



# Journal of Andhra Chamber of Commerce ACG NEWSLINE

VOL. XCIX | NOVEMBER 2023

## ACC Programs Conducted in the month of October 2023



# 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 / VICHOOOR

##### 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®



## ADVISORY BOARD

**Dr V L Indira Dutt**  
*President, ACC*

**Dr M K Muthuvel**  
*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-Committees*

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

**Mr M K Anand**  
*Chairman, MSMEs & ICT Sub-Committee*

**EDITOR AND PUBLISHER**  
Andhra Chamber of Commerce,  
Chennai

ACC Newline Senior Consultant  
Mr M L Narendra Kumar  
+91 93819 49120

**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 :**

COMPUPRINT, #9, 2nd Street,  
Gopalapuram, Chennai 600 086

☎ 044 2811 1224 | 🌐 www.compuprint.in

# S T N E T N O C

TITLE	Page No.
<b>Unit-1 Chamber at a Glance</b>	
From the President's Desk	6
<b>Chamber News</b>	
Role of Banks for Business Growth	7
Mediation Bills	8
Awareness Programme on Finance Options for MSME	9
MSME Ecosystem in India Today – Opportunities and Challenges – ACC & MMA Joint Session	10
Condolence	10
Admission of New Members	11
<b>Unit-2 Nation First</b>	
Indian Economy Overview	13
India passed a law to reserve seats for women legislators.	15
Madras High Court Judgments in VAT/ CST/GST/Defreezing of Bank account	19
<b>Unit-3 Kaizen Corner</b>	
Re-Search vs. Pro-Search: Navigating the Shifting Landscape of Knowledge	23
Seven tips for delivering effective performance appraisals.	25

# CONTENTS

TITLE	Page No.
Shout - Sales and Marketing Matters	26
<b>Unit-4 Self Development Corner</b>	
Inspiration Matters	29
Monk, Disciple, Iron Rod, and the Crystal Jar	31
Fitness Matters Living 360°	32
Book Review - First Things First	33
<b>Unit-5 ACC Corner</b>	
Advt. Tariff	35
Membership Subscription	36
ACC Facilities	37



An aerial photograph of a rowing team on a river. The rowers are in a long, narrow boat, and their oars are visible in the water. The water is dark blue with ripples. On the left side, there are green plants and trees. The text is overlaid on the image.

**UNIT-1**  
**CHAMBER AT A GLANCE**

*The achievements of an organization are the results of the combined effort of each individual.*



## From the **PRESIDENT'S DESK**



A whitepaper Commerce@Bharat by consulting firm Deloitte India on recently explained the role of the government's open e-commerce initiative - Open Network for Digital Commerce (ONDC) - in bringing e-commerce to every segment of industry in India. With the e-commerce sector projected to reach \$350 billion by 2030, digitization is imperative for floating in the market of growth.

Transforming demand and supply network: ONDC creates an opportunity for brands/ retailers/ MSMEs to efficiently and cost-effectively address their demand and supplier connect.

On the demand side, ONDC can provide MSME suppliers access to their customers while focusing on their core capabilities of designing and manufacturing products. They can expand their business via easy access to digital commerce, diverse logistics options, and a large customer pool. MSMEs can also get better access to credit. With a broad network across seller and buyer apps, third-party services providers, and logistics and dispute resolution providers, the cost of using the network is expected to be relatively low.

On the supply side, MSMEs can expand their reach and maintain a competitive advantage due to low-cost access to ONDC. They can also improve their access to credit.

Opening of new markets and segments for financial institutions: The MSMEs have been served mostly by local bank branches and have limited access to commercial banking products and services. Moreover, the lack of data related to MSMEs has meant that credit approvals, based on traditional decisioning models in most instances, get rejected.

The ONDC ecosystem is expected to digitise the data available on SMEs (using transaction data) with the help of financial technology services providers. The digitised data will enable financial institutions to develop a better understanding of this client segment to tailor products and services. The increased adoption of ONDC in tier two and three cities and rural areas will open newer segments for banks and also drive tailored products and services catering to this segment's needs.

Traditionally, the onboarding and KYC processes for businesses have been a pain point for the industry especially due to lack of data on MSMEs in the public domain. A high KYC cost will be a major deterrent for financial institutions to fulfil this need as it will not be a commercially viable proposition.

For individuals, the cost of KYC has reduced significantly with the introduction of CKYC from Rs 15 and Rs 30 against CKYC which costs Rs 1.10 to download the record. CKYC is the Central Know Your Customer Registry or a centralised depository of KYC documents of customers availing different services of the financial sector.

While I have touched upon the key aspects of the platform, here is much more to it to facilitate global business for MSMEs. The Chamber conducts regular meetings that include sessions on ONDC and related MSME schemes. I urge you to participate in these meetings and be aware of the trends and trading and financial avenues/opportunities available for MSMEs.

**Dr V L Indira Dutt**  
President





## Role of Banks for Business Growth

October 5, 2023 ;“Atluri Koteswara Rao Memorial Hall”, Hyderabad

**A**CC, Telangana State Chapter in Association with The Institute of Management Consultants of India (IMCI), Hyderabad Chapter organized an Interactive Session on “Role of Banks for Business Growth”.

Dr. V.B.S.S. Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee chaired the session and welcomed the Guest Speaker Dr. A.R.Arya Sri, Chairman, IMCI-Hyderabad Chapter, introduced the Guest Speaker Shri. B. Mahendra Singh.

Shri. B. Mahendra Singh, Former Chief Manager – Punjab National Bank, addressed the participants on “Role of Banks for Business Growth”. In his address Shri. Mahendra Singh observed: a) Never approach bankers without proper homework about the project under consideration for funding. Get the DPR done by an experienced project consultant, understand the details of the viability of the project in the district level, national level and international level where necessary. Know about the competition in the market, their strategies, their unique selling propositions (USPs,) Key result area (KRAs), how the funds need to be managed in terms of working capital and for fixed assets etc. The bankers with their experience will easily grasp the seriousness of the borrower. He always finds a reason to reject and as a borrower you should not give room for rejection.

b) Bankers are serious about their job. They never reject good proposals. The onus of showing that the proposal is a good one squarely lies with the borrower.

c) Never fund fixed assets with your working capital. Using long term funds for acquiring fixed assets and short term funds to fund your bills, sundry debtors or stock.

d) Keep risk management policies such as insurance, hedging where possible, in place.

e) Understand government schemes and leverage each benefit of each scheme. You cannot benefit from a government scheme unless you know the schemes of banks for MSMEs and the subsidies available etc.

f) Some bankers may not come forward to finance despite the fact that all the procedural formalities are complied with, In such a case, never offer bribes. If necessary, complain to the higher ups including the ombudsman of the concerned bank.

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

In the Interactive Session Shri B. Mahendra Singh, clarified various queries

The Number of participants for the Programme were 45.



## Awareness Session on Mediation Bill

13 October, 2023; Dr V L Dutt Hall, Chennai

The Mediation Act was enacted and received assent from the President on September 14, 2023. It will come into force on a date to be appointed by the Central Government through a notification. To bring awareness of the features of the Act to its members, Andhra Chamber organized an Interactive Session with Mr D. R Sivakumar, President, Centre for International Mediation Organization Mr. G Ramachandran, Chairman of company law sub committee moderated the session

The key features elaborated were the following

1. **Objective:** The primary objective of the Mediation Act is to promote mediation as an effective means of resolving disputes. It encourages institutional mediation and seeks to enforce mediated settlement agreements.

