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ANDHRA CHAMBER OF COMMERCE Inauguration of ACC Nellore Chapter

Chief Guest

Shri V. PRABHAKAR REDDY
Member of Parliament - Rajya Sabha

September 2023, Nellore

Shri V. Prabhakar Reddy, Member of Parliament – Rajya Sabha, delivering the Inaugural address @ Inauguration of Nellore Chapter on September 5, 2023



Dr V L Indira Dutt, President, ACC giving the Presidential address at the 95th ACC AGM 2022 - 2023

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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**



The global outlook is uncertain again amid financial sector uncertainties, high inflation, the ongoing effects of Russia's invasion of Ukraine, and three years of COVID-19. The current Israeli-Hamas war adds to bleak scenario.

As per the IMF World Economic Outlook 2023, global growth is projected to fall from an estimated 3.5 percent in 2022 to 3.0 percent in both 2023 and 2024. The rise in central bank policy rates to fight inflation continues to weigh on economic activity. Advanced economies are expected to see an especially pronounced growth slowdown, from 2.7 percent in 2022 to 1.3 percent in 2023. Tight global financial conditions and subdued external demand are expected to weigh on growth across emerging markets and developing economies (EMDEs)

In this global slowdown, India, however, presents a slightly brighter picture. India's GDP has reached 3.75 trillion dollars in 2023, from around 2 trillion dollars in 2014, moving from the 10th largest to the 5th largest economy in the world. Total FDI inflows in the country in FY 2022-23 is 70.97 billion dollars, a marked increase over 49.3 billion dollars in 2021-22.

According to S & P Global India Services, after rapid economic growth of 7.2% in the 2022-23 fiscal year, economic momentum has remained strong in the first half of 2023-24 at 6.1%. This growth rate has been fuelled by strong service sector performance and robust consumption, solidifying India's position as one of the world's fastest-expanding and major economies. One notable factor contributing to India's growth is the increase in imports of capital goods, which surged by almost 20 percent in FY23 (July) compared to the previous year. This indicates improved private

sector capital formation and signals confidence in the country's economic prospects.

Private consumption had already surpassed pre-pandemic levels in the 2nd quarter, driven by pent-up demand and the release of consumer spending. This has led to a boost to production activity, resulting in enhanced capacity utilisation across sectors.

Hence, the Capital Expenditure of the Central Government, crowding in the private Capex led by strengthening the balance sheets of the Corporates, is one of the growth drivers of the Indian economy in the current year.

The Consumer Price Index (CPI) inflation has eased to 6.83 % by August 2023, moving towards the RBI's upper tolerance limit of 6 percent. The average inflation rate in the first half of 2023 is 5.51 % compared to 6.70% in 2022

Coming to the MSMEs - In this economic scenario, Financing remains the main issue in the sector. India has approximately 630 lakh MSMEs, of which only 250 lakhs have availed credit from formal sources. In India, the overall credit gap in the MSME sector is INR 25 trillion, while the overall debt demand by MSMEs in India is INR 69.3 trillion, growing at 11.5% CAGR. The sector is expected to witness increased participation from private sector banks and NBFCs.

In this regard, The Chamber is organizing programmes on Finance Options for MSMEs from the government and the banking sector. I urge you to participate in the forthcoming awareness programmes of the Chamber and benefit from the expert resources.

Dr V L Indira Dutt
President



CHAMBER

NEWS



Inauguration of Nellore Chapter on September 05, 2023; @ Hotel Minerva Grand, Nellore

Andhra Chamber of Commerce which has a rich heritage of 95 years of service to business and industry, inaugurated one more Chapter at Nellore. Headquartered in Chennai, this is the fifth office in addition to Secunderabad, Visakhapatnam and Vijayawada.

The Nellore Chapter is established to serve industry, agriculture and the services sector in Nellore area, and raise the bar on the production & supply chain systems to benchmark with standards and measures set by the government. The Chamber's Awareness and Skill Development Programmes and Workshops, will go a long way in enhancing the business environment and be catalytic in giving an impetus to industry and commerce.

Dr V L Indira Dutt, President of Andhra Chamber of Commerce welcomed the Chief Guest Shri V Prabhakar Reddy, Member of Parliament (Rajya Sabha), Executive Committee Members of ACC and the gathering. She stated that Andhra Chamber is the only regional Chamber with multiple offices spread across 3 states – Tamil Nadu, Andhra Pradesh and Telengana. As such, its growing presence is testimony to its long tradition of service to industry.

Shri Y. Rangaiah Naidu, Chairman, ACC Nellore, outlined the objectives and

proposed activities of the Chamber in the local area, which will create a knowledge base for businessmen – awareness programmes on relevant topics to industry, skill development and policy-related discussions.

Dr. A V S Krishna Mohan, President of the National Tax Research Foundation, was the guest of honour and extended his full support in mobilizing membership and driving the activities of the Chamber.

The Chief Guest in his inaugural address thanked the President for this new initiative and appreciated the Chairman, Mr Rangaiah Naidu, Mr S V Ramesh, CMD, Healthcare Information Services and Mr N Balaramaiah Naidu for taking the steps locally to establish the Chamber. He expressed his views that the entire Rayalaseema area could benefit from the Chamber and extended his full support to the new Chapter.

The event marked a new milestone for Andhra Chamber of Commerce. Fourteen new members came on board the same day.

Shri N. Balaramaiah Naidu, proposed the vote of thanks. The event was attended by more than 100 people and was broadcast in the local media.



The Art & Science of Business Story Telling

ACC & MMA Joint Session : 15 September, 2023; Dr V L Dutt Hall, Chennai.

The session marks the milestone of the 110th ACC-MMA joint sessions held at the Chamber. Mr R R Padmanabhan, Executive Committee Member of ACC, welcomed the participants and introduced the speaker. Dr.Sundararaman Chintamani is a business story-telling expert, who works closely with organizations and individuals in nurturing the art and science of business storytelling to achieve their goals in corporate life. He has also released a book on “Business Storytelling for Leaders” in July 2023.

The art and science of business storytelling is a strategic and creative approach to communicating information and ideas within a corporate or organizational context. It involves using the principles of storytelling to engage, inform, and persuade stakeholders, such as customers, employees, investors, and partners.

Dr Sundararaman elaborated on the key aspects of Business Storytelling which are as follows :

1. **Engagement:** Effective business storytelling captures the audience’s attention, making it easier to convey complex ideas and messages.
2. **Emotion:** Good stories evoke emotions, creating a deeper connection with the audience. This emotional engagement can lead to better understanding and retention of the message.
3. **Simplicity:** Simplifying complex information through storytelling makes it more accessible and memorable, aiding in decision-making.
4. **Relatability:** Stories often feature relatable

characters or situations, allowing the audience to see themselves in the narrative, which can lead to greater buy-in.

5. **Conflict and Resolution:** Effective stories often include a central conflict and resolution, which can mirror the challenges and solutions within the business context.

Science of Business Storytelling:

1. **Data and Research:** The scientific aspect involves using data and research to support your story. This can include market research, customer insights, or performance metrics to make the story more compelling.
2. **Neuroscience:** Understanding how the brain processes and retains information can help craft stories that align with the brain’s natural wiring for memory and decision-making.
3. **Behavioral Economics:** Leveraging principles from behavioral economics can help influence decision-making by understanding how people respond to incentives and choices.
4. **Metrics and Analysis:** Analyzing the impact of storytelling through key performance indicators (KPIs) can provide insights into the effectiveness of your narrative.
5. **A/B Testing:** Similar to marketing campaigns, A/B testing can be applied to different storytelling approaches to determine which one resonates best with the audience.

The key take-aways were - the art and science of business storytelling combine creative narrative techniques with empirical data and psychological insights to effectively



communicate ideas, inspire action, and drive business success. It's a powerful tool for building brand identity, conveying strategy, and fostering connections with stakeholders.

After the Q & A, Mr Gautham, Executive Committee Member of ACC proposed the vote of thanks. The session was attended by 47 members including offline and online participants and special invitees.

Business Opportunities in Animal Nutrition Industry 20 September, 2023 @ Atluri Koteswara Rao Memorial Hall, Hyderabad

Andhra Chamber of Commerce, Telangana State Chapter in association with M/s. Hridhaan Biotech, Hyderabad organized a Presentation on “Business Opportunities in Animal Nutrition Industry” on Wednesday, September 20, 2023 at “Atluri Koteswara Rao Memorial Hall” of the Andhra Chamber of Commerce, Secunderabad for the benefit of the Trade and Industry.

Dr. V.B.S.S. Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee chaired the session and welcomed the Guest Speaker and participants for the Presentation on “Business Opportunities in Animal Nutrition Industry”. In his welcome address Dr. Koteswara Rao observed – The business opportunities in animal nutrition centre around dietary needs of animals, chiefly those in food production and agriculture, aquariums, zoos, and wildlife. Animal nutrition is vital for the productivity and health of agricultural animals. High-priority needs to be accorded to the animal nutrition concerns and there is a need to have an integrated approach to assemble, collect, share, synthesize and publicize science-based information and educational tools on animal nutrition. The roles of industry and Government need to be redefined in delivering safe nutrition to animals aligned to the Code of Practice on Good Animal Feeding.

