



FTCCI *Review*

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Amrit Mahotsav

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THE FEDERATION OF TELANGANA CHAMBERS OF COMMERCE AND INDUSTRY

Vol.III. No. 24 | June 15, 2022 | Rs. 15/-

**IT'S NOT A POWER CRISIS
OR A COAL CRISIS.
IT'S A PAYMENT CRISIS!**



16

Telangana Minister
KTR's trip to UK and Davos

19

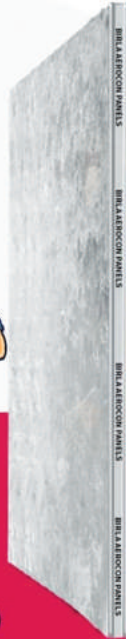
Post COVID Transition
in Work Culture

**Warm Greetings to
PEOPLE OF TELANGANA STATE
on 8th State's Formation Day**



A new possibility in the building sector

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**A GAME CHANGER IN CONSTRUCTION
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FTCCI Review

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■ June 15, 2022

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Inside

05 | PRESIDENT'S DESK

06 | POWER NEWS

08 | ECONOMY WATCH

10 | FTCCI EVENTS

ARTICLES

16 | TELANGANA MINISTER KTR'S TRIP TO UK AND DAVOS

19 | POST COVID TRANSITION IN WORK CULTURE

22 | IT'S NOT A POWER CRISIS OR A COAL CRISIS. IT'S A PAYMENT CRISIS!

24 | THE CREATOR ECONOMY AND HOW IT HAS EVOLVED

26 | FOR SMALL BUSINESS OWNERS, FINANCIAL MANAGEMENT IS NOT JUST YOUR ACCOUNTANTS JOB

28 | PROFITABILITY ANALYSIS FOR SMES - KNOW HOW WELL YOUR BUSINESS IS DOING

31 | 'SUPREME' RELIEF BY ENDING DOUBLE TAXATION ON OCEAN FREIGHT

34 | FTCCI NEW MEMBERS

37 | GALLERY

38 | FTCCI IN MEDIA





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Dear Members

The Monetary Policy announcement by Governor of RBI hiking the repo rate by 50 bps to 4.90 percent indicates that though the economy remains resilient, the high inflation rate is a matter of concern. The repo rate was hiked in quick succession by 90 bps to bring down inflation. But the inflation is still reigning high and led some of the commodities to move beyond the affordability for many consumers.

The upside risk of inflation persists and it was said that it will remain above 6 percent in the first three-quarters of the current fiscal pushing the prices of food and other essentials upwards. The situation, though worrisome, is fairly under control, if we look at the supply chain constraints and external disturbances like Russia-Ukraine war, and it is commendable that RBI is taking early steps to support growth.

Another worrying fact is that manufacturing sector output shrank 0.2% from a year earlier. This was the first contraction in factories' output since the massive 31.5% fall in the first quarter of 2020-21 amid the strict national lockdowns. The MSME sector is facing many challenges with accelerating prices of raw materials, fuels, supply chain constraints and uncertain markets. Government need to focus on strengthening manufacturing sector for sustainable growth.

Trade promotion has been the focus area of Federation during the year and in continuation of our efforts, three meetings were conducted with Consul Generals of Australia, Canada and Iran. An Interactive Meeting with senior officials of Insurance Regulatory and Development Authority of India (IRDAI) was organized with an aim to provide solutions to the problems of the individuals, traders & industrialists with regard to insurance products, insurance claim appraisal system and settlement. FTCCI in association with Indian Renewable Energy Development Agency Limited conducted a program on Greening India through Renewable with an aim to encourage production and consumptions of renewable energy for environment protection and also to achieve energy security.