2. **Pre-Litigation Mediation:** The act provides for pre-litigation mediation, which means parties may attempt mediation before initiating formal legal proceedings.

3. **Exclusions:** The act lists certain types of disputes that cannot be referred to mediation. These include disputes involving minors, deities, criminal offences, professional misconduct, and tax-related matters etc., .

4. **Mediator Eligibility:** Mediators can be of any nationality, provided they possess the appropriate experience and qualification as prescribed and shall be agreed between both the parties. the act also recognize institutional mediation and Online mediation ODR

5. **Time-Bound Mechanism:** The act establishes a time-bound mechanism for completing the mediation process. It sets a maximum period of 120 days for mediation, with a provision

for a 60-day extension if agreed upon by the parties.

6. **Mediation Council of India:** The act provides for the establishment of a regulatory body called the 'Mediation Council of India.' This council will oversee and regulate mediation activities, including recognizing Mediation Service Providers and Mediation Institutes.

### EXCEPTIONAL AND UNCOMMON PROVISIONS OF THE MEDIATION ACT

Setting Up of Mediation Council of India (MCI) Introduction of Community Mediation Maintenance of Depository

Registration of Mediation Settlement Agreements Government As Party To Mediation

### ENFORCEMENT OF MEDIATED SETTLEMENT AGREEMENT

The mediated settlement agreement shall be enforced in accordance with the provisions of the Code of Civil Procedure, 1908, in the same manner as if it were a Judgment or Decree Passed By A Court, and may, accordingly, be relied on by any of the parties or persons claiming through them, by way of defense, set off or otherwise in any legal proceeding.

Mr.R Deenadayalu proposed the vote of thanks.

28 People attend the meeting.





## Awareness Programme on Finance Options for MSME ; October 26, 2023 ; Dr V L Dutt Hall, Chennai

The Chamber organized the Interactive Programme on Finance Options for MSMEs on October 26, 2023 ; 4.30 P.m.; Mr N Elangovan, Regional Jt. Director, MSME Dept, Govt of TN was the Guest of Honour and was accompanied by officials from the MSME department and TANSIDCO (Tamil Nadu Small Industries Development Corporation). Mr M Sekhar Co-chairman, Finance & Banking Sub-committee moderated the proceedings.

Mr Elangovan introduced the major Schemes of the government that was designed to meet MSME requirements. He also invited the members to enlist for the Global Investors Meet to be held on 7th -8th, January 2024, at Chennai, to avail of special services of the government to set up their new ventures. Ms Jeya Lakshmi and Mr P Venkatesh presented in detail on the schemes of TANSIDCO which dealt with locational incentives and land and building.

The key features of the Schemes are as follows –

- Tamil Nadu ranks No. 1 in India's Good Governance Index
- Subsidy of 25% of project cost not exceeding Rs 2.5 lakhs for unemployed marginalized youth
- Subsidy of 25% of project cost not exceeding 7 lakhs for educated youth to become first generation entrepreneurs. Interest at the rate of 3% throughout the repayment period. 10% more of capital costs for SC/ST/differently abled. Priority in SIDCO estates allotment.

- Several subsidies for women/OBC/SC/ST/minorities/ex-servicemen under the Prime Minister's Employment Generation Programme (PMEGP)
- Scheme for formalization of micro food processing enterprises – 35% subsidy for not exceeding Rs 10 lakhs. Seed capital for Self Help Groups, skill development & training; support in transition from unorganized to formal sector
- Annal Ambedkar Business Champion Scheme – only for SC/ST - 35% capital subsidy; 6% interest rate
- Additional subsidy for Environment friendly industry / practices – 25% of capital subsidy subject to max. 10 lakhs
- Subsidy for Thrust Sector Enterprises ; additional subsidy for micro enterprise scale-up

More details are available on [www.msmeonline.tn.gov.in/incentives/html](http://www.msmeonline.tn.gov.in/incentives/html)

The programme was well attended by Senior members of the Chamber who officiated at the programme. Mr N Narasimhan, Vice President and Mr Gautam, Chairman – Skill Development Sub-committee presented the mementoes to the government officials. About 33 people participated in the programme.



## MSME Ecosystem in India Today – Opportunities and Challenges ACC & MMA Joint Session, October 30, 2023; Dr V L Dutt Hall, Chennai

The Chamber organized the 111 th ACC & MMA Joint Session - MSME Ecosystem in India Today: Opportunities and Challenges . Mrs CA Aparna, CEO, Sri Sattva Group was the Guest Speaker. Mr R.R Padmanabhan, Executive Committee member & Chairman, Foreign Trade, Sub - committee, ACC moderated the proceedings.

Ms Aparna elaborated on the MSME Ecosystem that spans over 6 million MSME units in India. MSMEs are the driving force of the economy generating

huge employment opportunities. However, they also bear the brunt of the challenges of survival, lack of finance, skill sets, &

management lacuna, market access etc. The Opportunity is to avail of government initiatives for MSMEs which includes specific schemes with financial benefits, OpenNetwork Digital Commerce (ONDC), Government e-marketplace (GeM) ,skill development & training programs.

Mr.B.Gautham, Executive Committee member & Sub - committee Co-Chairman of ACC was proposed by the Vote of thanks. About 30 people participated in the program.

### Condolence



**Shri N. Siva Prasad**

*Executive Committee Member of Andhra Chamber of Commerce.*

With a deep sense of sorrow, we regret to inform you about the demise of Shri N. Siva Prasad, Executive Committee member of Andhra Chamber of Commerce, October 20, 2023

The Chamber places on record its deep regret on this loss of a mentor & guide who worked tirelessly for the benefit of the chamber.

Shri N. Siva Prasad was associated with Andhra Chamber of Commerce from 1987 and he was in the Executive Committee of the Chamber from 2004 onwards. He was also the Chairman of the Subcommittee on Direct taxes.

He was associated with many Charitable, Social, Educational and Cultural organizations.

The President and the Executive Committee members of the Andhra Chamber of Commerce, convey heartfelt condolences to his bereaved family.

May his Noble Soul rest in peace !



## Welcome to New Members

We have pleasure in welcoming the following members who were admitted by the Executive Committee of the Chamber on the 06<sup>th</sup> October 2023.