There are many factors affecting the growth of demand for safe and healthy animal

food and these include restrictions on the use of antibiotics, increasing awareness among producers regarding animal health etc. Global demand for food of animal origin, including eggs, fish, milk, and meat is also increasing, in order to provide better nutrition to animals. According to the Food and Agriculture Organization (FAO), global demand for animal derived-protein will double by 2050. Increasing consumption of animal products and livestock make a crucial contribution to the nutritional and economic wellbeing of millions of people across the globe. There has been an increasing pressure on the livestock sector to meet growing demand for high-value animal protein. Urbanization is a major driving factor supporting demand for livestock products due to improvements in infrastructure, including cold chains, which allow trade in fresh goods. Amino acids and Eubiotics have been attracting the attention of the investors in the animal nutrition industry.

Mr. T. Prasanna Kumar, CEO, Hridhan Biotech, made a detailed presentation on “Business Opportunities in Animal Nutrition Industry”. In his presentation Mr. T. Prasanna Kumar observed: The major focus in animal nutrition centres around poultry, aqua-culture, cattle, swine and pets. Animal nutrition is a combination of supplements namely probiotics, growth promoters, protein combinations and enzyme combinations and these help the



growth and health of the animals.

He explained how India is an emerging player in the animal nutrition industry with a focus on quality.

He further analysed how there has been growing interest in this industry because the Government of India has been supporting in terms of zero GST for this sector, stalls at discounted prices through MSMEs etc.

Shri N. Pardhasaradhi, Hon. Advisor on Foreign Trade made a presentation on “Animal Nutrition – Opportunities for Indian Exporters’. In his presentation Shri N. Pardhasaradhi highlighted : The present status in the Animal Nutrition space both in national and international context and explained how attractive this industry is for the start-ups and investors.. The Indian animal feed market size reached INR 956.7 billion in 2022. Looking forward, he said that the market is projected to reach INR 1,578.2 billion by 2028, exhibiting a CAGR of 8.7% during 2022-2028. India currently represents one of the largest feed producers in the world. He emphasised that

the investors need to focus more on quality, sustainability and market research, building partnerships and adapting to market dynamics.

Earlier Shri N. Pardhasaradhi, Hon. Advisor on Foreign Trade, introduced the Guest Speaker Mr. T. Prasanna Kumar. Dr. VBSS Koteswara Rao, Co-Chairman, Foreign Trade Sub-Committee extended the floral welcome to Mr. T. Prasanna Kumar and Shri N. Pardhasaradhi.

Shri T. Prasanna Kumar, Dr. VBSS Koteswara Rao and Shri N. Pardhasaradhi, answered the questions raised by the members present.

The programme concluded with presentation of memento to the guest speaker by Dr. Koteswara Rao and a Vote of Thanks proposed by Dr. A.R.Arya Sri, Chairman, IMCI, Hyderabad Chapter, followed by Lunch hosted by M/s. Hridhaan Biotech, Hyderabad.

The Number of participants for the Programme were 50 .

95th Annual General Body Meeting 2022-2023 26 September, 2023

Presidential address

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

I consider it as a great privilege to extend you all a very Hearty Welcome to this 95th 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 other important programmes organised by the Chamber during the last one year.

The Global Economic Scenario:

The global outlook is uncertain again amid financial sector turmoil, high inflation, ongoing effects of Russia’s invasion of Ukraine, and three years of COVID.

As per the IMF World Economic Outlook 2023, global growth is projected to fall from an estimated 3.5 percent in 2022 to 3.0 percent



in both 2023 and 2024. The rise in central bank policy rates to fight inflation continues to weigh on economic activity. Advanced economies are expected to see an especially pronounced growth slowdown, from 2.7 percent in 2022 to 1.3 percent in 2023. Tight global financial conditions and subdued external demand are expected to weigh on growth across emerging markets and developing economies (EMDEs)

The National Economic Scenario :

In this global slowdown, India however presents a slightly brighter picture. India's GDP has reached 3.75 trillion dollars in 2023, from around 2 trillion dollars in 2014; moving from 10th largest to 5th largest economy in the world. Total FDI inflows in the country in FY 2022-23 is 70.97 bn dollars, a marked increase over 49.3 billion dollars in 2021-22.

According to S & P Global India Services, after rapid economic growth of 7.2% in the 2022-23 fiscal year, economic momentum has remained strong in the first half of 2023-24 at 6.1%. This growth rate has been fuelled by the strong performance in the services sector and robust consumption, solidifying India's position as one of the world's fastest-expanding and major economies. One notable factor contributing to India's growth is the increase in imports of capital goods, which surged by almost 20 percent in FY23 so far, compared to the previous year. This indicates improved private sector capital formation and signals confidence in the country's economic prospects.

Private consumption had already surpassed pre-pandemic levels in the 2nd quarter, driven by pent-up demand and the release of consumer spending. Private consumption in Q1 is the highest since FY15 and this has led to a boost to production activity

resulting in enhanced capacity utilisation across sectors.

Hence, the Capital Expenditure of the Central Government, crowding in the private Capex led by strengthening the balance sheets of the Corporates, is one of the growth drivers of the Indian economy in the current year.

The Consumer Price Index (CPI) inflation has eased to 6.83% by August 2023 moving towards the RBI's upper tolerance limit of 6 percent. The average inflation rate in first half of 2023 is 5.51 % compared to 6.70% in 2022

On MSMEs, - Financing remains the main issue in the sector. India has approximately 630 lakh MSMEs of which only 250 lakh have ever availed credit from formal sources. In India, the overall credit gap in the MSME sector is 25 trillion rupees while the overall debt demand by MSMEs in India is 69.3 trillion rupees, growing at 11.5% CAGR. The sector is expected to witness increased participation from private sector banks and NBFCs.

While the sector continues to grow at a projected compound annual growth rate (CAGR) of 2.5%, the number of MSME entities is expected to touch 750 lakhs by FY24

On Taxation Matters - According to the provisional figures of the Finance Ministry, Direct Tax collections up to 10th August, 2023 show that gross collections are at 6.53 lakh crore rupees which is 15.73% higher than the gross collections for the corresponding period of last year. GST collection for June 2023 is Rs. 1,61,497 crore, up from Rs. 1,44,616 crore June 2022. As GST is a consumption-based tax, increased collections indicate a rise in



domestic demand and overall economic vibrancy.

According to the NSS figures by Ministry of Statistics, the unemployment rate for individuals aged 15 years and above in urban areas decreased to 6.8 percent during 2023 from 8.2 percent a year ago. This positive development suggests a potential turnaround in the job market amidst the prevailing economic complexities. However, continued vigilance and effective policy measures remain crucial to foster sustainable job growth and secure the nation's future prosperity.

The agriculture sector emerged as the leading industry in terms of employment in FY 2022-23 with the number of employees tallying nearly 148 million. Non-financial services sector is at 140.6 million, real estate and construction industry 70.96 million and manufacturing 35.65 million.

With the advent of Industry 4.0, digital transformation is the new complexion of industry. Hence expansion of public digital platforms and measures to boost manufacturing output are key strategic factors to be considered in all manufacturing strategies.

Despite the external shocks, we believe that India's underlying economic fundamentals are strong and despite the short-term turbulence, the impact on the long-term outlook will be marginal.

Coming to The Chamber's performance, - in this economic scenario of a global slowdown with a slightly better outlook for India, the Chamber has crossed yet another milestone in its history this year – we celebrated the 95th anniversary of the Chamber and the rich heritage of serving industry, commerce and trade, is 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, A Think Tank was initiated by the Endowment of Rs 10 lakhs by Shri Sailesh Mehta and brothers . The Think Tank is under constitution and will focus on topics of interest for members and formulation of coherent papers on industry issues and policy framework to be submitted to the relevant governments at grass-root levels. This will address the core function of the Chamber in depth, with experts on board including government officials like retired IAS officers and senior officials.

Secondly The Women's Business Forum of the Chamber launched the STEAM Forum to prepare future generations of women, for STEM and Arts careers and make graduates industry-ready. The ACC-STEAM Forum Focus will be to create connected conversations on STEM and Arts by creating a convergence between Industry, Academia, Research & Innovation Teams, Policy Makers, Governments etc on a frequent basis. It is an initiative taken by the Chamber to bring Sustainable Development Focus, and establish linkages with STEAM to address the Global Sustainable Goals (SDG) and Empower Women to Contribute to the Global Sustainable Initiatives.

Thirdly, the Chamber extended its footprint in the southern region by opening a new Chapter at Nellore on the 5th of this month. This is the 5th Chamber office and 3rd in the state of AP.

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 51 programmes by various subcommittees.

Symposium on Union Budget 2023 – 2024, Programmes on Recent Changes in GST and CST, G-20 Presidency and what it means to India, New Foreign Trade Policy, , FEMA, Digital Transformation As Growth Enabler for MSMEs, Solar Training and Entrepreneurial Sustainability, and Conference on Renewable Energy, are some of the major programmes conducted by the Chamber during the year.

Collaboration with Friedrich Naumann Foundation [FNF]

The Chamber has been partnering with the Friedrich Naumann Foundation (FNF) a German Foundation (FNF) since September 2019. FNF was established in Germany in 1958. It aims to promote the goal of making the principle of freedom valid for the dignity of all people and in all areas of society. During this year, Chamber has organised 9 programmes with the support of FNF.

The major programmes organised with FNF are - Conference on Industry 4.0, Empowering MSMEs in the Capital Market Exposure, Business through Whatsapp and the series of programmes on “Build Your Website on Your Own in a Day” across all Chamber Chapters.

The Conference on Industry 4.0 was inaugurated by Ms Madhumathi, IAS Managing Director, TANSIDCO, Government of Tamil Nadu. Dr Carsten Klein gave a special address highlighting the need for digital transformation and adoption of Industry 4.0 for survival in the new era of global technology advancement and digital communications. Grant Thorton was the Knowledge Partner for the Conference.

