictions. Companies often tailor their products to respect religious customs and preferences.

- **Example:** Food and beverage companies like McDonald's offer vegetarian options in India, catering to the large vegetarian Hindu population. During Ramadan, special promotions are run to attract Muslim consumers.
- **Festivals:** Festivals like Diwali, Holi, Eid, and Christmas drive significant consumer spending, and businesses can segment based on these cultural events.
- **Example:** Online retailers like Myntra and Amazon run extensive Diwali and Eid sales to boost sales during the festive season.

7. Price Sensitivity Segmentation

- o **Definition:** Segmenting the market based on consumers' sensitivity to price, helping businesses design products and marketing strategies that cater to different price points.
- o **Application in India:**
 - **Premium vs. Budget:** India's population spans a wide range of income groups, leading to strong demand for both budget and premium products. Brands often offer different versions of the same product to cater to both markets.
 - **Example:** Smartphone brands like Samsung offer entry-level, mid-range, and premium smartphones to cater to various price-sensitive segments.
 - **Value-Conscious Buyers:** In some segments, particularly FMCG and

household items, Indian consumers seek value for money. Offering more affordable products or smaller packaging helps target this group.

- **Example:** FMCG companies like Unilever offer sachet packs of shampoos and detergents, which are popular among price-sensitive consumers in both rural and urban India.

Benefits of Market Segmentation in India:

- **Targeted Marketing:** Segmentation allows businesses to create specific marketing campaigns tailored to the needs of each segment, increasing the relevance and effectiveness of their message.
- **Product Customization:** By understanding the different needs and preferences of market segments, businesses can develop or modify products that better serve each group.
- **Increased Competitiveness:** Focusing on specific market segments allows businesses to better compete by offering differentiated products, services, and pricing strategies that meet the exact needs of their audience.
- **Efficient Resource Allocation:** Market segmentation ensures that businesses allocate their marketing and operational resources more effectively, reducing waste and improving ROI.

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.

STANDARDS, CERTIFICATIONS & REGULATIONS UPDATES

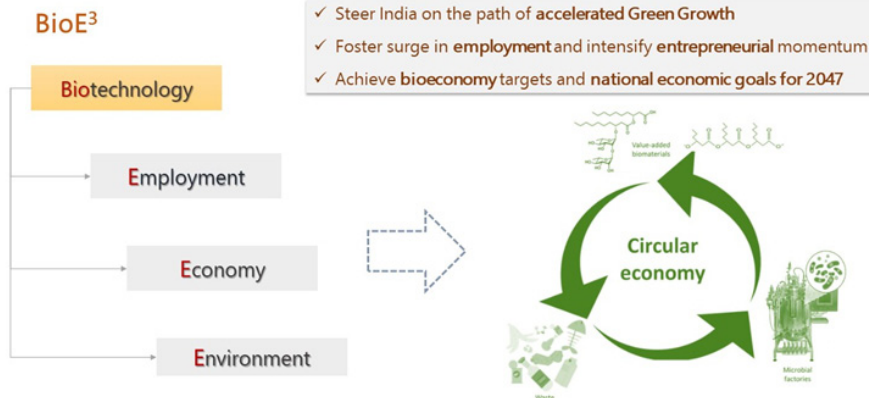


Rama Venugopal

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

STEM Entrepreneurship Opportunities – Emerging Sectors in the country

What do we aim to achieve?