### Life Membership

<p>Shri G. Subba Rao Managing Director Muralikrishna Nethi Mithailu Pvt. Ltd., Opp: Vegetable Market, Near Madras Bus Stand Nellore-524003</p>	<p>Shri Y. Ranga Rao President Nellore District Rice Millers Association 3/377, Lakshmpuram, Nellore-524002</p>	<p>Shri M.G. Gopalakrishna Managing Director M.G. Brothers Automobiles Pvt. Ltd., Industrial Estate, A.K. Nagar, Nellore-524004</p>	<p>Dr. T. Chalamaiyah Naidu Managing Director Doctor's Life Sciences (India) Ltd., Sy.No. 263/1 &amp; 264/1, 1st &amp; 2nd Floors, Pothireddy Palem (V), Kovur (M), Nellore-524137</p>
<p>Shri S.V. Ramesh Babu Proprietor Chennai Hospitals Information Centre 24-2/395, Saraswathi Nagar, Opp: Rathnam High School, Beside UBI, Magunta Layout, Nellore-524002</p>	<p>Shri G. Venugopal Director Krishnapatnam Constructions Pvt. Ltd. 408, 4th Floor, KAPS Building, Gopalapuram, Muthukur, SPSR Nellore-524344</p>	<p>Shri Gaddam Ratnaiah Proprietor Meghana Automobiles, Flat No. 201, A-Block, Greenwoods Apartment, Saraswathi Nagar, Dargamitta, Nellore-524004</p>	<p>Shri Thavva Balam Proprietor Srinivasa Yarn Company 6-2-3, Sri Ranga Nilayam, Pappula Street, Stonehousepet, Nellore-524002</p>
<p>Dr. (HC) A.V.S. Krishna Mohan Advocate, G-4, Platinum Residence, Ramji Nagar, Road No. 10, Childrens Park Main Road, Nellore-524003</p>	<p>Shri A. Narendranath Managing Partner Balaji Agencies and Industries Plot No. 198, Autonagar, Nellore-524004</p>	<p>Shri K. Mallekarjuna Naidu Managing Partner SS Modern Rice Industry 3/452, Lakshmpuram, Syamala Clinic Upstairs, Stonehousepet, Nellore-524002</p>	<p>Shri Naresh Adapa Managing Partner Sadha Surya Enterprises 11-125, Lalitha Nagar, Near Sri Chaitanya School,</p>
<p>Mr. Smruti Ranjan Biswal Managing Director Educraft Leadership Academy (OPC) Pvt. Ltd. Plot No. 93, Villa Orchid, Kowdoor, Alwal, Hyderabad-500010</p>	<p>Mr. N. Pardha Sarathi Srinivas Proprietor Kripa Exim 201/2A, 3rd Floor, SVS Arcade, Tarbund, Secunderabad-500009</p>	<p>Dr. Kollu Srinivasa Rao Proprietor Manasa Marine D.No. 5-296, Manvitha Meadows, Flat No. 410, Peda-Amiram, Kalla-534204, W.G. Dist. (A.P.)</p>	<p>Jana Chaitanya Sai Venkat Layout, Kakinada Rural-533005, E.G. Dist. (A.P.)</p>

### Ordinary Membership

<p>Shri N.V. Ramana Reddy, Managing Partner Hi-Tech Pharma D.No. 6-82, Main Road, Pothi Reddy Palem Nellore-524137</p>	<p>Shri N. Balaramaiah Proprietor NBR Egg Centre, 25-3-647, Nethaji Nagar, 8th Street, Water Tank, Nellore-524004</p>	<p>Shri Y. Ramachandraiah Managing Partner Malathy Constructions 25/5/310, 8th Cross Road, Sanjay Gandhi Nagar, Nellore-524004</p>	<p>Shri T. Natarajan Co-Founder Tavasyaa Management Consultants LLP 1, SIDCO Industrial Estate, Olympia Tech Park, 3rd Floor, Guindy, Chennai-600032</p>
<p>Shri S. Bhagirath Director ABS Instruments Pvt. Ltd. Block-1, Unit No. 21, SIDCO Electronic Complex, Guindy, Chennai-600032</p>	<p>Shri Katireddy Govinda Reddy Proprietor KGR Industries Shed No. 70-72, Plot No. 194, Phase-II, IDA, Cherlapally, Hyderabad-500031</p>	<p>Ms. Fareeda Parveen Jani Shaik Proprietor Blue Berry Trading Inc. Shop No. 303, A-Block, 3rd Floor, Chenoy Trade Centre, Park Lane, Secunderabad-500003</p>	



# UNIT-2

## NATION FIRST



“A nation’s culture resides in the hearts and in the soul of its people.”

- Mahatma Gandhi



## Indian Economy Overview

by a strong and emerging banking system and financial market, makes this outlook brighter.

The major macroeconomic concomitants of growth have also generally remained robust. Inflationary pressures eased significantly in September, confirming that the spikes in the previous two months were temporary, caused by seasonal and weather-driven supply constraints in a few food items.

While keeping the global growth projection for FY24 unchanged at 3 per cent, the IMF has revised its growth projection for India upwards by 20 basis points to 6.3 per cent in October 2023. This shows the growing confidence of global analysts in India's economic strength amidst global uncertainties and fresh geopolitical challenges. Strong private consumption demand has been a major driver of India's economic growth in recent periods.

Downside risks, especially emerging from the vagaries of rainfall and global headwinds, are, however, non-negligible. Yet, the smooth downward trajectory observed in core inflation will likely keep the headline inflation within the target band. The fiscal position of the Union Government remains solid with steady revenue growth, especially in direct taxes, and prudent rationalisation of revenue expenditure, which has enabled the front-loading of capital expenditure while keeping the market borrowing programme tied to the budgeted target. Employment trends are encouraging. While the labour force participation rate is improving steadily, the unemployment rate is declining. The results for Q1FY24 for the urban segment signaled the continuation of the salutary trends in FY23. Underlining the improvement in the overall labour force participation lies the uptick in female participation, a phenomenon continuously at work in the past six years.

In addition, at least two additional drivers of growth have emerged. The first is the gradual strengthening of investment demand. Investment has hitherto been propelled mainly by the capital spending of the Union Government and the crowding-in it induced for private corporate investment. While this continues unabated, increasing demand for residential properties, supported by responsive housing loan financing, has given a fillip to construction activity and the property markets. The second is the firming of industrial activity, substantiated by recent data and credible perception surveys. Improving corporate balance sheets and their fledgling investment activity, supported

The Nari Shakti Vandana Adhiniyam 2023 is a landmark legislation that can further catalyse women-led



development. India's external account remains robust despite a slowdown in global demand. On a YoY basis, the current account balance and its components, viz, merchandise trade and invisibles, have performed better in Q1FY24. In September 2023, imports moderated much more sharply than exports, improving the overall trade balance significantly on a YoY basis. In H1 FY24, net foreign portfolio investment inflows remained substantially positive compared to net outflows in H1 FY23.

The forex position also remains comfortable. While domestic macro fundamentals are strong and improving, downside risks arise from global headwinds and uncertainties in weather conditions. Be that as it may, the RBI's forward-looking surveys, which show optimism about demand conditions, employment opportunities and industrial output, have attested to India's growth prospects for FY24.

Recent developments in the Persian Gulf have compounded global uncertainties. Depending on how the situation develops, crude oil prices may push higher. Further, the relentless supply of US Treasuries and continued restrictive monetary policy in the US (with further monetary policy tightening not ruled out) could cause financial conditions to be restrictive. Currently, US stock markets have more significant downside risks than upsides. If the downside materialises, it will have spillover effects on other markets. Fraught geopolitical conditions can cause a general increase in global risk aversion. If these risks worsen and are sustained, they can affect economic activity in other countries, including India.

However, India's macroeconomic outlook for FY24 is bright and is solidly underpinned by strong domestic fundamentals. Alongside private consumption, investment demand is also firming up. There are additional growth levers in broad-based industrial growth and buoyant residential property markets. Industrial capacity utilisation has improved. Increasing household demand for residential properties combines with strong public sector capex to reinforce investment. Kharif sowing has progressed well despite challenges. Improved reservoir levels augur well for the upcoming Rabi season.

Core inflation is declining steadily, while food inflation has eased. Yet, there are significant headwinds. Global inflation in 2023 was estimated to decline steadily due to the tight monetary policies of central banks. But fresh challenges have cropped up in adverse geopolitical turns and volatile crude prices. Sluggish global demand is affecting India's trade, but this is projected to recover from H2FY24. Nonetheless, with a lower trade deficit and a comfortable forex reserve position, India's external account looks robust. Echoing all this, RBI's forward-looking surveys on manufacturing, consumer confidence, employment, and inflation expectations have optimistic findings. In sum, as IMF projections also confirm, India will remain the fastest-growing major economy in the world in FY24.