Commendations to the Chamber's Team

I would like to specially thank Dr M K Muthuvel, Senior Vice President, Shri Ch.Venkateswara Rao, Vice President, Dr J.A.S.Giri, Shri D.Prasanna Kumar and Shri M.Rajaiah, Chairmen of the ACC Chapters at Secunderabad, Visakhapatnam and Vijayawada respectively, Chairmen & Co Chairmen of the various sub committees and Hon. Advisers of the Chamber for their wholehearted support in discharging my responsibilities as President of the Chamber.

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 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.



ANDHRA CHAMBER OF COMMERCE

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Shri M. Rajaiah, Vijayawada	Shri P. Lakshmana Rao, Vijayawada	Shri V. Ramakrishna, Coimbatore
Shri M. Chakravarthy	Shri D. Prasanna Kumar, Vizag	Shri G.R. Ananthapadmanabhan
	Shri C. Nagendra Prasad	Shri Ch. Venkateswara Rao

[c] Co-opted: Past-Presidents:

Shri K. Sankarakrishnan	Shri S.S. Rajsekar	Shri K.B. Narasimha Prasad
Shri P.S. Kumar	Shri Sailesh R. Mehta	Shri Kailashmull Dugar
Dr. J. Venkataramana	Shri Baboolal P. Rathore	Shri V. Upendran
Shri C. Venkatachalam	Shri G. Sudhakar	

[d] Co-opted – Experts

Shri G. Ramachandran	Shri M. Shekar
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[e] Co-opted – Un-represented Industry/Trade:

Shri V.S. Prasanth Kumar	Smt. Rashmi Mohindra	Smt. Rathi Nilakandan
Smt, Naina Shah		

[f] Co-opted -- General:

Dr. S.R. Sundaram	Shri S.B. Prabhakar Rao
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Secretary General : Mrs. Noella Raghini Peter



“Build your website in a day on your own”; 29 September, 2023 @ Hotel Fortune Inn Sree Kanya, Visakhapatnam

Website is a powerful tool to establish an online presence and showcase our business to the world. Small and medium-sized enterprises (SMEs) can especially benefit from having a website as it can help them establish an online presence, reach a wider audience, and compete with larger businesses. Considering the use of the website to the MSMEs, Andhra Chamber of Commerce in partnership with Friedrich Naumann Foundation for Freedom organised a practical workshop on “BUILD YOUR WEBSITE IN A DAY ON YOUR OWN”(Business through Website for MSMEs) on the 29th September 2023 at Hotel fortune Inn Sree Kanya, Visakhapatnam.

Ms Raghini Peter, Secretary General welcomed the participants.

Ms Vijaya Lakshmi, Consultant, FNF Programmes, ACC briefed about the collaboration of Andhra Chamber of Commerce & FNF virtually and introduced Mr Mohammed Ilias, the resource person of the workshop.

Mr Prasanna Kumar, Chairman, Vizag Chapter of ACC in his address lauded the efforts of the Chamber in organizing Digital Marketing programmes since 2019 and these programmes have greatly benefitted the members to digitally market their products. He also thanked Friedrich Naumann Foundation for Freedom for their support in organizing these programmes to the members.

He said that such programmes should be organized more often for the benefit of the members in Visakhapatnam.

He asked the participants to take maximum benefit of the website creation workshop.

Mr Ilias briefed about the earlier workshops and how the participants have monetarily benefitted out of these workshops.

He then gave an overview of the workshop like what is a domain, hosting space, server capacity and how important it is for the MSMEs to have a website and also the topics that will be covered in the workshop.

Participants introduced their brief profile and their objective of attending this workshop.

Mr Ilias started off the technical sessions with what is a website and how it becomes an identity of small business.

He then explained about the importance of a domain and how to create a domain. He gave a practical session for the participants and asked them to create a domain and how to purchase the domain on their own for their companies.

He also showed the case studies of best practices of domain naming and how it has to be related to the company or the products that is being dealt by the MSME.

Mr Ilias presented on what is a server and how to take up space to host the website in the server. In a practical session, participants were asked to purchase the space for their website in a server. He also presented the case studies of best practices of selecting a server.

In the Afternoon, Mr Ilias presented the tools for creating a website and the participants were asked to post the content and pictures brought by them for creating a website, step by step. Participants created the websites with great enthusiasm.

He then explained the different types of websites viz., static/dynamic/portal etc.,

In the last session, he presented how to link the domain, server and the website and make it go live.

Mr Ilias then explained how to make changes after the website is hosted live and also how Search Engine optimisation(SEO) plays a vital role in the website for better visibility.

Video case studies were shown for easy understanding of the concepts by the participants.

It was a hands on workshop and 32 MSMEs attended the workshop and found it very useful as they could create a website on their own that too in one day.

The feedback of the participants were collected through feedback forms and also participants were asked to share their views about the workshop orally and video recorded. Many of the participants recorded their appreciation for the workshop and thanked the Chamber and FNF for organizing the same.



Memories

TO CHERISH

Inauguration of Nellore Chapter
on September 5, 2023 @ Hotel Grand Minerva, Nellore





The Art & Science of Business Story Telling

ACC & MMA Joint Session on September 15, 2023 @ Dr VL Dutt Hall, Chennai



Business Opportunities in Animal Nutrition Industry

September 20, 2023 @ Atluri Koteswara Rao Memorial Hall, Hyderabad



95th Annual General Body Meeting 2022-2023 September 26, 2023





“Build your website In a day on your own”
September 29, 2023 @ Hotel Fortune Inn Sree Kanya, Vizag





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- Investigators Training
- Facility Training

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UNIT-2

NATION FIRST



Your pride for your country should not come after your country becomes great; your country becomes great because of your pride in it.

- Idowu koyenikan

Indian Economy Overview

The estimates of national income released by the National Statistical Office (NSO) show real GDP growing at 7.8 per cent in Q1 of FY24. Strong domestic demand for consumption and investment drove the GDP growth in this quarter. A steady decline in the urban unemployment rate has contributed to keeping private consumption strong in the economy. As strengthening consumption led to a rise in demand for goods and services, the manufacturing and services sectors saw their output and value-addition grow robustly in Q1 of FY24. The strength of domestic investment results from the government's continued emphasis on capital expenditure. Measures implemented by the Union Government have also incentivised States to increase their capex spending. The external demand has further complemented the domestic growth stimulus. The contribution of net exports to GDP growth increased in Q1 of FY24 performed well.

As regards the banking sector of the economy, a variety of indicators suggest increasing the resilience of the sector

through declining Non-Performing Assets (NPA), improving Capital Risk-weighted Asset Ratio (CRAR), rising Return on Assets (ROA) and Return on Equity (ROE) as of March 2023. Similarly, as of March 2023, data for Non-Banking Finance Companies (NBFCs) indicated improved profitability and risk-taking behaviour. Further, as per the July 2023 estimates by the RBI, there has been consistent and broad-based growth in the non-food bank credit of Scheduled Commercial Banks (SCBs) since April 2022.

The robust health of the banking system can be attributed to the deleveraging process undertaken by the corporate sector over the previous decade. During the pandemic years, the fall in sectors' earnings resulted in debt levels rising again. With easing restrictions, steady economic recovery led to gradual improvement and strengthening of corporate balance sheets, as evidenced by the decline in core debt of the private non-financial sector and an improvement in various leverage ratios. The restructuring of the balance sheet



has placed the companies in a sound position to expand their investment and become more resilient to economic shocks.

Growth momentum for the private non-financial companies continued from the last quarter of FY23 into the first quarter of FY24. The business sentiments remain upbeat, as RBI's Quarterly Enterprise Surveys indicate.

The healthy performance of the corporate sector has vindicated and strengthened investors' confidence in the Indian growth story. This confidence is reflected in the impressive performance of the Indian capital markets, which outperformed some emerging and advanced economies. Foreign Portfolio Investors (FPIs) and Domestic Institutional Investors (DIIs) supported the market buoyancy. In the bonds segment, while there was a marginal uptick in G-sec yields, these are expected to fall as inflationary pressures abate. Government commitment to fiscal prudence will also aid in keeping G-sec yields in check.

The retail inflation decreased in August, with both core and food inflation easing from the July figure. The calibrated measures taken by the Government, including adjustments in the duties of many critical inputs and monetary policy tightening, helped to reduce core inflation to a 40-month low level. Globally, food inflation remains high in many major economies. In India, consumer food price inflation eased to 9.9 per cent in August due to the government's intervention with targeted measures for specific crops, including buffer build-up, procurement from producing centres, and subsidised distribution.

Complementing the robust economic growth in the first quarter of FY24, the organised sector employment also indicated healthy growth, including a rise in new members joining the Employee Provident Fund Organization (EPFO) and more members rejoining than exiting the social security net. Besides facilitating the formalization of labour, the Government has also taken major steps to secure the future of unorganised workers through minimum guaranteed pension under Atal Pension Yojana, PM-SYM, etc., forming an expansive social security net woven in recent years. The two-pronged approach of formalisation and social security for informal workers exemplifies a sustainable approach to long-term inclusive growth.

As always, risks remain. Crude oil prices are steadily climbing. The monsoon deficit in August could impact both Kharif and Rabi crops. That needs to be assessed. However, it is heartening that rains in September have erased a portion of the rainfall deficit at the end of August.