Presentation on Criminal Aspects of Business Laws was made by eminent speakers to create awareness on criminal offences that are often alleged in civil and commercial matters and to explain the basic

framework of criminal accusations often made in business transactions for the benefit of industry members.


we at Federation are extremely happy to note that Telangana State has become one of the

attractive destinations for global investors. Hon'ble Industries Minister K. T. Rama Rao's recent visits to US, UK and Davos were testimony to this and we congratulate and commend the efforts of Hon'ble Minister, Principal Secretary of industries and the whole team for making stupendous efforts and bringing huge investments into various sectors. Improving and strengthening manufacturing base in the state along with growth in IT sector is critical for creation of employment and livelihood opportunities, particularly in rural areas.

In association with Yashoda Hospitals, a health camp is conducted for welfare of the members and their employees and a free mega Homeo Camp was organized to promote the traditional Indian medical practice with the support of JaisooryaPottiSreeramulu Govt Homeopathic Medical College.

To synergise the efforts of trade and industry chambers across the state and strengthen the industry voice, Federation is reaching out to District level chambers for making collective progress and also conducting entrepreneur mentorship programs at various places with the support of Suven Trust. Our efforts will be fruitful even if few people turn into entrepreneurs.




K. Bhasker Reddy
President

Cabinet approves National Biofuel Policy after slew of amendments



The Union Cabinet has approved the National Biofuel Policy-2018 with several amendments, major being advancing the blending target of 20% blending of ethanol in petrol to 2025-26 from 2030 earlier.

The policy was drafted to help in meeting the target of reducing import dependence on fossil fuels by 10 per cent from 2014-15 levels by the year 2022. This target is to be achieved by adopting a five-pronged strategy which includes, increasing domestic production, adopting biofuels & renewable, energy efficiency norms, improvement in refinery processes and demand substitution.

National Biofuel Policy was first drafted in 2009 and then amended in 2018. The Cabinet has approved the 2018 draft with further amendments. It has allowed more feedstocks for production of biofuels. To promote the production of biofuels in the country, under the Make in India program, by units located in Special Economic Zones (SEZ)/ Export Oriented Units (EoUs). It has also paved the way for export of biofuels in specific cases.

The amendments have also called for adding more members to the National Biofuel Coordination Committee (NBCC), which is chaired by the union minister of petroleum and natural gas and has members from 14 other ministries.

www.business-standard.com

Discoms' dues to gencos touch Rs 1.19 trillion amidst coal-power crisis

The dues of state-owned power distribution companies (discoms) to power generators (gencos) have touched Rs 1.19 trillion, at a time when the country battles a coal and power shortage crises. The lion's share of dues is to privately owned or independent power producers (IPPs), while renewable power units continue to see an increase in dues.

The dues to central government gencos, which are primarily NTPC, NHPC, among others, have witnessed an increase of 25 per cent. This is despite an incentive scheme announced in 2020 to assist discoms to clear their dues.

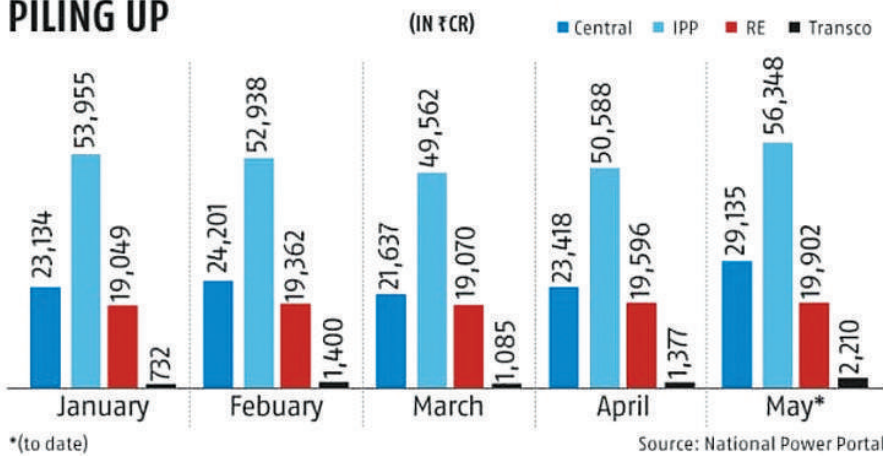
The Union Ministry of Power recently asked six states to clear their dues to power generating stations and national miner Coal India (CIL).