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



# India Success Story

## India passed a law to reserve seats for women legislators.

On 21 September, Indian legislators passed the first legislation considered in the country's new Parliament building: the Women's Reservation Bill, 2023. The bill, which passed both houses of Parliament almost unanimously—with just two votes against—will ensure that women occupy at least 33 per cent of the seats in state legislative assemblies and the Lok Sabha, the lower house of Parliament.

“Typically, achieving a critical mass of 30 per cent representation by women in Parliament is known to yield positive outcomes for women's empowerment”, Susan Ferguson, UN Women's India Country Representative, said in a statement.

At the time of the bill's passage, about 14 per cent of Lok Sabha legislators were women. While that represents India's highest proportion since its independence, it was far below the global average of 26.5 percent or the Central and Southern Asia average of 19 per cent.

Among the state legislative assemblies, Chhattisgarh has the highest number of female legislators, at 18 percent, while Himachal Pradesh has just one female legislator, and Mizoram has none.

The new legislation requires that, in each election, 33 per cent of seats in the assemblies and the Lok Sabha be assigned to only female candidates. The bill became law after receiving the assent of the President of India, Droupadi Murmu.

The bill's passage “is a historic day”, said Asha Bajpai, a former founding dean and law professor at the Tata Institute of Social Sciences in Mumbai, now a visiting faculty member.

“This law will now enable greater participation of women in policymaking and equitable governance at the state and national levels”, Bajpai said. “Including women will give the vast majority of the population a voice in how their lives should be run”.

The law was a long time in the making. The first version of a Women's Reservation Bill was introduced to parliament in 1996, and “almost every administration has attempted to approve it”, Bajpai said.

The legislation is scheduled to come into force after India publishes its next census, the date for which has not been set. It will then remain as law for 15 years. It will not affect seats in the Rajya Sabha, the upper house of parliament, where women constitute only 13 per cent of members.

Similar legislation has been enacted in 64 other countries, ranging from Belgium to Rwanda. Rwanda's 2003 constitution set a 30 per cent quota for women in elected positions, and ten years later, the country became the world's leader for gender equality in politics, with women occupying 64 per cent of parliamentary seats.

Such quotas have “empowered women, inspired them to take leadership roles, and helped allocate resources,” Bajpai said.

“India's bold step sends a clear message to the world that the path to gender equality is not only essential but attainable”, Ferguson said.

Source: <https://www.unwomen.org/>



# Memories

## TO CHERISH

**Role of Banks for Business Growth**  
5<sup>th</sup> October, 2023 @ "Atluri Koteswara Rao Memorial Hall", Hyderabad



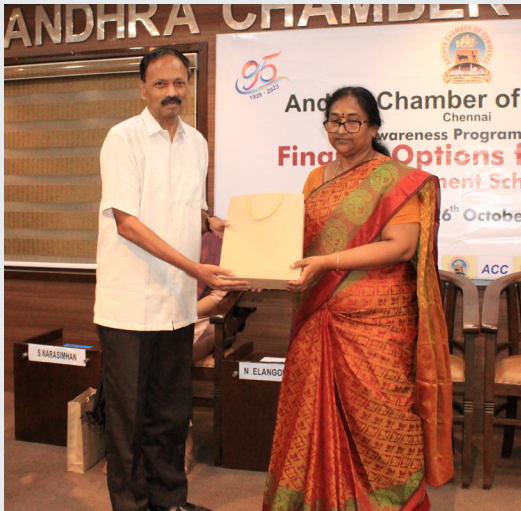
**Awareness Programme on Mediation Bill : 13 October, 2023 ;  
Dr V L Dutt hall, Chennai**





# Awareness Session on Finance Options for MSME

26 October, 2023; Dr V L Dutt hall, Chennai



# MSME Ecosystem in India Today – Opportunities and Challenges ;

ACC & MMA Joint Session 30 October, 2023; Dr V L Dutt hall, Chennai





*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](mailto:chennai@globedetective.com)**

**Bengaluru** ➔ **Tel: +91-80-25717905/06;**  
**E-mail: [bangalore@globedetective.com](mailto:bangalore@globedetective.com);**

**Delhi** ➔ **Tel: +91-11-26432221/26432681;**  
**E-mail: [delhi@globedetective.com](mailto:delhi@globedetective.com)**

**Mumbai** ➔ **Tel: +91-22-22028751/22023578;**  
**Email: [mumbai@globedetective.com](mailto:mumbai@globedetective.com)**

### **BRANCH OFFICES:**

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

**[www.globedetective.com](http://www.globedetective.com)**





# GOVERNMENT ANNOUNCEMENTS



## Madras High Court Judgments in VAT, CST, GST



*Shri V.V. Sampathkumar*

*EC Member & Chairman, Indirect Taxes Sub-Committee, ACC*

**TNVAT Act, Limitation:** Limitation u/s 27 of the TNVAT Act of 6 years to reassess expired on 30.10.2018. The respondent submitted that the petitioner having stated in its objection that the limitation would expire only on 24.01.2021. The court held that the submission of the respondent that by participating in the assessment proceeding, the petitioner must be understood to have waived his right to question the impugned proceeding which is otherwise barred by limitation, is unsustainable. Since, limitation relates to jurisdiction which cannot be conferred by consent, waiver or acquiescence. The impugned order being barred by limitation is thus a nullity. **M/s. Jayam Refineries, vs. AC [ST][FAC], Park Road Circle, Erode, W.P. No.14787 of 2021 DATED: 15.09.2023**

**Order issued later to Limitation:** Assessment for the assessment year 2011-12 must be deemed to have been made on 31.10.2012 and thus the limitation of 6 years would expire on 31.10.2018. A notice

proposing reassessment was issued only on 24.01.2020, thus the impugned order passed pursuant thereto is barred by limitation. SC case reported in 2007 SCC online SC 944 at page 224 [CIT v. Alagendran Finance Ltd., (2007) 7 SCC 215] was referred. **M/s. Chandra Metals and M/s. Chandra Stores, Vs. STO, Porur Assessment Circle, Chennai. W.P. Nos.1703 and 1705 of 2021 DATED: 14.09.2023**

**Purchases and sales and ITC, Mismatch:** Input tax credit(ITC) disallowed in view of the mismatch, purchase suppression and availment of ITC on purchases from registration cancelled dealers. Ld counsel for the respondent submitted that in view of the decision of this Court in JKM Graphics Solutions limited vs. CTO, Vepery Assessment Circle, 99 VST 343, and the



consequential Commissioner's circular No.5 of 2021, there is need to redo the assessment. The impugned orders were set aside and the matters remanded back to the respondent. **M/s.Farwood Industries Ltd, Vs. AC (CT) Sholinganallur Assessment Circle, W.P. Nos.8369 and 8371 of 2021 DATED: 14.09.2023**

**Authority, Jurisdiction:** The expression "jurisdiction", as stated in Halsbury's Laws of England, 4th Edn., Vol. 10, Para 715, is as follows: "715. Meaning of 'jurisdiction'. —By 'jurisdiction' is meant the authority which a court has to decide matters that are litigated before it or to take cognisance of matters presented in a formal way for its decision. The limits of this authority are imposed by the statute, charter or commission under which the court is constituted, and may be extended or restricted by similar means. If no restriction or limit is imposed the jurisdiction is said to be unlimited. A limitation may be either as to the kind and nature of the claims and matters of which the particular court has cognisance, or as to the area over which the jurisdiction extends, or it may partake of both these characteristics." **M/s.Ply World v. AC (ST), R.S.Puram Assessment Circle, Coimbatore. W.P. Nos.23241 and 23296 of 2021 DATED: 08.09.2023**