A stock market correction, in the wake of an overdue global stock market correction, is an ever-present risk. Offsetting these risks are the bright spots of corporate profitability, private sector capital formation, bank credit growth and activity in the construction sector. In sum, we remain comfortable with our 6.5 per cent real GDP growth estimate for FY24 with symmetric risks

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





भारत 2023 INDIA



India Success Story

G20 Summit Ends in India: Key Highlights

The two-day G20 Summit held in New Delhi concluded with significant achievements and announcements, reinforcing India's global role and leadership in addressing key global challenges. The summit, hosted by India's Prime Minister Narendra Modi, witnessed collaborations, agreements, and commitments across various sectors, reflecting the world's shared commitment to addressing pressing issues. Here's a comprehensive overview of the key outcomes:

Economic Partnerships and Trade Agreements

India and Brazil, led by President Lula, have strengthened their economic ties by expanding the India-MERCOSUR Preferential Trade Agreement (PTA). MERCOSUR, a South American trading bloc consisting of Argentina, Brazil, Paraguay, and Uruguay, seeks to maximize its economic partnership with India. This move underscores the importance of global economic cooperation and paves the way for increased trade between these regions.

India also handed over the G20 presidency to Brazil during the summit's closing ceremony. In a momentous development,

leaders from the United States, India, Saudi Arabia, the United Arab Emirates, France, Germany, Italy, and the European Union jointly announced the launch of the India-Middle East-Europe economic corridor. This ambitious project aims to foster economic growth and counter China's Belt and Road Initiative. This corridor is set to reshape global trade dynamics and enhance collaboration among key stakeholders.

Multilateral Development Banks (MDBs) and Financial Inclusion

The G20 Summit marked significant progress in addressing global challenges, focusing on strengthening Multilateral Development Banks (MDBs) and financial inclusion. Finance Minister Nirmala Sitharaman highlighted the unanimous endorsement of a comprehensive financial inclusion action plan for the next two fiscal years. This endorsement demonstrates the commitment of G20 leaders to promoting financial access for all.

The reform agenda for MDBs took center stage during discussions, with widespread support for various proposals, including the introduction of a new capital adequacy

framework. Notably, progress was made in debt restructuring discussions, with significant headway achieved in the cases of Ghana, Zambia, and Ethiopia. Sri Lanka's debt resolution efforts are also in progress, with a proposal for a more time-bound common framework receiving approval from G20 leaders.

Crypto Assets and Regulation

In the realm of crypto assets, the G20 endorsed approaches from both the International Monetary Fund (IMF) and the Financial Stability Board (FSB). The IMF focused on the macroeconomic implications of crypto assets, while the FSB concentrated on regulatory frameworks. India advocated for a common template, and discussions will continue among central bank governors and finance ministers.

Bilateral Agreements

During the summit, India and Bangladesh signed three memorandum of understanding (MoUs) to enhance cooperation. These agreements include collaboration in digital payment mechanisms between the National Payments Corporation of India (NPCI) and Bangladesh Bank, the renewal of the Cultural Exchange Program (CEP) between India and Bangladesh for 2023-2025, and an MoU between the Indian Council of Agricultural Research (ICAR) and the Bangladesh Agriculture Research Council (BARC). These agreements strengthen the bonds between the two nations in various domains.

Technology and Defence Partnership

Prime Minister Modi and US President Joe Biden highlighted the significance of technology in deepening the India-US strategic partnership. They praised the ongoing efforts through the India-US initiative on Critical and Emerging Technology (iCET) to build secure and resilient technology ecosystems and value chains. The iCET initiative aims to position

India and the United States as trusted technology partners, addressing regulatory restrictions and export controls.

Moreover, both leaders emphasized the support for building resilient global semiconductor supply chains, with major investments from Microchip Technology, Inc., and Advanced Micro Devices. They also welcomed signing an MoU between Bharat 6G Alliance and Next G Alliance, further advancing telecommunications cooperation.

Resolution of Trade Disputes

In significant development, India and the United States settled the last trade dispute concerning poultry products at the World Trade Organization (WTO). This resolution marks the conclusion of all seven pending trade disputes between the two countries at the WTO, showcasing their commitment to resolving trade issues amicably.

Deepening Defence Ties

Prime Minister Modi and President Biden reaffirmed their commitment to deepening the bilateral major defence partnership. They welcomed India's procurement of 31 MQ-9B remotely piloted aircraft from General Atomics and the commencement of negotiations for a commercial agreement between GE Aerospace and Hindustan Aeronautical to manufacture GE F-414 jet engines in India.

In summary, the 2023 G20 Summit in India has yielded significant economic, financial, technological, and diplomatic outcomes. The collaborative spirit among world leaders and the commitment to addressing global challenges underscore the importance of international cooperation in shaping a more prosperous and secure future for all nations. The world looks forward to continued progress and partnership in the years to come

Source: <https://www.5paisa.com>





GOVERNMENT ANNOUNCEMENTS

GST UPDATES ON 18-07-2023:-

CBIC issued 8 circulars dated 17 July 2023

Consequent upon the recommendations of the 50th GST Council meeting CBIC has issued eight **Circulars No. 192 to 197** giving clarification to various issues on 17-07-2023.

A snap shot of the contents are:

1. **192/04/2023**-GST dated 17 July 2023 - Clarification on charging of **interest** under section 50(3) of the CGST Act, 2017, **in cases of wrong availment of IGST credit** and **reversal** thereof.
2. **193/05/2023**-GST dated 17 July 2023 - Clarification to deal with **difference** in Input Tax Credit (ITC) availed in FORM GSTR-3B as compared to that detailed in FORM GSTR-2A for the period **01.04.2019 to 31.12.2021**
3. **194/06/2023**-GST dated 17 July 2023 - Clarification on TCS liability under Sec 52 of the CGST Act, 2017 in case of **multiple E-commerce Operators** in **one** transaction.
4. **195/07/2023**-GST dated 17 July 2023 - Clarification on availability of ITC in

respect of warranty **replacement** of parts and **repair services during warranty period.**

5. **196/08/2023**-GST dated 17 July 2023 -Clarification on taxability of share capital held in subsidiary company by the parent company
6. **197/09/2023**-GST dated 17 July 2023 - Clarification on **refund-related issues**
7. **198/10/2023**-GST dated 17 July 2023- Clarification on issue pertaining to e-invoice
8. **199/11/2023**-GST dated : 17-Jul-2023 - Clarification regarding **taxability** of **services provided** by an office of an **organisation** in one **State** to the **office** of that **organisation** in **another State** both being **distinct persons.**

These aspects were triggering a lot of uncertainty on GST liability and after the issue of these 8 Clarificatory Circulars they have been put to rest.

Shri V.V. Sampathkumar

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





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



Shri V.V. Sampathkumar

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

Condonation of delay and Amnesty scheme:

The petitioner filed WP challenging the Impugned Order dated 21.11.2022 passed in Appeal No.362 of 2022 declining to condone the delay of 132 days in filing appeal against order dated 06.05.2022 cancelling the petitioners' GST Registration. The order has been communicated to the appellants on 03.06.2022 through online. The appellant has filed the appeal before this forum only on 10.11.2022. Hence, the Hon'ble Court dismissed the appeal filed by the appellant, since the appeal has been filed beyond the condonable limit with a delay of 39 days. However, it is noticed that the Government has itself issued a notification giving amnesty to file application vide G.O.Ms.No.36, CT and R (B1) dated 05.04. 2023.Considering the above, the Writ Petition is closed by The Hon'ble Court giving liberty to the petitioner to approach the authorities in terms of the above notification.

M/s. DDA Tyres and Services, Vs 1. DC of GST, CT Building, Pitchards Road, Salem-7. 2. DSTO, Dharmapuri. W.P.Nos.3877 and 3880 of 2023 DATED: 23.08.2023

Jurisdiction: In a given case, the assessee may approach the High Court before the statutory period of appeal expires to challenge the assessment order by way of writ petition on the ground that the same is without jurisdiction or passed in excess of jurisdiction by overstepping or crossing the limits of jurisdiction including in flagrant disregard of law and rules of procedure or in violation of principles of natural justice, where no procedure is specified. The High Court may accede to such a challenge and can also non-suit the petitioner on the ground that

alternative efficacious remedy is available and that be invoked by the writ petitioner. However, if the writ petitioner choses to approach the High Court after expiry of the maximum limitation period prescribed under Act, the High Court cannot disregard the statutory period for redressal of the grievance and entertain the writ petition of such a party as a matter of course. Doing so would be in the teeth of the principle underlying the dictum of a three Judge Bench of this Court in ONGC v. Gujarat Energy Transmission Corpn. Ltd., (2017) 5 SCC 42: (2017) 3 SCC (Civ) 47. In other words, the fact that the High Court has wide powers, does not mean that it would issue a writ which may be inconsistent with the legislative intent regarding the dispensation explicitly prescribed under Act. That would render the legislative scheme and intention behind the stated provision otiose.