For IPPs, this is double trouble.

At one end, their dues are rising exponentially. On the other, their cost is going up, with domestic coal unavailability and pressure from the Centre to import coal, said a senior private genco executive.

Renewable energy-based power units are also facing delayed payment and curtailment of power. Their dues have risen 4 per cent since January. The dues to renewable units have not come down since last year and registered a 34 per cent increase to date. The dues of discoms to renewable units have not reduced despite the Centre announcing a special incentive scheme, this paper had reported recently.

PILING UP



Solar and wind power units have a must-run status and cannot be curtailed. Yet, the seasonal energy source is curtailed by discoms to avoid payment. Most discoms divert more payment to coal-based units.

In June 2020, the dues of discoms touched a record high of Rs 1.3 trillion. The same month, Union Finance Minister Nirmala Sitharaman announced a special liquidity infusion scheme for the ailing power distribution sector. The Rs 90,000-crore loan scheme was for discoms to clear their dues to power generating and transmission companies.

However, the scheme had limited impact. After reducing minimally in March 2021, the dues started rising again June onwards as demand for power increased during the summer months. While the scheme ensured timely payment to the central government gencos, the IPPs continue to face delayed payments.

https://www.business-standard.com/article/economy-policy/discoms-dues-to-gencos-touch-record-rs-1-trillion-122052200727_1.html

Power Ministry announces new scheme for discoms to pay off dues, industry has questions over financing

The ministry is hopeful that the new scheme would provide the much-needed liquidity to the power generating companies, and the measures being planned will ensure that discoms pay their dues regularly.

The Ministry of Power notified on May 25th that it is working on a scheme to liquidate the past dues of power distribution companies (discoms) to provide relief to the entire value chain in the power sector which has been reeling under the pressure of non-payment.

But the notification has left power sector officials with many questions, and some skepticism over its success. This is after all the second such scheme in two years.

The ministry is hopeful that the new scheme would provide the much-needed liquidity to the power generating companies, and the measures being planned will ensure that discoms pay their dues regularly. Power discoms have accumulated losses of over Rs 5 lakh crore and regulatory assets, which represent costs that are deferred for recovery through future tariff revisions, worth Rs 1.25 lakh crore. They owe power generators over Rs 1.1 lakh crore, who in turn owe Coal India Rs 12,300 crore. The payment crisis hurts the entire power sector ecosystem.

The New Scheme

The Ministry of Power said that the proposed scheme will enable discoms to pay off financial dues in easy installments. There would be a one-time relaxation which would freeze the outstanding amount of discoms, including principal and late payment surcharge (LPSC), on the date of notification of the scheme and no further LPSC will be imposed on this amount. The discoms will have the flexibility to pay the outstanding amount in up to 48 installments. In case they falter and there are delays, the discoms will have to pay the late payment surcharge for the entire amount, which was otherwise exempted.

The late payment surcharge is levied on the payment outstanding by a discom to a power generating company at the base rate, pegged to the State Bank of India's marginal cost of lending rate. The surcharge is applicable for the period of default at base rate for the first month of default and increased by 0.5 percent for every successive month of delay, subject to a maximum of 3 percent over the base rate at any time.

"The liquidation of outstanding dues in deferred manner without imposition of LPSC will give discoms time to shore up their finances," the ministry said.

The ministry said that the plan will potentially lead to a saving of Rs 19,833 crore on late payment surcharge over the next 12 to 48 months. States like Tamil Nadu and Maharashtra who have large outstanding dues will save over Rs 4,500 crore each, while Uttar Pradesh will save around Rs 2,500 crore and others like Andhra Pradesh, Jammu & Kashmir, Rajasthan and Telangana could save in the range of Rs 1,100 crore to Rs 1,700 crore.

But how?