**GST Transitional Credit-1:** WP filed praying to issue a Writ of Mandamus directing the Respondents to open the GST portal or to accept the manual filing of Rectification in amendment in GST Tran-1 to enable the petitioner to place their registered customers in the correct category. Respondents submitted that an order has been passed on the representation made by the petitioner on 03.10.2020 which was responded to vide communication/ proceeding dated

04.10.2020 wherein it was informed that the petitioner shall not be allowed to rectify the error or omission in the details furnished in GSTR-I after furnishing all the returns. Petitioner sought liberty to challenge the proceedings dated 04.10.2020 or to file a representation. WP disposed of with liberty to the petitioner to either challenge the impugned proceeding in the manner known to law or to file a representation. **M/s.Raasi Builders Vs.1.Principal Chief Commr of GST & CE, Chennai-34. 2.Supdt of GST, RANGE IV, Kodambakkam, Chennai.3. GSTN, New Delhi-37. W.P. No.18688 of 2020 DATED: 07.09.2023**

**Revision, Escapement of tax:** The impugned notice containing proposal to recover differential rate of tax in view of the fact that the assessing officer is of the opinion that the C form are not genuine can be a consequence of reassessment which would be governed by Rule 5 (10) of CST Puducherry Rules, and not Section 59, which provides that any turnover that had escaped assessment or has been assessed at a rate lower than the rate at which it is assessable, the assessing authority may within a period of 5 years from the expiry of the year to which the tax relates reassess the tax due. The impugned notice issued 8 years after the expiry of relevant assessment year is barred by limitation and thus a nullity. **M/s.Rishab Intermediates P Ltd., Vs. CTO, IAC/GD-III, Puducherry W.P. No.5066 of 2021 DATED: 07.09.2023**

**Law mandating, View of SC:** When law mandates a particular thing to be done in a particular manner, then it has to be done in that manner. This is accepted position of law. This principle was laid down by the Privy Council in Nazir Ahmad Vs. King Emperor, AIR 1936 PC 253 (II). The said principle has been followed by the Hon'ble Supreme



Court in several cases. **M/s.R.Rama Rao Vs. AC (ST), Koyambedu Assessment Circle, Chennai-123 W.P.No.17469 of 2022 dated 19.09.2023**

**Detention:** The impugned notice ought to have been issued to the petitioner within 7 days on the date of detention/seizure of goods/conveyance as is contemplated u/s 129(3) of the TNGST Act, 2017. The last date for issuance of the impugned notice would have expired on 06.09.2023. However, the impugned notice has been despatched through e-mail only on the following date i.e., on 07.09.2023 after the expiry of limitation. Consequently, the impugned notice stands quashed with a direction to the respondent to release the goods/conveyances of the petitioner, if they have not been released so far. However, liberty is given to the respondent to impose penalty under any other provisions of the Act, after complying with the same **M/s.V.V. Iron and Steels, Vs STO, RS-VII, Intelligence-II, Chennai-6. W.P.No.27140 of 2023 DATED: 14.09.2023**

**Mistake and Rectification:** It is an admitted position that pursuant to the impugned order passed on 28.07.2023, the petitioner had filed applications u/s 161 of the TNGST Act, 2017, which are pending consideration by the respondent. Considering the above, these WPs are disposed at the time of admission by directing the respondent to dispose the petitioner applications filed u/s 161 of the TNGST Act all dated 12.08.2023,

as expeditiously as possible, preferably, within 3 months from the date of receipt of a copy of this order. Pending such exercise, the recovery proceedings shall be kept in abeyance. Consequently, the impugned recovery notices dated 31.07.2023 shall stand quashed. **M/s.Vaishnavi Metals, Vs. AC (ST), Egmore Assessment Circle, Chennai -31 W.P.Nos.26345, 26357 and 26360 of 2023 DATED: 11.09.2023**

**Condonation of Delay :** Although there is a delay in filing the appeal before the Appellate Forum, considering the facts of this matter, this Court was inclined to dispose this WP by directing the third respondent to take up the appeal filed by the petitioner through online on 04.07.2023 and number the same and dispose it on merits and in accordance with law as expeditiously as possible, preferably, within 6 months from the date of receipt of a copy of this order, subject to the petitioner complying with the mandatory requirements of Section 107 of the TNGST Act, 2017. The Attachment Notice shall stand vacated, subject to the petitioner depositing 10% of the disputed tax from its Electronic Credit Ledger. **M/s.Sakthi Murugan Electrical and Hardware, Vs.1.STO, Tindivanam Assessment Circle, 2. Indian Bank, Kilianoor, Villupuram-604 102. 3.DC (ST), GST Appeals, Vellore-1 W.P.No.26488 of 2023 DATED: 11.09.2023**

**Mr V V Sampathkumar may be reached at [vvsampat@yahoo.com](mailto:vvsampat@yahoo.com)**

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



# UNIT-3

## KAIZEN CORNER

Kai = Change

Zen = Good

Kaizen is continuous  
improvement to  
change for the better

# BUSINESS MATTERS



## RE-SEARCH VS. PRO-SEARCH: NAVIGATING THE SHIFTING LANDSCAPE OF KNOWLEDGE

While re-search and pro-search may appear distinct, they are not mutually exclusive. They complement each other in numerous ways:

1. **Building on Foundations:** Pro-search can benefit from the foundational knowledge generated through re-search. Innovations often stand on the shoulders of established theories and discoveries.
2. **Feedback Loop:** Pro-search can provide feedback to re-search by identifying gaps in existing knowledge and highlighting areas where further investigation is needed.
3. **Continuous Evolution:** The boundary between re-search and pro-search is not fixed. What may start as re-search can evolve into pro-search as new questions and possibilities emerge.
4. **Interdisciplinary Collaboration:** Collaboration between researchers and pro-searchers can lead to transformative breakthroughs. Combining the strengths



**Mr. S. Prakash**

of both approaches can yield powerful results.

5. **Education and Learning:** In academia, traditional research and pro-search can coexist. Educators often encourage students to master foundational knowledge (re-search) while fostering creativity and innovation (pro-search).

### Examples in Practice

To illustrate the differences between re-search and pro-search, consider the following scenarios:

1. **Re-Search:** A biologist conducts experiments to understand the mechanisms of a known enzyme, building on established knowledge in the field.



2. Pro-Search: An entrepreneur explores emerging technologies and market trends to create a ground-breaking product that addresses future consumer needs.

3. Re-Search: A historian investigates primary sources to provide a more accurate account of a historical event, clarifying existing narratives.

4. Pro-Search: A sustainability advocate develops a visionary plan to transform a city's infrastructure, anticipating and mitigating future environmental challenges.

### **Conclusion: Bridging the Gap**

In an era of unprecedented complexity and rapid change, the distinctions between re-search and pro-search have become increasingly blurred. Traditional research often lays the foundation upon which pro-search can flourish, while pro-search challenges the boundaries

of what is known and seeks to shape a future yet to be realized.

Ultimately, the evolution from re-search to pro-search represents a natural progression of human curiosity and ingenuity. As we navigate this shifting landscape of knowledge, we must recognize the value of both approaches and harness their combined power to advance our understanding of the world and, in turn, our ability to shape its future. In a world where the boundaries of what is possible constantly expand, the synergy between re-search and pro-search holds the promise of remarkable discoveries and innovations.