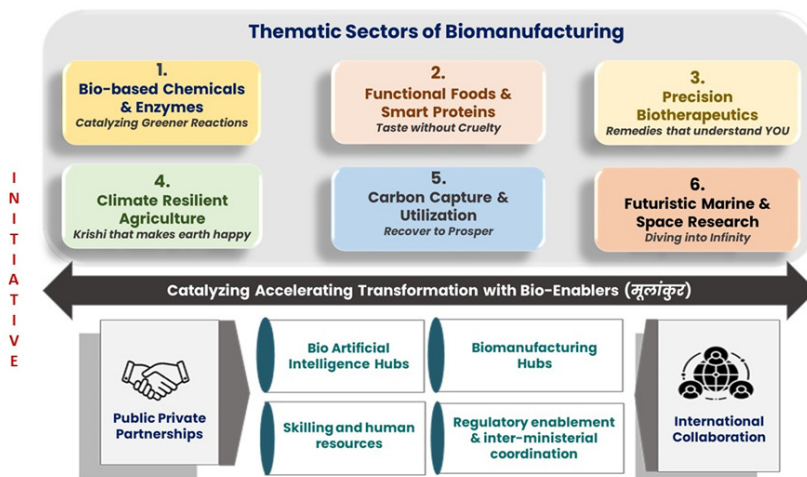


Launch of Bio E3 Policy: Bio manufacturing Initiative

Union Cabinet has approved the proposal of the Department of Biotechnology (DBT) on 24th August 2024, for India's first Policy in Biotechnology, the 'BioE3 (Biotechnology for Economy, Environment and Employment) Policy for 'Fostering High Performance Bio manufacturing'. This Policy lays down the framework for the implementation of the Bio manufacturing and Bio Foundry Initiative.

This initiative will promote green growth in the country, by transforming today's consumptive manufacturing paradigm to the one based on regenerative principles.

The unsustainable pattern of material consumption, resource over-utilization and waste generation has led to climate change related challenges such as burning forest, melting glaciers and declining biodiversity. Bio manufacturing can provide a solution to several of these challenges by leveraging



living systems coupled with engineering to produce commercially important bio-based products using biomass and waste resources.

Keeping in view the importance of the sector, DBT has launched a major initiative on “Fostering High Performance Bio manufacturing-An integrated approach towards promoting circular economy for Green, Clean and Prosperous India”.

Based on National Consultation meeting and Inter-ministerial consultation, six-thematic verticals of national importance have been identified for implementation under the initiative. These include

- Bio-based Chemicals and Enzymes,
- Functional Food and Smart Proteins,
- Precision Bio therapeutics,
- Climate Resilient Agriculture,
- Biofuels and Carbon Capture and
- Futuristic Marine and Space Research.

In order to augment research and translation across these six verticals, Bio-

Enablers i.e. Bio-Artificial Intelligence (AIs) Hubs and Bio foundry / Bio manufacturing Hubs will be setup across the country. The programme will be accelerated through international collaboration, inter-ministerial coordination and Public-Private Partnerships (PPP).

The Bio manufacturing programme will steer India on the path of accelerated ‘Green Growth’ by promoting ‘Circular Bio economy’. It will foster surge in employment and intensify entrepreneurial momentum towards this knowledge-driven industry sector. The initiative will accelerate India’s goal to achieve bio economy targets and national economic goals for 2047 while being constantly guided by the goal of equitable access, ethics and biosafety.

Information Source: Content and Images

Department of Biotechnology, Ministry of Science & Technology

<https://bmi.dbtindia.gov.in/index.php>



Unit-4

Self Development Corner

**A satisfied
customer is the
best business
strategy of all.**

- Michael LeBoeuf

Business Stories - Inspiration Matters

How a Beauty Brand Turned 100 Million Bottles into Opportunity: Helping to Empower 2000 Waste Collectors



Introduction

In partnership with 'Plastics for Change', the Body Shop is using community-traded recycled plastic to package its bestselling products. Beyond addressing plastic pollution, it is also empowering thousands of Indian waste collectors — the unsung heroes of waste management.

Recently, plastic pollution has emerged as a global crisis, significantly impacting marine life and human populations alike. India faces particular challenges due to inadequate waste management practices. Although efforts are underway to reduce plastic consumption, this alone is insufficient to tackle the escalating problem of plastic pollution.

Journey of Beauty Brand

Headquartered in London, The Body Shop partnered with the startup 'Plastics for Change' in India to launch its Community Fair Trade Recycled Plastic programme in 2019, aiming to incorporate community-traded recycled plastic into its best-selling products while helping to empower waste pickers.

As a part of the initiative, The Body Shop buys recycled plastic collected by waste collectors in a number of centers including Bengaluru, incorporating it into the packaging after thorough cleaning and converting it to recycled granules.



The Body Shop started by integrating Plastics for Change material into one product line (shampoos) and has now expanded to 14 product lines, including all PET bottles and jars. This expansion covers body and hair care products, as well as some skincare items.