The concerns of the power sector executives stem from past experience with such schemes. Many committees and experts have in the past highlighted the need for a more stringent payment security mechanism as the crisis has led to almost a full-fledged banking crisis due to escalating non-performing assets in the power sector.

There have been many schemes in the past but the sector continues to face recurring issues. The last such scheme was announced in June 2020 when the dues of discoms touched a record high of Rs 1.3 trillion. Finance Minister Nirmala Sitharaman announced a special liquidity infusion scheme to help discoms clear their dues to generation and transmission companies.

www.moneycontrol.com

India to let power plants blend up to 30% imported coal to avoid a grid collapse



The Centre has invoked an emergency provision to direct the Central Electricity Regulatory Commission (CERC) to allow power plants to use coal blended with up to 30% imported content until March next year without having to seek the consent of buyer states.

The directive said stocks at generating stations are depleting at a worrisome rate due to mismatch in demand and supply of domestic coal. Stocks of coal on May 17 were at 20 million tonnes, adequate for eight days at current consumption levels. Sources said the directive is an enabling provision since many state-owned distribution companies are not letting power plants blend imported coal with domestic coal as that will see tariffs increase substantially.

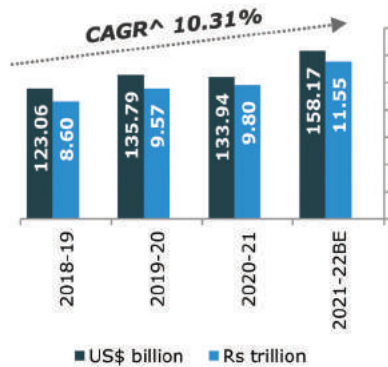
The power ministry had on April 28 asked all power plants to import 10% of the coal they need to build stocks amid projections of record power demand. Power minister RK Singh said in an interview last week that 10% blending of imported coal would result in a 50 paise per unit increase.

"In the present emergent crisis of power shortage on account of inadequate supply of domestic coal, it is imperative that the generating companies should be allowed to use higher proportion of imported coal for blending in compliance with decision taken by the ministry of power, subject to technical feasibility, without any requirement of prior consultation with beneficiaries," according to the direction issued under Section 107 of the Electricity Act.

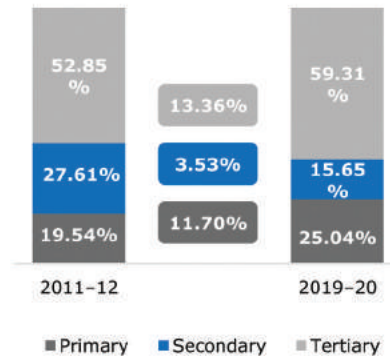
www.economictimes.indiatimes.com

ECONOMIC SNAPSHOT OF TELANGANA

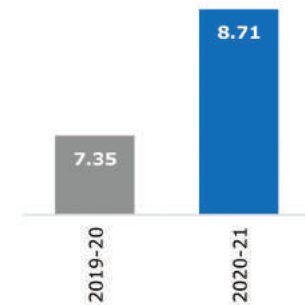
GSDP of Telangana at Current Prices



GSVA Composition by Sector at Current Prices



Merchandise Export from Telangana (US\$ billion)



Note: - ^CAGR in Rs., GSDP - Gross State Domestic Product, GSVA - Gross State Value Added, BE-Budget Estimate
Source: MOSPI, Central Statistics Office

ADVANTAGES



Growing economy and improving infrastructure

Telangana's GSDP grew at a CAGR of 12.23% between 2015-16 and 2021-22BE



Rich labour pool

Prominent educational universities and institutions located in Hyderabad, providing a massive pool of labour
The State Government has announced scholarships to attract more youth to these institutions



Availability of readymade capital

Easy access to capital along with infrastructure which is benefiting the state
Major multinational companies have production base in Hyderabad



Policy and Institutional Support

Three new policies in state, namely, Telangana IT Policy, 2016, E-Waste Management Policy, 2017, Telangana Excise Policy, 2017-19

KEY GOVERNMENT POLICIES AND OBJECTIVES



Telangana Excise Policy 2017-19

Standardise the process of collection of certain fees from suppliers and others



E-Waste Management Policy 2017

Create a vibrant E-Waste refurbishing and recycling ecosystem and assist the highly unsafe unorganised sector transition into the organised sector through various initiatives.