S. Prakash, CEO & Strategic Guide,  
See Change Consulting.

[prakash@seechangeworld.com](mailto:prakash@seechangeworld.com)

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





# EMPLOYEE MATTERS



## NATURAL INTELLIGENCE SEVEN TIPS FOR DELIVERING EFFECTIVE PERFORMANCE APPRAISALS.

### Managing Absenteeism During Diwali and Festive Holidays - A Strategic Approach for Entrepreneurs

The festive season brings joy and celebrations, but it also challenges entrepreneurs as absenteeism tends to rise during this time. Balancing the festive spirit with business operations can be daunting, but with strategic planning, it is possible to maintain productivity and uphold service standards even with reduced staff presence. Here are three key action points for entrepreneurs to consider:

#### 1. Early Communication and Flexible Scheduling:

One of the most effective ways to mitigate absenteeism during the festive season is transparent communication. Entrepreneurs should start the conversation early with their employees, discussing the importance of their roles and the impact of absenteeism on the business. Encourage employees to notify their planned leaves well in advance, allowing for better scheduling and workload distribution.

Additionally, offering flexible work hours or remote work options, where feasible, can be a game-changer. Allowing employees to balance their work commitments with festive obligations can boost morale and reduce unplanned absences. Entrepreneurs can implement digital tools to facilitate seamless communication and collaboration among team members, ensuring work continuity even when staff is working remotely.

#### 2. Cross-Training and Temporary Staffing:

Cross-training employees is a proactive approach that entrepreneurs can adopt to prepare for the festive season. By ensuring that team members are proficient in multiple tasks, the absence of a specific individual is less likely to disrupt operations. Cross-training not only enhances team members' skills but also

provides a safety net during times of increased absenteeism.

Additionally, entrepreneurs can consider temporary staffing solutions. Hiring temporary or seasonal staff members can provide support during peak times. Temporary employees, when adequately trained and integrated into the team, can help maintain service quality and meet sales targets. Collaborating with staffing agencies or exploring freelance platforms can provide access to skilled professionals without a long-term commitment.

#### 3. Implementing Incentives and Recognition Programs:

Recognizing and appreciating employees' dedication during the festive season can boost morale and reduce absenteeism. Entrepreneurs can implement incentive programs, such as bonuses, gift cards, or extra time off, to reward employees who demonstrate exceptional commitment and attendance during the festive period. Creating a positive work environment where employees feel valued and appreciated encourages them to prioritise their responsibilities even amidst personal celebrations.

Furthermore, organizing team-building activities, festive events, or themed competitions can foster a sense of camaraderie among employees. Strengthening the bond within the team can enhance job satisfaction, making employees more inclined to fulfill their roles during the festive season.

In short, managing absenteeism during Diwali and festive holidays requires a proactive and empathetic approach from entrepreneurs. By establishing clear communication channels, cross-training employees, and implementing incentives and recognition programs, entrepreneurs can create a motivated and committed workforce. This, in turn, ensures that sales targets are met, service quality is upheld, and the business continues to thrive even during the festive season.





## SHOUT - SALES AND MARKETING MATTERS

# Business Success Revolves around with the Strong SALES & MARKETING Strategies



Mr. M.K. Anand  
Chairman, MSME  
Sub-Committee, ACC

Business Success depends on how well the organisation Builds the Sales and Marketing Structure for Business Success.

As a Strategic Business Advisor to MSMEs and startups, I find in my observations and interactions with 1000plus Small Business Owners/Entrepreneurs since 1998 that most of them are more inclined toward all the time with Product Development, Innovation, Production, R&D and Customer Service. But the most ignored aspect is Business Development, Sales, Marketing and Finance, which we shall discuss in the coming months of ACC News Line. In this article, let us dive deep into the fundamentals and differences between sales and marketing.

Sales and marketing are two closely related but distinct functions within a business. They work together to drive revenue

and promote the company's products or services, but they have different focuses and responsibilities.

### Sales:

#### Definition:

Sales involve directly interacting with potential customers to exchange goods or services for money.

#### Primary Goal:

**Conversion:** The primary goal of sales is to convert leads or prospects into customers by closing deals or making transactions.

#### Activities:

**Personal Interaction:** Sales activities often involve direct, one-on-one interactions with



customers. This can include presentations, negotiations, and relationship-building.

**Closing Deals:** Sales teams focus on closing deals, meeting sales targets, and achieving revenue goals.

### Timeline:

**Short-Term:** Sales activities typically have a short-term focus, concentrating on immediate revenue generation.

### Customer Interaction:

**Direct:** Sales teams interact directly with customers to understand their needs, address concerns, and guide them through the purchase process.

### Metrics:

**Key Performance Indicators (KPIs):** Metrics for sales include conversion rates, deal closures, revenue generated, and sales targets achieved.

### Integration:

Both sales and marketing must work collaboratively to ensure a seamless customer journey from initial awareness through the decision-making process to the final sale. This collaboration is often referred to as “**Smarketing**.”

In Conclusion, while sales and marketing have distinct roles, they are interdependent and should be aligned to create a cohesive strategy for attracting, engaging, and converting customers. Sales focuses on the direct interaction and conversion of leads into customers. In contrast, marketing focuses on building awareness, generating interest, and nurturing leads until they are ready for sales.

Applications of Sales and Marketing in alignment with the Current Trends have been a massive differentiator as Tech takes the lead role, Digital is Disrupting, and AI and ML are adding phenomenal differences to Business Transformation as never before.

My recommendation to all Entrepreneurs, especially MSMEs and startups, is to give equal priority and time investment to Sales and Marketing, similar to Product Development and R&D Initiatives. End of the day, your success lies not in making a Great Product alone but in acquiring Customers to experience your product and Generating Revenue, which is enabled by good marketing and sales Strategies and Execution Models for your Business Success.


Mr. M.K.Anand, Founder & Partner,  
SEE CHANGE Consulting,  
+91 94440 25283  
[anand@seechangeworld.com](mailto:anand@seechangeworld.com)

*Disclaimer: the views expressed in this article are solely the opinion of the author.*



# UNIT-4

## SELF DEVELOPMENT CORNER



Knowing others is intelligence.  
Knowing yourself is true wisdom.  
Mastering others is strength.  
Mastering yourself is true power.

-- Lao Tzu

[sourcesofinsight.com](http://sourcesofinsight.com)

# Inspiration MATTERS

## Haldiram's -Success Story

Did you know India ranked fifth in the “Best Cuisines of the World” in 2023? All thanks to our diverse food culture! Do you know who showcased our foods to the world apart from the travellers? The Indian food brands! Yes, the brands associated with the making and marketing Indian food, including snacks. One of them is Haldiram Foods International Ltd.



Regarding Indian snacks, a brand that shines at the top is Haldiram! Not only does it rule Indian households, but it also gives tough competition to international brands like KFC, Domino, McDonald's, etc. Being an Indian, can you recall when you heard the name of this brand for the first time? Probably you won't remember. Can you guess the reason? Because Haldiram has ruled the Indian food market for over eight decades. Really? Yes, for more than 80 years!

And that's not a cup of cake. Especially for a brand that must regularly update itself according to the evolving food habits of people. How did Haldiram touch the heights of success? How did it start? Your mind must be bustling with such questions. Well, in that case, don't worry because, in this write-up, we will shed light on Haldiram's success story.