M/s.MSR Polymer and Paper Cups Vs 1. The Commissioner (CT), CT Department, Puducherry. 2. DCTO, IAC, CT Department, Puducherry. W.P.No.278 of 2020 DATED: 09.08.2023



Limitation in a Revision: The petitioner has challenged the impugned assessment order dated 26.10.2021 by the respondent to the assessment year 2010-2011. The impugned order has been passed purportedly u/s 27 of the TNVAT, 2006. As per Section 22 of the Act, the assessment was deemed to have been completed on 30.06.2012. It appears that the Office of the AC (ST), Ambattur had issued a notice dated 27.03.2014 intra-Department. However, the same was not communicated to the petitioner. A notice u/s 27 of the Act ought to have been issued under the limitation described u/s 27 of the Act. Considering the above, The Hon'ble Court was of the view that the impugned order, confirming the demand for the assessment year 2010-2011 is liable to be quashed. Stating so, this WP was allowed. **M/s. Dhacshin Audio Visuals Vs. STO (ST), Padi Assessment Circle, W.P.No.16827 of 2022 DATED: 17.08.2023**

Notice: As the petitioner has not participated in the proceeding, this Court is of the view that the petitioner can be given one last opportunity to give a reply subject to the petitioner depositing 20% of the disputed tax as confirmed vide impugned order with the respondent within a period of thirty days from the date of receipt of a copy of this order. **M/s.AERO Construction and Equipments Vs. AC (ST), Manali Assessment Circle, W.P.No.25009 of 2023 DATED: 25.08.2023**

Pre-Deposit using Electronic credit ledger : By this common order, both the WPs are disposed of at the time of admission after hearing the Ld counsel for the petitioner and the Ld Additional Government Pleader for the respondents by directing the first respondent to number the appeal filed by the petitioner against the order passed by the second respondent, which have been impugned before the first respondent. The first respondent shall number the appeal by permitting the petitioner to debit the amounts that are lying unutilized in the petitioner's Electronic Credit Ledger towards pre-deposit u/s 107(6) of the TNGST Act, 2017 and dispose the same on merits and in accordance with law in its turn. **M/s.Larsen &**

Toubro Limited, Vs.1.JC (ST), GST Appeals, Chennai-35. 2.DC (ST), LTU-DC4, Nandanam, Chennai 35. W.P.Nos.24577 and 24579 of 2023 DATED: 21.08.2023

Intimation of Notice: The petitioner is aggrieved by the impugned Notice of Intimation dated 09.05.2023, issued to the petitioner under Rule 86-A(1)(a) and (c) of the TNGST Rules, 2017. By the impugned order, credit for a sum of Rs.37,18,106/- has been locked on account of the information gathered by the Intelligence Department of the respondent that the purchases made by the petitioner from Tvl.Agni Traders was bogus and that the said entity was a non-existent or not conducting any business activities in the address for which registration was obtained and have fraudulently availed and passed on ineligible Input tax credit to numerous taxpayers. The Court held that the provisions of the Act do not permit the registered person to avail input tax credit on invoices or debit notes without actually receiving goods or services or both. Only Credit that is validly availed can be utilised for discharging the tax liability. Stating so, the Hon'ble Court disposed this writ petition at the time of admission by permitting the petitioner to give a representation to the impugned Notice of Intimation dated 09.05.2023, within a period of 15 days from the date of receipt of a copy of this order. **M/s. Madhu Metal Works, Vs AC (ST), Review and Appeal, Zone-III, Chennai-3 W.P.No.22916 of 2023 DATED: 04.08.2023**

Appeal and Pre Deposit: WP filed, to call for the records of the first respondent notice dated 20.01.2021 in Na.Ka.No.42/2021/A1 and quash the same to the extent that it requires the petitioner to pay 25% of the disputed tax and consequently direct the first respondent to take the appeal filed by the petitioner on 18.01.2021 against the second respondent order dated 18.12.2020 in TIN/ 33222903520 /2015-2016 on file and decide the same on merits. The Ld Government Advocate for the respondents submitted that since the input credit has been already adjusted towards tax liability of the petitioner for the succeeding years, the question of allowing adjustment of Input tax credit for pre-deposit u/s 51 of the TNVAT Act, 2006 does



not arise. Stating so, the Court ordered that the WP has to fail as no amounts remains for being adjusted towards pre-deposit in the Input Tax Credit of the petitioner, however granting time to comply with section 51 and issued further directions to the parties herein. **M/s.Renaatus Projects P Ltd, Vs.1.Appellate DC (ST), Erode. 2.AC (ST), Kodumudi Assessment Circle, W.P.No.2692 of 2021 DATED: 16.08.2023**

Alternative remedy: The petitioner is aggrieved by the impugned Order No.56/2023-2024 dated 09.05.2023 passed by the first respondent u/s 129(3) of the SGST Act, 2017. The impugned order is an appealable order u/s 107 of the CGST/SGST Act, 2017. Therefore, this WP is dismissed, giving liberty to the petitioner to file a statutory appeal before the Appellate Authority within 30 days from the date of receipt of a copy of this order. **M/s.Ibus Network and Infrastructure Pvt Ltd., Vs.1.AC (ST), Adjudication, Intelligence-I, Chennai-6., 2. DSTO, RS-II, Intelligence-I, Chennai-6. W.P.No. 23740 of 2023 DATED: 14.08.2023**

Reply not filed : Petitioner was issued with a SCN dated 06.01.2023 and called upon to file a reply and to appear for a personal hearing on 06.02.2023. The petitioner has also participated in the aforesaid proceeding. Thereafter, by another notice dated 15.05.2023, the petitioner was called for personal hearing and he was also called upon to produce certain documents in support of the case. Petitioner has produced all the documents and appeared for personal hearing on 01.06.2023. Impugned order has been passed with the following observations: “....., the taxable person was not appeared for personal hearing on 01.06.2023. No reply or any documents filed by the taxable person. No objections filed by the taxable person so far. Hence the dues assessed and determined the liability under the proviso of section 74 of the TNGST Act, 2017 and levied the ITC reversal, interest due u/s 50 and penalty due u/s 74”. The Court stated that a reading of the impugned order makes it clear that the order is non-speaking order in nature and stating so,

he impugned order is set aside and the case is remitted back to the respondent to pass a speaking order on merits and in accordance with law. **M/s. Rajendra Steel Industries Vs. STO (ST), Loan square Assessment Circle, W.P.No.23367 of 2023 DATED: 10.08.2023**

Adjournment: Without considering the adjournment request made by the appellant, the Assessing Authority, issued the order dated 27.07.2021. The Ld Single Judge, in the earlier WP, found that the appellant has not appeared before the AO within the requested 15 days and is having an effective alternative remedy of approaching the Appellate Commissioner and disposed off that WP accordingly. Writ Appeal filed. The Court stated that, while submitting his explanation seeking 15 days’ time, may not expect the Assessing Authority to pass an order on the expiry of the 15 days’ time as mentioned in the communication dated 10.07.2021. The appellant cannot be punished for expecting a notice fixing a date for hearing. Stating so, the Court finds that the assessment order impugned in the writ petition is in violation of the principles of natural justice and finds merits. **M/s. Chandan Paper Stores vs 1. Commissioner of CT, Chennai-5., 2. CTO, Tirunelveli Town Assessment Circle, W.A.(MD) No.1362 of 2023 DATED: 24.08.2023**

Natural Justice: For a pointed query, the Ld counsel for the respondent submitted that the impugned order of assessment does not disclose consideration of the personal hearing asked by the Petitioner. In view of the same, the impugned order dated 15.03.2021 is set aside. The matter is remitted back to the Assessing Officer to redo the assessment in accordance with law. **M/s. Sri Rajaganapathi Textile India (P) Ltd., v. 1. AC (ST),Kongunagar Assessment Circle, Tirupur 641 601. 2.AC (ST) (FAC), Kongunagar Assessment Circle, Tirupur 641 601 W.P.No.13893 of 2021 DATED: 11.08.2023**

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



MSME INITIATIVES, SCHEMES AND REGISTRATION BY MINISTRY OF MSME, GOVT OF INDIA

ACC brings out the hidden potential of each MSME organisation by exposing the member MSMEs and start-up organisations to know the opportunities from the government of India and respective state governments.

The Government of India has introduced several schemes and initiatives to support Micro, Small, and Medium Enterprises (MSMEs) in the country. These schemes aim to promote the growth and development of MSMEs by providing financial assistance, improving infrastructure, enhancing skills, and addressing challenges that small and medium-sized enterprises may face. Here are some of the notable MSME government schemes in India:

Prime Minister's Employment Generation Programme (PMEGP): This scheme aims to generate self-employment opportunities by establishing micro-enterprises in the non-farm sector. It provides financial assistance through **subsidies for setting up new projects.**

Credit Linked Capital Subsidy Scheme (CLCSS): This scheme provides technology upgradation for MSMEs by facilitating access to credit. It offers a 15% capital subsidy for **technology upgradation and modernization.**

Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE): This credit guarantee scheme ensures that small and micro-enterprises can access credit facilities **without collateral security or third-party guarantee.**

Technology and Quality Upgradation (TEQUP):

This scheme helps MSMEs adopt **modern technologies and upgrade their product quality and design.** Financial assistance is provided for technology upgradation.

National Manufacturing Competitiveness Programme (NMCP): NMCP is designed to enhance the competitiveness of the manufacturing sector, particularly the MSMEs. It includes various **sub-schemes and incentives to promote innovation, productivity, and efficiency.**

Micro and Small Enterprises Cluster Development Programme (MSE-CDP): This scheme promotes the development of **industrial clusters for MSMEs** to enhance their competitiveness and sustainability.

Zero Defect Zero Effect (ZED) Certification Scheme: This initiative aims to encourage quality manufacturing and reduce the environmental impact of **MSMEs. MSMEs with ZED certification are eligible for various incentives.**

Tool Rooms and Technology Development Centers: These centers provide **technology support, training, and consultancy services to MSMEs** for product development and improvement.

Trade Receivables Discounting System (TReDS): TReDS is an online platform that facilitates the financing of trade receivables for **MSMEs by allowing them to discount their invoices.**

SIDBI Make in India Soft Loan Fund for MSMEs (SMILE): This scheme by the Small Industries Development Bank of India (SIDBI) offers **soft loans to MSMEs** to meet the required debt-equity ratio for new projects.