Telangana Electric Vehicles Policy 2020-30

To make Telangana a hub for Electric Vehicles & Energy Storage Systems



E-Waste Management Policy 2017

Create a vibrant E-Waste refurbishing and recycling ecosystem and assist the highly unsafe unorganised sector transition into the organised sector through various initiatives.



Telangana State Food Processing and Preservation Policy

Develop capacity for processing major commodities up to international standards.

GOVERNMENT VISION FOR THE STATE



Quality of life of people

Effective implementation of welfare schemes and make Hyderabad a slum free city



Agriculture

Technological advancement in agriculture with more research in agricultural universities. Waiver of agricultural loans up to Rs. 1 lakh (US\$ 1,430.81)



Governance

Ensure people centric, transparent and corruption free development. To take steps to eradicate corruption



Power

Become a power surplus state in the next three years

Source : ibef.org

Micro, Small and Medium Enterprises (MSMEs)

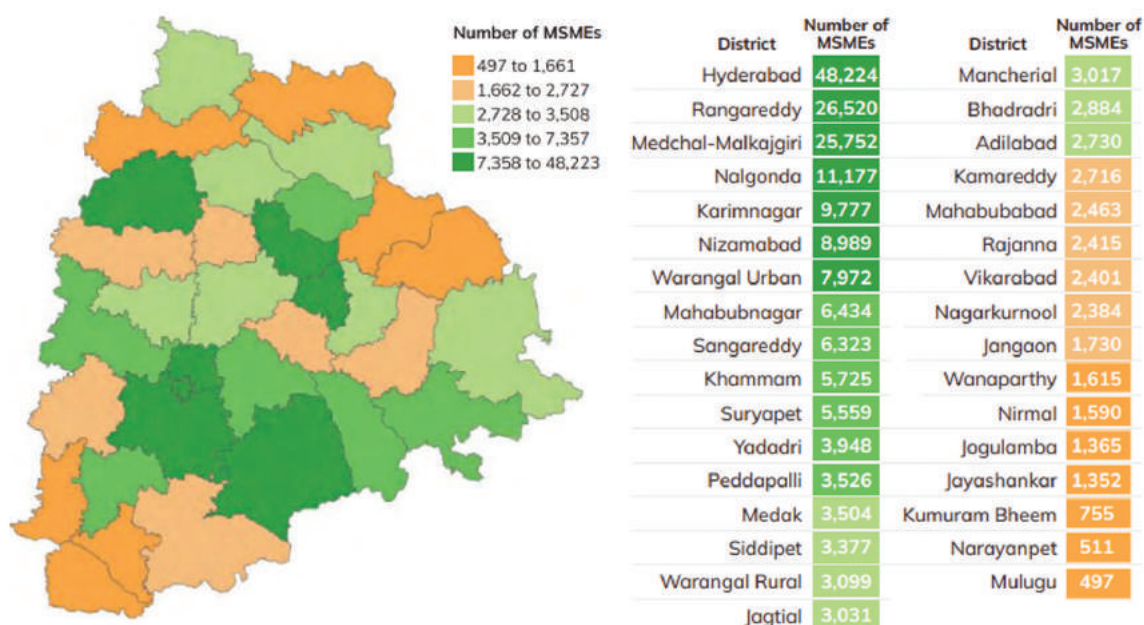
According to the Invest India portal maintained by the Government of India, MSMEs account for 95% of all industrial units and employ over 100 million people across the country, second only to the agricultural sector. The growth of the MSME sector is crucial to widening the industrial base of the state, enhancing livelihood opportunities, and fostering entrepreneurship and productivity in upstream and downstream sectors. As per TS iPASS, nearly 16,365 MSME

units have started operations between January 2015 and January 2022, generating employment for 2.44 lakh people.