Shriti Malhotra, Group CEO of Quest Retail the Body Shop India, says, “The Body Shop and Plastics for Change collaborated with an ambitious goal of not just using recycled plastic but using plastic as a resource to uplift the lives of thousands of informal waste workers. Socially, the programme has created meaningful employment opportunities for marginalized communities. Importantly, over 50 percent of those involved in our partnership are women, contributing to gender equality in the workforce.”

“Plastics for Change has been actively working to uplift the lives of waste collectors and their families. The programme also provides access to essential social services such as healthcare, education, and financial support, fostering holistic well-being within these communities. It empowers women waste collectors to become entrepreneurs and achieve financial independence, helping to break the cycle of poverty and promoting gender equality,” she adds.

From fighting plastic pollution to championing waste collector rights

Beyond addressing plastic pollution, The Body Shop is collaborating with waste collectors — who are often the unsung heroes of waste management — to reshape the narrative surrounding waste management and improve their livelihoods.

In India, approximately 1.5 million waste pickers, with around half a million being women, work tirelessly each day to clean the streets and cities. Unfortunately, many of these individuals face discrimination and endure poor working conditions.

Project N.A.R.I (Nutrition. Ability. Retraining. Inclusion) was launched to address key challenges faced by waste collectors, especially women, who work in hazardous conditions, facing increased exposure to contaminated waste without adequate protective equipment.

As part of the initiative, 100 women waste collectors were provided PPE (personal protective equipment) kits, essential to reducing their health risks. Furthermore, they received daily meals, protein, and vitamin supplements, aimed at combating malnutrition and improving their overall health.

The project also promoted financial inclusion by facilitating access to banking systems and government schemes. For every kilogram of plastic traded, women received cash incentives directly into their bank accounts, fostering savings habits and ensuring transparency.

Manjula, a dedicated waste collector, has been the company's beneficiary for the past two years. Through their partnership, she gained access to an electric tricycle, which has significantly improved her ability to collect more waste each day. This ultimately increased her income. With a stable income, Manjula has been able to ensure her daughter has the education that she herself never had.

Balancing cost and impact in recycling initiatives

The transformative impact of The Body Shop's collaboration with Plastics for Change is evident through stories like that of Manjula

Commenting on the challenges faced while scaling the impact of the various initiatives, Andrew Almack, founder and Chief Executive Officer (CEO) of Plastics for Change, says, "At Plastics For Change, we believe in the power of responsible sourcing practices to transform lives. Our collaboration with The Body Shop goes beyond addressing plastic waste — it's about creating lasting change in the lives of informal waste collectors. Through fair trade practices and community-driven impact, we're ensuring that the very plastic that threatens our environment can become a tool for empowerment and economic opportunity, particularly for

women. This partnership is a testament to how businesses can drive meaningful social impact while supporting a circular economy. Developing and maintaining fair trade-verified supply chains is hard work, but is incredibly rewarding."

Conclusion

The collaboration has been able to support a network of over 500 recycling stakeholders that is benefiting more than 2,500 waste collectors by providing fair wages for waste material, better working conditions, and improved livelihood opportunities.

As The Body Shop marks its five-year milestone, it aims to localise production of the raw material, diversify the opportunities for partnership with secondary packaging along with primary packaging, as well as strengthen engagement with local CSR initiatives in India for women.

Through collective efforts and ongoing partnerships, the company is striving to fight against plastic pollution and work towards a future where waste pickers are valued, respected, and provided with the opportunities they deserve.

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



Amit P Nahar
Business Coach

Cash flow is essential in every business that needs to expand and nourish. 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 it 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 it.

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.

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

"Effective cash flow management is the lifeblood of a thriving business.

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.

It enables entrepreneurs to seize opportunities and navigate challenges with confidence.

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

The right time to start is now.

We went to our friend's daughter's wedding. One of our friends was eating some dry fruits and offered some to us, saying they were suitable for our health. Another friend asked, "What is the use of eating them once and expecting good health?" After discussing the benefits of dry fruits for a while, we changed the topic.