### Haldiram Success Story: How did it start and become successful?



The journey of Haldiram success story begins in Bikaner, a town famous for “bhujia” in Rajasthan. The fact that a century-old snack reached your household through Haldiram is a topsy-turvy journey. How did that happen? Due to the following events-

Those were the days of the mid-20th century, amid the National Independence Movement all around British India. An 11-year-old boy in a small town in Rajasthan was gearing up

to establish the largest food empire in India in the forthcoming century. That child was “Ganga Bishan Agarwal,” nicknamed “Haldiram.” Who knew back then that this name would soon become one of the most highly reputed brands in the country?

In 1919, he used to do odd jobs in Bikaner in his father's snack shop, which primarily

consisted of Bhujia. With multiple efforts, he learned the technique of bhujia making, but that didn't satisfy him. Why? Because it tasted no different than the bhujia sold by fellow or contemporary snack shops.

The young business enthusiast wondered how he would make profits if they kept selling the same quality stuff sold by their competitors. To gain a monopoly, his shop's bhujia must stand out in the market and outshine his competitors. He knew this fact very well. At this point, the thought of innovation ignited in his mind. What he did was a fantastic formula that changed the entire fate of his snack shop. And what's that?

### Tweaking the Bhujia-Making's Formula

In those days, the bhujia were made up of Gram Flour, which tasted the same across all the shops of Bikaner. So, Ganga Bishan Agarwal tweaked the formula of bhujia making by using moth beans instead of plain gram flour. However, he failed many times, but finally, he made the bhujia of supreme quality with moth bean lentils and gram flour. And this formula changed the entire fate of their business.

Not only was Haldiram's bhujia tastier than that of their contemporaries, but it was also crispier. This perfectly aligned with the taste of folks, and the popular name "Haldiram's Bhujia" emerged.

From Bhujia to sweets, restaurants, chats, etc., Halidram's started adding products and expanding to various parts of the country. Today, they have more than 250 outlets in India, and they have signed with Indian Railways to supply snacks for the passengers.

### Obstacles faced by Haldiram.

In 2015, when Maggi was banned, Halidram's products were also subjected to scrutiny, and they faced issues related to the usage of preservatives. The United States Food and Drug Administration (FDA) banned the sale of Haldiram's products due to concerns over chemical pesticide contamination and salmonella bacteria. These products were deemed unfit for human consumption by the American FDA. The ban applies explicitly to Haldiram's snacks like cookies, wafers, and biscuits. However, with their vital concern for quality and hygiene, they have emerged victoriously from bans and controversies.



### Conclusion

This is how Haldiram's has grown from a small shop in Bikaner to one of the most renowned snack sellers in the world. Today, Haldiram's valuation has crossed \$3 Billion, and business has spread to 80+ countries. It was due to the efforts of three generations of Agarwal that converted their small shop into the big business it is today.

Source: [www.failurebeforesuccess.com](http://www.failurebeforesuccess.com)

# Inspiration Matters

## Monk, Disciple, Iron Rod, and the Crystal Jar



A monk gave a piece of Iron Rod to one of his disciples, and he was observing the way he received it. The disciple received it casually and was seeing it by turning it around.

The monk said, “Why don’t you throw it in the air and catch it?”

The disciple did as he said.

The monk gave a beautiful Crystal Jar to his disciple, and he was observing the way he received it. The disciple received it carefully and placed it on the table, and he moved his head to glance at it and took a piece of cloth and cleaned the crystal jar.

The monk said, “Why don’t you throw it in the air and catch it?”

The disciple refused to do it.

The monk asked, “Are you not confident about catching it?”

The disciple replied, “It’s not about my confidence; I value the crystal jar.”

The monk said, “Some value their life like a crystal jar and handle it carefully. Some value their life like the iron rod and take it casually.”

Remember that every object has a value; it depends on how we perceive and use it. Every life is valuable; it depends upon our attitude towards self and others.

Let the Nature of the Iron rod help you in your tough times, and let the nature of handling the crystal jar help you handle the relationship with yourself and others



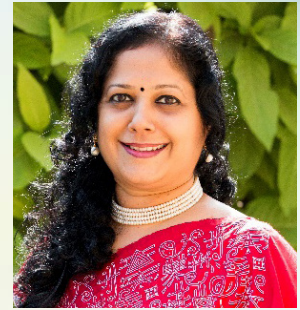
**Let the Nature of the Iron rod help you in your tough times, and let the nature of handling the crystal jar help you handle the relationship with yourself and others**





# FITNESS MATTERS

## LIVING 360° PART - 3



**Ms. Gita Krishna Raj**

*My Dear Readers,*

### **Greetings from Maverick!**

One animal story highlighting the link between movement and brains arises from the sea squirt. The sea squirt swims about with a primitive brain, but once anchored safely on a rock, it does not need a brain, which consumes valuable energy. So, it digests its brain. "It turns out only a mobile creature needs a brain," says neuroscientist Rodolfo Llinas. A brain's primary purpose is planning and guiding movement; therefore, movement nourishes your brain. In other words, if you don't move, your brain will deteriorate.

Recent research shows that even if we exercise regularly, a sedentary lifestyle lacking movement right through the day causes enormous damage to our health. This is because all the internal systems in our body - our circulation, lymphatic system, and digestion synchronise with our ability to move. Life is, after all, a rhythm! So, a one-hour per day exercise followed by 18 hours of sitting on a chair has far fewer health benefits than someone who can incorporate movement right through their day. It is very easy to understand how a stagnant pond with no movement will never match the dynamic health of a flowing river.

Movement is made possible for the human body thanks to our muscles and joints. When muscles are sparingly used, as in the case of people with a sedentary lifestyle or during space travel, they begin to lose their properties. Now, movement becomes difficult. Only by lifting weights you

can ensure the properties of your muscles are not lost over some time. When people don't incorporate strength training, they deny their bodies the right to rebuild their muscles. Strength training is mandatory for all! You don't even need a full-fledged gym! Use your home implements - water bottles and potted plants to lift and strengthen your muscles. But remember to do it right with the proper form!

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 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 your body's most active metabolic tissue.

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.

**Ms. Gita Krishna Raj**  
CEO, Maverick  
[www.gitakrishnaraj.com](http://www.gitakrishnaraj.com)

*Disclaimer: The views expressed in the article are solely that of the author*





# TRAVEL-RELAXATION MATTERS



At 35 km from Pollachi 76 km from Coimbatore and 5 km from Parambikulam, Topslip is a protected tiger reserve in the Annamalai mountain range of the Western Ghats in Tamil Nadu. It is one of the must-include places in Pollachi Tour Packages.

Situated at an altitude of 240 m, Topslip is the tourist zone and main birding area of the Annamalai Tiger Reserve, which is separated from the Nilgiri Hills by Palghat Gap in the north. It stands majestically with Green Spread Mountains and forest all around. The place got its name during the British era, as lots of its timber slipped down to the plains below. Topslip has a gentle altitude, a salubrious climate, and various flora and fauna. Its picturesque location and fabulous scenery have made it a popular location for several movie sequences. It is also famous for the elephant camp.

It is the best gateway for an incredible wildlife experience of the Indira Gandhi Wildlife Sanctuary. The unique teak forests, bamboo forests, rich exotic plant species, and wild animals are the major attractions of Topslip. It is also an excellent bird-watching destination as it is home to 250 species of birds. MT Stuart block is another attraction which is located 3 km from Topslip. It has an ancient forest bungalow along with the grave of Hugo Wood, a British officer with an environmental conscience who emphasised that a sapling must be planted for every tree that is chopped off.



This place also has an elephant camp called Kozhikamuthi, which is said to have the best collection of trained elephants or kumki elephants. One can even see the elephants being fed at specific times. As part of its elephant conservation effort, the Forest Department also celebrates World Elephant Day in August here. Events like drawing, public speaking, and essay writing contests are conducted for tribal students. Apart from its wildlife, topslip is also a national park and a medical plant conservation area.