Data available on the UDYAM portal of the Ministry of Micro, Small, and Medium Enterprises reflects that the MSMEs are majorly concentrated in Hyderabad, Medchal-Malkajgiri, Sangareddy, Rangareddy, and Karimnagar districts, with Hyderabad accounting for the highest share of

MSMEs among all the districts. The majority of new units established since 2015 are micro-units (60.4%), with less than Rs. 1 crore in investment and less than Rs. 5 crores in turnover. To tap the growth potential and employment-generation potential of the MSME sector, the Government has launched several initiatives for a targeted growth of this sector.

District-wise number of MSMEs, Telangana (According to Registration on UDYAM Portal as on 13 January, 2022)



<https://www.telangana.gov.in/PDFDocuments/Telangana-Socio-Economic-Outlook-2022.pdf>

Interactive Meeting with Senior Officials of Insurance Regulatory and Development Authority of India (IRDAI)



23rd May, 2022

FTCCI has organised an interactive meeting for the members of FTCCI from Trade & Industry and other stakeholders with the senior officials of IRDAI (Insurance Regulatory and Development Authority of India). The meeting was aimed at amicably find resolutions to the problems of the individuals, traders & industrialist with regards to insurance products, insurance claim appraisal system and settlement.

The meeting was moderated by Sri BP Acharya IAS, retd., Chairman of the Advisory Committee of the IRDAI and attended and participated by Sri Randip Singh Jagpal, Executive Director, IRDAI; Sri Anil Agarwal, Senior Vice President, FTCCI; Sri Meela Jayadev, Vice President, FTCCI; Sri Premchand Kankaria, Sri Sohanlal Kadel, Sri Satyabhagwan Chachan Dr. Yerram Raju Banking, Finance & Insurance Committee & Industrial development Committee of FTCCI. The meeting was also attended by several senior officials of LIC; SBI Life and Insurance Ombudsman.

The meeting had raised several issues of great relevance viz With the unprecedented digital advancements and insurance products available in a click away, it is of utmost importance to sensitize the importance and details of the major deliverables of the insurance products and its claim settlement procedures. There are several insurance products which are widely circulated by the banks as partner



to Insurance providers and have been embedded with the loan products charging exorbitant premium. These practises by the financial institutions to earn from third party products has to be averted in order to bring more transparency. In most of the cases, the loan product, coverage and its knitty gritties are not known to the beneficiary since the same has been sold to them by the financial institutions as a part and parcel of their loan products which results in under coverage ;failure of claim settlement and undesirable results.

The forum has been highly interactive with a lot of innovative ideas and suggestion like single claim window system for all insurance company etc which are relevant for the development of insurance industry and the same will be enacted and incorporated through the advisory committee of IRDAI in due course.

WE WELCOME YOUR PARTICIPATION

FTCCI Review attempts to keep abreast its members with latest information on various developments taking place around the globe. If you have any news/information on the issues related to Government policies, programs and latest developments that you may like to share with the FTCCI members.

Please write to info@ftcci.in

Free Health Camp

28th May, 2022

The Federation of Telangana Chamber of Commerce and Industry (FTCCI) jointly with Yashoda Hospitals has organised a "Free Health Camp" for its members, employees, their family members and local community on Saturday, 28th May 2022 at Federation House, FTCCI, Hyderabad.

The Free Health Camp has provided the services such

as • Random Blood Sugar • Heart Rate • Oxygen Saturation • Blood Pressure Check • Height • Weight • Cardiologist, Orthopedic and General Physician consultation • ECG/2D Echo on Doctor's Advice. Around 250 industry members were participated in the Health camp. As an Industry body, FTCCI has taken several initiatives in the past for a noble cause through Healthcare & Disaster Management Committee for betterment of our society.