When I returned to my room, I reflected upon the statement, "What is the use of eating it once?" As a behavioural trainer, I started thinking about self-development activities and jotted down some related points.

Everything starts once and becomes a habit, or we stop doing it. The difference between achievers and those who struggle to achieve is that they make a start and continue what they started. My friend could have continued eating the dry fruits from that day and maintained good health. Similarly, there are instances when friends go out for a vacation, and a fitness enthusiast goes for a morning walk. Those who haven't walked before can start that day and continue. There are many situations where we need to begin to make progress. If we wait for the right time, companion, or mood, we will never start anything good.

Some people would like to write but keep waiting for the perfect thought, which may or may not come. Sometimes, the ideal thought comes, but the person is busy with something else. The idea doesn't come when free; they wait for the perfect time.

Everything we see today has been started by someone and continued with determination to finish it. Ask yourself what you plan to start and what is holding you back. Forget what is holding you, and start right now, whether it's reading a book, writing, walking, or anything else.

The right time to start is the time you start.

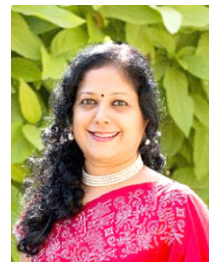
Contributed by:
Mr M.L. Narendra Kumar
Director
Instivate Learning Solutions Pvt Ltd
Email: instivate@gmail.com

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



FITNESS MATTERS

LIVING 360°



| By Gita Krishna Raj

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

My Dear Readers,

Greetings from Maverick!

Imagine living during the cave ages when hunting and food gathering was our primary role rather than technology and wealth creation. The very survival of the man in the wild was dependent on his body's ability to effectively pursue the following movement patterns - walk for miles, at times jog and run to hunt his prey; hunting involved the need to twist his body to swing his spear at the prey, throw his spear with all his strength at the fleeing animal, pull his heavy kills homewards, carry the lighter ones on his shoulders, lunge over rocks and rough terrain, bend to light up his fire to cook his dinner, and sit down to relish his meal.

All of the above movements were basically needed for his very existence. While fortunately we no longer live in the forrest, unfortunately we have forgotten that these basic movements need to be performed to keep our body healthy! It is mandatory for every person to walk, twist, push (throw), pull, lunge, bend and squat everyday.

Today, we use vehicles to move, swivel chairs to turn around, lifts instead of stairs to lunge up, shelves at hand levels so that we don't need to bend down, trolley to push our suitcases, motors to draw water from our wells and even closets that are high enough so that we don't need to squat fully to relieve ourselves! Is it any wonder we are becoming a race filled with dis-ease and obesity?

Don't repeat the same exercises two days running. Alternate your movements and exercises to allow your muscles time to recover from the work you have done. If you simply carry out the same routine day after day not only will your muscles get used to those exercises and you won't progress physically but you will also find it too repetitive and boring. You may also put yourself at risk of injury through over-training only one set of muscles.

- Take care of your muscles - they are the most active metabolic tissue in your body.
- Every time our muscle contracts and relaxes it generates electric impulses that are the very basis of life.

- Every time we move, our muscles act as body pumps allowing the toxic wastes and other fluids to flow without restriction.
- Every time any muscle contracts and relaxes, it triggers energy by increasing mitochondria or the powerhouses that convert chemical energy into energy the cells can use.

To really appreciate movement, try playing the game 'statue'. When all our muscles are locked in to a statuesque pose, long enough, we realize how very crucial movement is for our health, mood and basic survival. Do I need to go on about why you should keep moving?

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

TRAVEL -
RELAXATION
MATTERS



Rollapadu Wildlife Sanctuary, Andhra Pradesh Overview

The Great Indian Bustard, a critically endangered bird, is one of the four species of bustards found in India. The bird, which has a height of 1m and weighs 12-15 kg, thrives in arid grasslands. One of its few protected habitats is the Rollapadu Bird Sanctuary, which hosts a population of 30 bustards. The bird is usually seen from July-December, with August-September being the season for peak sightings. Other notable residents of the sanctuary are the black-rumped flameback, Brahminy starling, Asian paradise flycatcher, blue-faced malkoha and greater coucal.