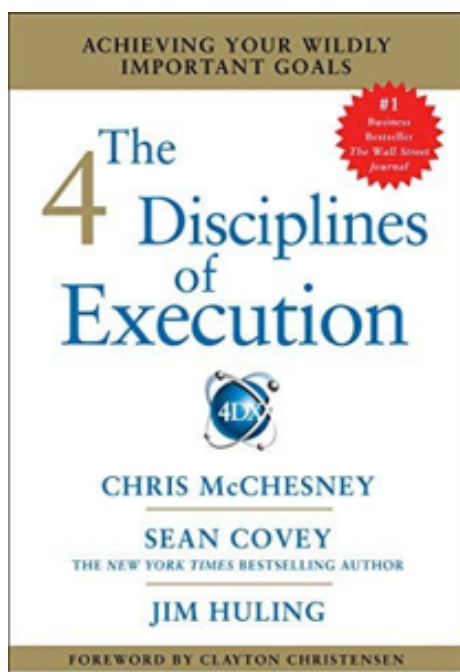
The Forest Department organises 1-hour elephant safaris and jeep rides into the sanctuary. Private vehicles are not allowed for the safaris. The Tourism Department has also identified several trekking routes starting at Topslip and conducts guided trekking tours. Kolambumalai - 10 km, Ambuli Watchtower - 6 km, Kozhikammuthy-12 km, and Karian Shola - 4 km are some trekking routes available here



## BOOK REVIEW

“The 4 Disciplines of Execution is a book every leader should read.” – Clayton Christensen, Professor, Harvard Business School, and author of The Innovator’s Dilemma.

The Four Disciplines of Execution is the foundational text for creating lasting organisational change. It is a Wall Street Journal bestseller with more than 500,000 copies sold; the Four Disciplines of Execution will radically change your business.



Do you remember the last major initiative you watched die in your organisation? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, no one likely noticed. What happened?

Often, the answer is that the “whirlwind” of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. The 4 Disciplines of Execution can change that forever.

The 4 Disciplines of Execution (4DX) is a simple, repeatable, and proven formula for executing your most critical strategic priorities amid the whirlwind. By following the 4 Disciplines

1. Focus on the Wildly Important Goal
2. Act on Lead Measures
3. Keep a Compelling Scoreboard
4. Create a Cadence of Accountability

Leaders can produce breakthrough results, even when executing the strategy requires a significant change in behaviour from their teams.

4DX is not a theory. It is a proven set of practices tested and refined by hundreds of organisations and teams over many years. When a company or an individual adheres to these disciplines, they achieve superb results, regardless of the goal. 4DX represents a new way to think and work that is essential to thriving in today’s competitive climate. The 4 Disciplines of Execution is one book that no business leader can afford to miss.



# Advertisement Tariff

## ACC Newline - Advt Tariff

### for e-version

- 12 Issues of each 1/2 page will be ₹ 12500/- per annum plus GST
- 12 Issues of full page will be ₹ 20,000/- per annum plus GST
- First come first serve basis the space will be allotted. Member organisations will be give first preference. We welcome your support to have more reach out and more viewing for your Advt and Business.

Please contact

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



It pays to ADVERTISE in this

## ACC NEWSLINE

Andhra Chamber Information Bulletin has wide range of circulation among 1350 Members and 28 Trade & Industry Associations and other sister Associations. It has more than 5000 readers and more desk life for valuable reference material content.

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

**For Further Details Please Contact:**

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





## Life Membership Details

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

## ANNUAL MEMBERSHIP FEES DETAILS

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

## SECUNDERABAD RENTAL TARIFF



	Members	Non-Members
<b>Conference Hall</b>	Rs.	Rs.
First 4 hours	1,650.00	2,000.00
Every additional hour	200.00	300.00
<b>Meeting Hall - First Floor</b>		
First 4 hours	700.00	900.00
Every additional hour	100.00	150.00
<b>Hire Charges for LCD Projector &amp; Laptop</b>		
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 CHENNAI, SECUNDERABAD AND VISAKHAPATNAM**



# 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
<b>Hire Charges for LCD Projector &amp; Laptop</b>		
LCD Projector (Per Day)	800.00	800.00
Laptop (Per Day)	600.00	600.00
<b>*Electricity charges applicable Rs. 100/- for every additional hour after 4 hrs &amp; GST 18% EXTRA</b>		
Note: For Hall booking please contact Andhra Chamber of Commerce		

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



## VISAKHAPATNAM RENTAL TARIF



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

**FOR BOOKING MEETING AND CONFERENCE  
HALLS- PLEASE CONTACT  
SECRETARIAT AT CHENNAI, SECUNDERABAD  
AND 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. 43-19-30, Venkataraju Nagar, Dondaparthu, Near T.S.N. Colony, Visakhapatnam - 530 016. (A.P.)

Phone : 0891-2792220 Fax : 0891-2792221 E-mail: andhrachamberofcommercevizag@gmail.com

**V. THRINADHA RAO**, *Deputy Secretary*

VIJAYAWADA



Siddhartha Hotel Management College Premises, Pinnamneni Poly Clinic Road, Technical Nagar,

Vijayawada-520 010 (A.P.) Phone : 0866-2472500 E-mail: andhrachambervijayawada@gmail.com

**P. VENKATA RAMA RAO**, *Asst. Secretary*



# ANDHRA CHAMBER OF COMMERCE SERVICES AT A GLANCE



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



Issue of introductory letters to Members proceeding Abroad on Business.



Issue of recommendation letters to Foreign Embassies / Consulates in India for grant of visa to Member-Businessmen proceeding Abroad on Business.



Statistical data regarding Industries, Exports, Imports etc



Information on Trade prospects, Business and Economic conditions in India and Abroad.



Information on sources of supply – India and Abroad



Aid through Sister Chambers of Commerce in India and Abroad in establishing trade contacts.



Aid through the Representatives of the Chamber on various Public bodies in removing anomalies or irregularities in the administration of various public services / statutory measures.



Access to Chamber's panel of Consultants on Taxation Matters



Establishment of Commercial / Business Incubator / Start Up Cell & Skill Development Centre – Academic and Industry Connect.



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 12.30 PM on the Second Saturday of every month at Chennai and Secunderabad offices of the Chamber.



Business Delegation Tours to foreign countries for development of two way trade between Indian and respective countries.



Organising Conferences, Seminars, Presentation Meetings on topics of Interest to trade & industry.



Special focus on Entrepreneurship Development.



Business facilitation Services Desk @ AMTZ.

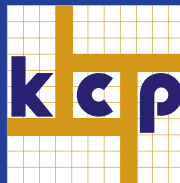
# THE KCP LIMITED



CEMENT PLANT MUKTYALA



CEMENT PLANT MACHERLA



SUGAR INDUSTRY  
VIETNAM



HEAVY ENGINEERING  
CHENNAI

## BUILDING THE NATION SINCE 1958

SRISAILAM DAM



NAGARJUNA SAGAR DAM



POLAVARAM PROJECT

# KCP

CEMENT

*BUILT TO LAST*



SRI KANKADURGAMMA VARADHI

Registered Office: "Ramakrishna Buildings" No. 2 Dr. P.V. Cherian Crescent, Egmore, Chennai- 600008  
Tel: +9144-66772600 / 66772667, Fax: 66772620 CIN6599ITN1941PLC001128

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