Here are some reasons why you should consider registering with the MSME Udyam Registration portal:

Access to Government Schemes and Benefits: Registration on the Udyam portal provides you with a Udyam Registration Number, which is recognized by various government departments and agencies. It makes you **eligible for various benefits and schemes specifically designed for MSMEs.**

Financial Assistance: Many government schemes and financial institutions require MSMEs to have **Udyam Registration to access loans, credit facilities, and subsidies.** It helps in availing financial assistance with ease.

Easier Compliance: Registration simplifies compliance procedures, making adhering to regulations and statutory requirements easier. **It may also reduce the regulatory burden on MSMEs.**

Market Access: Some public and private sector companies prefer Udyam-registered businesses in their procurement processes. **Registering on the Udyam portal can open up new market opportunities for your business.**

Priority Sector Lending: Banks are often encouraged to lend some funds to priority sectors, including MSMEs. **Udyam registration can help you qualify for priority sector lending.**

Protection of Intellectual Property: Udyam registration allows you to register your intellectual property, such as trademarks and patents. **This helps protect your innovations and assets.**

Government Tenders: If you want to participate in government tenders, having Udyam Registration is often a prerequisite.

Business Credibility: Udyam Registration provides **credibility to your business, as it signifies that you are a recognized MSME.** This can be advantageous when dealing with customers, suppliers, and financial institutions.

Please note that government policies and regulations can change over time, so it's essential to verify the current status of the Udyam Registration portal and its benefits with the relevant government authorities or through the official website. Useful Govt Links are shared below for the Readers' Benefit

Connect with MSME Ministry, Govt. of India		
#	Helpful Explanations	Link to Source
1	MSME FAQ	https://msme.gov.in/faq
2	MSME Censuses	http://www.dcmsme.gov.in/ito_msme/censuses.htm
3	PSB Loans in 59 Minutes	https://www.psbloansin59minutes.com/
4	MSME Skill Development Programs	https://msme.gov.in/entrepreneurship
5	MSME - Telephone Directory	https://msme.gov.in/about-us/telephone-directory
6	MSME - Telephone Entrepreneur Corner	http://dcmsme.gov.in/entrepreneur.htm
7	Internet Grievance Monitoring System	http://igms.msme.gov.in/Mymsme/grievance/COM_Grievance_Welcome.aspx
8	My MSME Mobile App	http://play.google.com/store/apps/details?id=msme.myms
9	My MSME Schemes	http://dcmsme.gov.in/scheme_a.html
10	MSME SAMADHAAN - Delayed Payment Monitoring System	http://samadhaan.msme.gov.in/MyMsme/MSEFC_Welcome.aspx

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



UNIT-3

KAIZEN CORNER



EXCELLENCE

IS DOING

ORDINARY THINGS

EXTRAORDINARILY

WELL



JOHN W. GARDNER

BUSINESS MATTERS



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

In an age of relentless information expansion and technological acceleration, the way we approach knowledge and innovation has undergone a profound transformation. Traditional research, marked by the pursuit of existing knowledge, has evolved into something more dynamic, forward-looking, and proactive. Enter pro-search, a concept that emphasizes discovering what already exists and the active quest for what could be a fundamental shift in our intellectual and creative processes. In this article, we'll delve into the salient differences between re-search and pro-search, exploring how each approach shapes our understanding of the world and our capacity to shape its future.

The Essence of Re-Search

In its classical sense, re-search revolves around examining and re-examining existing knowledge. It is rooted in curiosity and the desire to better understand the past and present. Researchers embark on a quest to



Mr. S. Prakash

answer questions, validate hypotheses, or uncover hidden truths within the framework of what already exists. Here are some key characteristics of re-search:

- 1. Exploration of the Known:** Traditional research typically begins with a defined question or problem and seeks answers based on established information, theories, and methodologies.
- 2. Validation:** It often involves verifying or falsifying existing knowledge. Researchers aim to confirm or disprove prior findings, adding incremental layers to our understanding.
- 3. Methodical and Structured:** Re-search follows a systematic approach, often



guided by well-established methods and methodologies. It prioritises rigor, reproducibility, and accuracy.

4. **Specialization:** Re-search often occurs within established fields or disciplines, each with its knowledge and conventions.

5. **Linear Progression:** Progress in re-search is often incremental, building on previous work. It contributes to the evolution of existing knowledge but may not radically challenge the status quo.

Pro-Search: Forging a Path to the Future

Pro-search, on the other hand, takes a different approach. It shifts the focus from what is known to what could be known, emphasizing proactive exploration and creating new possibilities. Pro-searchers are not content with the boundaries of existing knowledge; they aim to push those boundaries and, in doing so, shape the future. Here are the salient characteristics of pro-search:

1. **Future-Oriented:** Pro-search is inherently forward-looking. It seeks to proactively anticipate emerging trends, challenges, and opportunities to shape the future.

2. **Innovation-Driven:** Pro-searchers are innovators and creators. They seek to generate novel ideas, solutions, and approaches that challenge existing

paradigms.

3. **Interdisciplinary:** Pro-search transcends disciplinary boundaries unlike re-search, which often operates within well-defined disciplines. It thrives at the intersection of various fields, drawing inspiration and insights from diverse sources.

4. **Exploratory:** Pro-search encourages exploration into the unknown, often embracing uncertainty as an opportunity for discovery. It is comfortable with ambiguity and thrives in complex, uncharted territories.

5. **Adaptive and Agile:** Pro-search is adaptable and agile. It can pivot quickly in response to changing circumstances, leveraging emerging technologies and insights to drive progress.

In the next part, we will understand how Re-search and Pro-Search complement each other.

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

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





HOW DO YOU DOUBLE YOUR MONEY IN 90 DAYS? IS THIS REAL OR A SCAM?

The title of this article is very intriguing.

I went to a bank ATM, where they gave me a pamphlet with the below message.

“7% returns for deposits for a period of one year.”

This means that for Rs 1,00,000, you can get around Rs 107,000 after a year (also subject to tax). A majority of the conservative Indian public will be very happy to park their money in a safe fixed deposit.

In some cases, investors are also looking for opportunities to make better returns than bank deposits offer. Stock markets / Mutual Funds / Real Estate are all good options for looking at better returns, but this happens only over a period of time.

Warren Buffet became one of the top five richest people in the world with Net Worth of \$ 117 billion (which is Rs 936,000 Crores at Rs 80/USD)

He accumulated this wealth by getting 20% returns every year on an annualized basis from 1965 to 2023. Achieving this return from 1965 has made Buffett one of the most successful investors in the last fifty years.

Now, coming to the question of doubling your money in 90 days translates to a 100% return on your capital.

If you can make double in 90 days

Then, in 180 days, you can make it 4 times your original capital.



Mr. Ravi Padmanabhan

Then, in 270 days, you can make it 8 times your original capital.

Then, in 360 days, you can make it 16 times your original capital.

Then, in 450 days, you can make it 32 times your original capital.

Then, in 540 days, you can make it 64 times your original capital.

Then, in 630 days, you can make it 128 times your original capital.

In 720 days, you can make 256 times your original capital.

If you started on Jan 1st, 2022, with a capital of Rs 100,000, then at the end of 31st Dec, 2023, you will end up with a capital of Rs 2.56 crores.

At the end of the 4th year, you will end up with Rs 655 crores. (Multiply your corpus at the end of year two by 256)

At the end of the 6th year, you will end up



with Rs 167,680 crores, around 20% of what Warren Buffett built in the last 58 years.

This sounds very illogical to many now.

But the reality is very different.

Several people do not realize this fact and fall prey to fraudulent schemes that promise to double capital quickly. This is called a Ponzi Scheme, named after the famous **Charles Ponzi**.

How to identify a Ponzi scheme

1. The promise of high returns in a short time

In most cases, they gain trust by paying the promised returns for the first few months and gain confidence by even returning capital. This makes the early investor borrow money and invest heavily in the same scheme.

2. The promise of a guaranteed return

In today's world, there is so much uncertainty in the business world. One must always remember that fixed returns from safe instruments like PPF give around 7.1 % P.A.; anything beyond that has some risks. Understand the risk before you invest your capital.

3. Unregulated schemes/advisors

The companies, intermediaries, and the schemes are not well-regulated. To eliminate the scope of being tricked, ask the agent if he is registered as an adviser with any financial regulators and if the scheme is registered under RBI/, SEBI, IRDA or PFRDA.

4. Aggressive Selling by incentivizing customers to refer more.

This happens because of the huge commission they receive or the rewards associated with the sale

5. Poor or No track record

Most of these schemes will have a short track record or little evidence of performing across business cycles.

6. No SKIN in the Game

The most interesting part of the PONZI scheme is that Charles Ponzi himself did not invest his own money in his schemes.

7.No Disclosures about risk or downsides

In almost all cases, these PONZI schemes never discuss the risks associated with these investments.

It is not the uneducated public who falls prey. Still, even well-respected people, like celebrities and industrialists, are victims of scams by a few unethical people promising huge returns in get-rich-quick schemes. We have seen several scams in the past, like gold deposit schemes, teak plantation schemes, EMU Farms, and even Nigerian Scams. One such case in the last few months is very shocking, and it defies any logic and makes one wonder how even highly qualified people fall prey to this.

Just ask this question: if someone can deliver you 100% returns in 90 days, why does he not invest his own money in that scheme first and be the next Warren Buffett?

Unfortunately, Money is not a logical subject but a more emotional one. The truth is a question of Greed taking over Reality in the mind. We have heard people falling for Nigerian email scams.