Spanning an area of 937 hectares, the sanctuary has a vast expanse of glistening golden grasses melding into the horizon.

At the entrance, there is an environmental Education Centre (EEC) and a forest rest house.

The EEC has information on the birds inhabiting the sanctuary, recorded bird calls, a modest library and an auditorium. A motorable path leads into the sanctuary up to a point, after which you have to walk. Make sure to take permission from the Divisional Forest Officer, Atmakur (Tel: 08517-283337) before planning a visit to the sanctuary as walk-in visitors are not allowed.

Source : <https://aptourism.gov.in/destinations/44/rollapadu-bird-sanctuary>

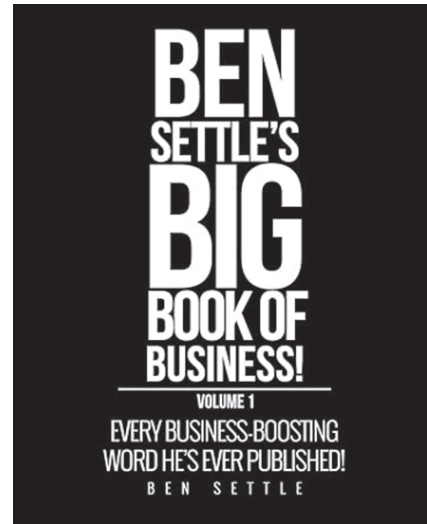
BOOK REVIEW

Ben Settle's Big Book of Business!: Every Business-Boosting Word

Inside you get:

- Blue Chip Email Secrets – How to Make Money “at Will” Almost Every Time You Send an Email to Your List
- Selling from the Trenches
- Newbie-Proof Traffic Secrets! – 9 Easy Ways to Drive All the Traffic You Can Eat to Your Websites
- Negotiation Secrets of the World’s Most Persuasive Men and Women
- 12 “Mish-Mash” Joint Venture Secrets You Can Profit from in as Little as 60 Minutes or Less
- How to Write, Produce, and Profit from Print Newsletters
- How to Quickly Get More Business by Being a Local Celebrity
- How to Get Clients in a Bad Economy – Secret Ways to Attract an Endless Flow of New Clients and Customers in 21 Days or Less... Even when the Economy Tanks
- Crypto Copywriting Secrets – How to Create Profitable Sales Letters Fast Even if You Can’t Write Your Own Way out of a Paper Bag Now!
- Crackerjack Positioning – How to Control the Way People Think about You in the Marketplace
- Christian Business Secrets – How to Use Ancient Biblical Laws to Build a Thriving, Godly Business in Today’s Cut-Throat Marketplace
- The Affiliate Trump Card
- 10 “Street-Smart” Secrets of an Email Marketing Strategist Who Lives and Dies by His Results
- Persuasion Secrets of the World’s Most Charismatic & Influential Villains

Ben’s thrown everything but the kitchen sink into this book! (And the poor sink’s beginning to look worried..



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



Unit-5

Bulletin Corner

**If you do build a
great experience,
customers tell each
other about that.
Word of mouth is
very powerful.**

- Jeff Bezos

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:



In the service of Public since 1961

Winning client's trust with unmatched professionalism

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

Life Membership Details

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

ANNUAL MEMBERSHIP FEES DETAILS

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

SECUNDERABAD 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 Hall - First Floor	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, Pinnameneni 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

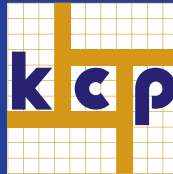
THE KCP LIMITED



CEMENT PLANT MUKTYALA



CEMENT PLANT MACHERLA



SUGAR INDUSTRY
VIETNAM



HEAVY ENGINEERING
CHENNAI

BUILDING THE NATION SINCE 1958

SRISAILAM DAM



NAGARJUNA SAGAR DAM



KCP
CEMENT
BUILT TO LAST



POLAVARAM PROJECT



SRI KANAKADURGAMMA VARADHI

Registered Office: "Ramakrishna Buildings" No. 2 Dr. P.V. Cherian Crescent, Egmore, Chennai- 600008
Tel: +91 44-66772600 / 66772667, Fax: 66772620 CIN65991TN1941PLC001128

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