One of the shocking things you will notice is that the majority would like to earn big money quickly rather than in a sure way. That is one more reason why millions of people enter into speculative trading or high-risk bets without understanding risk. This is not only in the field of the stock market but also in other areas. People join MLM schemes



(specifically referring to dubious companies) thinking they can become crorepatis in a few weeks or months just by joining a few people.

Many people across India will be willing to buy a lottery ticket for Rs 10 every day in the hope of becoming a Crorepati rather than saving this Rs 10 every day and thereby saving Rs 300 every month.

By investing Rs 10 per day, one can grow their capital to around Rs 9.8 lakhs over 25 years and a whopping Rs 44.6 Lakhs over 35 years (assuming long-term growth of 15% p.a.)

But most masses would still prefer to buy a lottery ticket daily where the probability of success is just one in a million.

Remember, you do not require jumbo-sized returns to reach financial freedom.

All it requires is some discipline combined with common sense investing over a while.

Happy Investing

Mr. Ravi Padmanabhan

Wealth Creation Expert, Speaker & Trainer
on Personal Finance & Investment.

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



EMPLOYEE MATTERS



NATURAL INTELLIGENCE

SEVEN TIPS FOR DELIVERING EFFECTIVE PERFORMANCE APPRAISALS.

1. Brush up on your appraisal skills - if you haven't received any formal training on performance management, now is the time to request it. Even if you have, consider asking for a refresher to ensure you're up to date on company policy.

2. Preparation is key - arrange a private meeting venue with as few distractions as possible. Give the employee sufficient notice (two weeks is ideal) and an overview of the process in advance. If your organisation asks staff to complete a self-appraisal form, ensure this is issued well before the meeting.

3. Encourage a two-way, open discussion - ask the employee open questions relating to their performance. Offer positive feedback, thanks and praise for areas where they excel. If they identify any areas for development, acknowledge these and steer the conversation towards how these might be improved through training or additional support.

4. Remember to listen - listening and actively considering non-verbal cues such as body language is vital. Don't interrupt the employee when they are speaking, although you may wish to ask probing questions to clarify meaning. Before moving on to the next discussion point, take a moment to summarise the conversation and check mutual agreement and understanding of future expectations.

5. Incorporate the seven drivers of employee engagement into your discussion - this will enable staff to reflect openly on their feelings within the workplace. You could ask employees to answer the

following questions using a Likert scale, for example, 0 (never) to 5 (always) - this is a good way to track any changes.

- **Freedom** - do they have the flexibility to choose and make decisions?
- **Clarity** - are there clear goals and a purpose?
- **Challenge** - do they have enjoyable and relevant work?
- **Growth** - do they have opportunities to develop?
- **Recognition** - are they receiving praise and appreciation?
- **Togetherness** - is there team cooperation, support and trust?
- **Voice** - are their ideas and opinions respected?

6. Offer regular feedback - allow staff to discuss their performance on an ad-hoc basis - not just at their annual performance review. Take the opportunity to discuss performance formally and informally, ensuring training and development are regularly offered when required. Avoid "saving up" feedback for the performance appraisal. There should be no surprises at the annual review, so if you have concerns about an employee's performance or behaviour you should raise the issue with them as soon as possible.

7. Ensure objectives are SMART - specific, measurable, achievable, realistic and time-bound. Ensure the employee agrees with all these points before finalising the objective, as they may have a different view.





SHOUT - SALES AND MARKETING MATTERS

Workflow Strategies in Sales and Marketing

The sales and marketing workflow uses several connected phases and procedures to draw in, nurture, and turn leads into clients. Here is an overview of a typical sales and marketing workflow:



Market investigation and evaluation:

- Decide who your target market is and research its characteristics, behaviour, and preferences.
- To understand your rivals and market trends, research the competitive landscape.

Strategic Planning:

- Create a thorough marketing and sales plan that supports your company's objectives.
- Establish your value proposition and unique selling proposition (USP).



Mr.M.K. Anand
Chairman, MSME & ICT
Sub-Committees, ACC

Creating Content

To engage and inform your target audience, create high-quality content such as blog entries, videos, infographics, and social media postings.

Generation of leads

- To draw potential leads to your website or landing pages, use a variety of channels, such as SEO, social media, email marketing, and paid advertising.
- To entice sign-ups, provide lead magnets like eBooks, webinars, or discounts.

Lead Requirement:

- To ascertain whether leads are ready to buy, evaluate the quality of the leads.
- Prioritise leads based on their interaction and fit with your target customer profile using lead scoring.



Nurturing the Lead:

- Create automated email sequences or lead nurturing initiatives to inform and engage leads.
- Provide them with insightful information and solutions to their problems.

Prospecting for sales:

- The sales staff locates eligible leads and contacts them.
- Lead management and interaction tracking are both possible with CRM (Customer Relationship Management) software.

Sales meetings and presentations:

Understand the needs of your prospects and present answers through holding meetings and presentations.

Adjust the sales pitch based on the prospect's unique difficulties and interests.

Managing Rebuttals:

- Respond to the issues and objections expressed by prospects.
- To establish credibility and dispel doubts, offer pertinent facts and proof.

Final Sales:

- Current costs, conditions, and agreements.
- To convince the prospect to buy, use sales strategies.

Building Relationships After the Sale:

- To promote recurring business, maintain and deepen customer relationships.
- Obtain comments and deal with any difficulties that arise after the transaction.

Measurement and Analytics:

- Continually track and examine sales and marketing metrics.
- Analyse the effectiveness of numerous campaigns and modify your strategies as necessary.

Optimisation:

- Develop and improve marketing and sales strategies based on data and customer input.
- Improve conversion rates by using A/B testing and other strategies.



Scaling and expansion:

- Increase marketing and sales efforts as successful tactics are discovered to reach more people and broaden the consumer base.

Educating and Developing:

- To keep the sales and marketing personnel updated on market trends, product expertise, and sales strategies, offer ongoing training.

The sales and marketing process is iterative, involving continuous feedback loops and modifications to enhance outcomes. A good workflow depends on the sales and marketing team's effective communication. Engage with Subject Matter Expert to guide you and build your business for generations

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UNIT-4

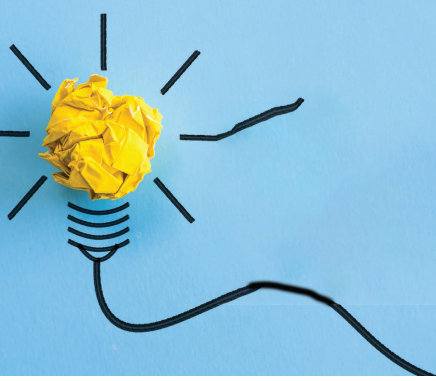
SELF DEVELOPMENT CORNER

**Investing in yourself is
the best investment
you will ever make.
It will not only improve
your life, it will
improve the lives of all
those around you.**

Robin Sharma



Inspiration MATTERS



In 1945, Karsanbhai Patel was born to a farmer's family in Ruppur, Gujarat, and By the age of 21, he graduated in Chemistry. After graduation, Karsanbhai tried to do a regular job like his peers. Karsanbhai also worked as a lab technician in the New Cotton Mills belonging to the Lalbhai Group. Following this brief stint, he even took up a job at the Geology and Mining Department of the Gujarat government.

How did Karsanbhai Patel invent Nirma detergent?

The year 1969 was a turning point in Karsanbhai's career, when a small farmer's son and a qualified Science graduate, Karsanbhai Patel, was trying to mix Soda Ash and a few ingredients to make detergent produce. One fine day, he got the formula right, and it was then that he started producing detergents in the 100 SQ FT backyard of his home as an after-office business.



KarsanBhai Patel
Founder of Niram

The accident that changed his life

Everything was going well in Karsan Bhai's life, but his life almost changed when Karsanbhai lost his daughter in a car accident. Instead of mourning, he found a way to bring his daughter back to life. Only a few people knew of his daughter when she was alive, but this man's sheer determination and willpower made his daughter famous throughout the country, even though she was no more.

A journey from 100 SQ FT backyard to every middle-class house

A one-man company, Karsanbhai would cycle through the neighbourhoods selling handmade detergent packets door to door at a price of Rs 3 per kg, (one-third the price of leading detergent brands), and it was his instant success, Mantra. Karsanbhai branded his detergent soap, Nirma, after his daughter's name. The detergent's



good quality and low price made a remarkable journey from Karsanbhai's 100 SQ FT backyard to a middle-class house in India for great value. Fueled by housewife-friendly advertisement jingles, Nirma revolutionised the detergent market, creating an entirely new segment for detergent powder. At the time, detergent and soap manufacture was dominated by multinational corporations with products like Surf by Hindustan Lever, priced around Rs. 13 per kg.



Love of a father for his daughter

The product was close to Karsanbhai's heart, so he called it 'Nirma'- the nickname of his lost daughter Nirupama. He also put her illustration (girl in the white frock) on the pack and TV commercials to ensure everybody remembers her. Such was the love of a father for his daughter. Nirma remains one of India's preferred detergent choices. And its jingles will forever be etched in our memories.



Nirma University

In 1995, Karsanbhai Patel gave a different identity to Nirma when he founded the Nirma Institute of Technology in Ahmedabad. After that, in April 2003, Nirma University was established by the first three institutions under a special act passed by the Gujarat State Legislative Assembly.

Now, Karsanbhai Patel has handed over his successful business to his two sons Rakesh Patel and Hirenbhai Patel. In 2010, he was awarded Padma Shri by Pratibha Patil, former President of India. Even today, Nirma remains the largest producer of soda ash worldwide, and the company has gone private since 2012.

Source: www.failurebeforesuccess.com



INSPIRATION MATTERS

LIFE LESSONS FROM SCISSORS

A young man approached an old monk and asked, “What should I do to overcome my problems?”. The old monk placed a gift box, which was wrapped and tightly packed; he told to unwrap the box.

The young man tried to use his hands to tear the wrapper; the old monk intervened and handed over a pair of scissors to open the box, and the young man did the same.

The old monk said:



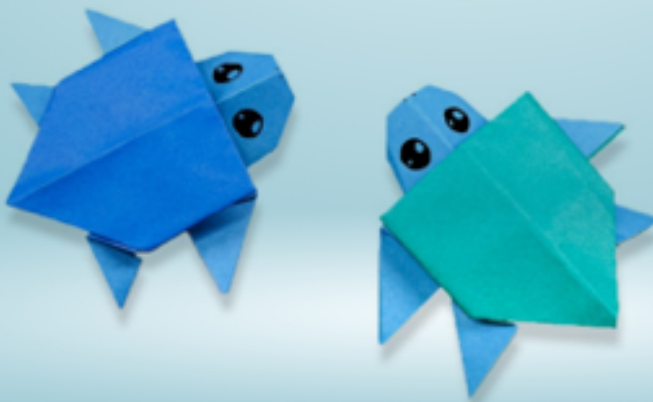
Figure 1: Scissor Parts (1)

The gift called challenge is wrapped with a packet called problem.

- The blades of the scissors represent the skills and the knowledge which need to be sharpened regularly to face the problems.
- The pivot point in the centre of the scissors, which holds the blades, represents the Attitude, which is pivotal in holding the skills and knowledge.
- The finger hole represents the ability and willingness to hold the scissors effectively.

The old monk added:

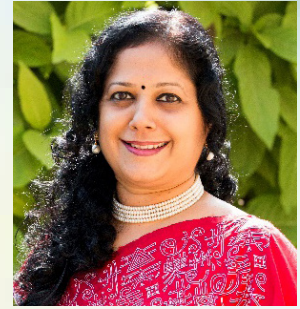
In the hands of a craftsman, the wrapper can also become a beautiful origami.





FITNESS MATTERS

LIVING 360⁰ PART - 3



Ms. Gita Krishna Raj

My Dear Readers,

Greetings from Maverick!

Have you ever wondered why we bother breathing? Well, because breathing is the most essential physiological function we have when it comes to sustaining life. No breath - no life! Which mandates that we do it right - every time!

Our emotional state is reflected in our breathing apparatus. Because the whole body breathes - every cell requires oxygen; if we don't do it right - if we have restrictions in our muscles, joints - anywhere in the body, it can place an unwanted load on the respiratory muscles. This often results in excessive neck and shoulder tension and headaches! Breathing right is the best Detox!

All activities in the body can be grouped as voluntary and involuntary actions. Voluntary actions are those that take conscious will - for instance, moving your hands or chewing your food - all these are voluntary actions. Involuntary actions happen automatically in your body without your conscious intervention - like your heartbeat, peristaltic movements, etc.

The ancient yogis of India realised that breathing is the only action that is normally involuntary but can be brought by everyone under their conscious will to make it voluntary. Understanding the importance of oxygen and breathing, these enlightened masters placed 'pranayama' or the science of breathing, on the topmost pedestal for improving health. Not only did they find enormous physical benefits from the regular practice of pranayama, but they also found enormous mental and spiritual benefits from adopting proper breathing techniques.

Control over involuntary actions was achieved through this chord called breathing. They could also control their wandering minds and bring greater coherence to their thought processes by breathing correctly.

While pranayama advocates many advanced methods to achieve several bodily and mental controls, the basic essence of pranayama is to elongate the exhalation to ensure that the toxins are fully thrown out of the body. When such a negative pressure is built, oxygen inhalation is a natural, effortless process by which the volume of O₂ greatly expands. However, on the same note, caution has to be taken to avoid amateurish efforts at elongating the exhalation because an unprepared body can be enormously endangered in trying to exhale too much without the proper relaxation to facilitate deep inhalation.

Elongating the breath is not something to be embarked on without proper lessons. But every uninitiated act can begin by simply watching their breath and bringing that activity under their conscious awareness. It is worth investing some time to learn pranayama and practice it for a few minutes on a daily basis.

As they say, with every breath, you are reborn!
Let us not leave that to chance!

Yours in well-being.

Ms. Gita Krishna Raj

CEO, Maverick

www.gitakrishnaraj.com

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



TRAVEL- RELAXATION MATTERS

HORSLEY HILLS – CHITTOOR DISTRICT - ANDHRA PRADESH

The breathtaking Horsley Hills sit peacefully in the lap of Chittoor, a district near the border of the South Indian state of Andhra Pradesh. This enchanting series of hills makes for the perfect holiday destination. There are a handful of fun things to do in Horsley Hills. Hence, it's an ideal destination for a family, a couple, and even a solo trip

Trekking: Horsley Hills is interesting enough to offer its visitors a great trekking experience. The best part about this place is that it is not as crowded as other holiday destinations. Hence, you can even take a solo trek and spend quality time solitude. Horsley Hills has no trekking trails, but that's not a problem because you have all the areas to trek. But trekking and going out are not the safest things to do in Horsley Hills at night. However, one must check out the area down the Viewpoint during sunrise and sunset. It looks and feels surreal.



Walking down the rocky slope of Gali Banda is one of the most fun things in Horsley Hills. Gali Banda is also known as Wind Rocks or Windy Rocks because sharp winds blow all day here. Walking through Gali Banda, you'll feel the wind has rejuvenated you.



Zorbing: Zorbing is one of the most life-altering things in Horsley Hills, Andhra Pradesh. It means to roll down the hill in transparent plastic obs. Even the thought of going zorbing fills us with excitement. The best part is that tourists have no age barrier if they want to zorb. It is open to all for a very nominal fee that changes from time to time.



Rock climbing is an activity to discover your inner strength, and there's no other place better than robust Horsley Hills to do that. There are other adventurous activities like rappelling that one can enjoy, along with rock climbing. The charges vary from time to time. Also, you can go for these fun activities any time before sunset because climbing rocks in the dark is unsafe.

Walk Amidst Wildlife: Apart from that, this hill station is home to many wild animals. Walking in Horsley Hills and soaking in its beauty is one of the free things to do in Horsley Hills.

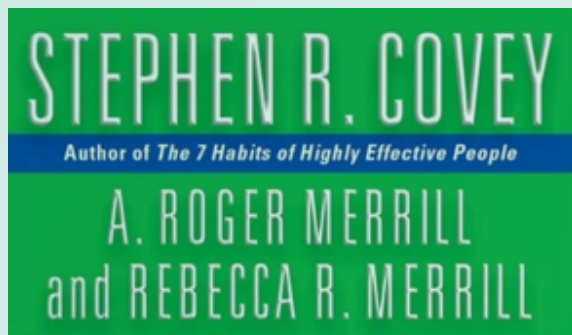


Going camping in a hill station might sound dull and cliché to many travellers, but we're talking about night camping here. A bonfire outside the camp is one of the most amazing things to do in Horsley Hills at night. The moderate weather cooperates beautifully with some safe night fun. Night camping tops the list of free things to do in Horsley Hills. It is best suited for couples as it is quite romantic.



READING -KNOWLEDGE MATTERS

FIRST THINGS FIRST



FIRST THINGS FIRST

Coping with the
ever-increasing demands
of the workplace



First Things First appeared in 1994 and has sold several million copies to date. It builds on some of the ideas in Covey's incredibly influential book *The 7 Habits of Highly Effective People* and aims to show readers how to achieve effectiveness in their tasks. The book marked a radical departure from traditional advice on time management, which tends to emphasize speed and control, as it focuses instead on results and the personal goals of each individual in order to achieve overall satisfaction and fulfilment.

In *First Things First*, the businessman and author Stephen R. Covey offers a new approach to time management and allows readers to maximize their effectiveness by setting priorities so that they can always have time for the things that truly matter. This clear and detailed analysis is ideal for anyone looking for an alternative to traditional advice on time management: it features a thorough exploration of earlier approaches to time management and organization, an explanation of their advantages and drawbacks, and a balanced discussion of Covey's approach. It also introduces the tools Covey uses, including the Eisenhower Matrix, the main criticisms of his work and related approaches, namely the ABC method, giving you everything you need to understand this revolutionary guide to personal development.

About the Author

Stephen R. Covey is best known for his international bestseller *The 7 Habits of Highly Effective People*, which has sold over 15 million copies to date. He was an internationally recognized entrepreneur and management expert, and his ideas influenced a range of multinational companies, as well as world leaders including Bill Clinton. He also wrote several other books, including *Principle-Centered Leadership*, *First Things First* and *The 8th Habit: From Effectiveness to Greatness*, which have contributed to his ongoing success and popularity.



UNIT-5

BULLETIN CORNER



**INFORMATION IS A SOURCE OF
LEARNING. BUT UNLESS IT IS
ORGANIZED, PROCESSED, AND
AVAILABLE TO THE RIGHT
PEOPLE IN A FORMAT FOR
DECISION MAKING, IT IS A
BURDEN, NOT A BENEFIT.**

- C. WILLIAM POLLARD -

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Please contact

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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
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 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
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		
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 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 CHENNAI, SECUNDERABAD
AND VISAKHAPATNAM**

CHENNAI

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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.

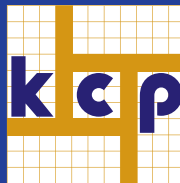
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