FTCCI representatives Ms. Khyati Naravane, CEO, Ms. T. Sujatha, Dy. CEO and Mr. Rakesh Singh, Dy. Director with Mr. Maj Neil Castelino, Regional Director-General South Corporate Affairs & Government Relations and Mr. Giridhar, Associate Director Flipkart Internet Private Limited

Certification of Origin & Attestation of Export Documents

The Chamber is recognized by the Government of India to issue Certificates of Origin for non-preferential countries. Export documents are also accepted as authentic by the Consular offices of various countries and international authorities.

Visa Facilitation

The letters of recommendation are issued to Embassies and Consulates for issue of business visa to representatives of member companies for business travel.

Passport under Tatkal Scheme

FTCCI is being recognized by the Govt. of India to issue Verification Certificate to the Owners, Partners Or Directors of the Companies having Membership with the FTCCI.

For more details contact :

Mr. Firasath Ali Khan, e-Mail: co@ftcci.in, Ph : 040-23395515-22



Interactive Meeting with Consulate General of Canada Delegates



1st June, 2022

In his opening remarks Mr Anil Agarwal, Sr Vice President FTCCI said that the interactive meet is organized to explore investment opportunities in Canada and to showcase what the state of Telangana offers to Canadian enterprises. The state has been making rapid strides in various fields which among others include IT / ITES, Pharma, Defense services, Manufacturing, Agri and dairy products. We would like to explore Canada as a market for Telangana products and services at the same time want to show the enormous advantage the state offers to investors in ease of doing business, technology hub like T hub and We hub"

"The city of Hyderabad has changed a lot in the last 2 decades. The infrastructure the city provides is of global standards" said Mr. Benoit Prefontaine Consul General of Canada during an interactive meet organized by FTCCI for its members in Hyderabad.

"We have not done enough in propagating and promoting Canada as an investment destination especially in South India. Up north of India, Canada is fairly known and we have many a entrepreneurs, employees and students from here. At the same time Canadian companies and entrepreneurs don't know much about opportunities and regions in South India. We are in the process of creating awareness and changing perception about South India among Canadian people and business. We are interested to partner with South States specially the city of Hyderabad and Telangana state in IT/ITES, Life Sciences / Pharma/ Aero space. The state of Telangana offers us a huge scope to invest and expand. The proposed Canada- India Free Trade Agreement will be a game changer" Mr. Benoit Prefontaine added Mr. Kenneth Wong, Senior Trade Commissioner – South India, Consulate General of

Canada in Bangalore said "Canada offers interesting immigration and trade programs which need to be promoted especially in South India. Canada's economic partnership with India is a \$100 billion relationship. Indian students currently in Canada are double the number of Chinese students and numbered above 2 lakhs. There is a considerable backlog related to Visa processing because of the shutdown of our operations due to covid we hope that by the end of 2022 things will be back to normal.

Officials of Consulate General of Canada, Mr. Meela Jayadev, Vice President and Ms. Khyati Naravane, CEO of FTCCI participated and addressed in meeting.

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Seminar on Greening India through Renewables



3rd June, 2022

FTCCI in association with Indian Renewable Energy Development Agency Limited has conducted a program on Greening India through Renewables.

The program is aimed at encouraging production and consumptions of renewable energy for environment protection and also to achieve energy security.

Sri Anil Agarwal, Senior Vice President, FTCCI in his welcome address said that Greening India through Renewables is a welcome measure as we are experiencing extreme climates due to environment pollution and carbon emissions. It is also most relevant from economic perspective too as many of the states are witnessing serious power shortage and cost of power generation / supply are increasing. With the increasing dependence on imports of coal and fuel, any external disturbance is making immediate impact on cost and availability of power and fuel, as we are witnessing today. The renewable energy generation need to be augmented not only for environment protection but also for energy security of the country.

Sri Pradip K Das, Chairman & Managing Director, Indian Renewable Energy Dev Agency Ltd (IREDA) in his key note address highlighted IREDA's role in setting up renewable projects across the country. He stated that India is not endowed

with fossil fuels but India is blessed with renewable sources and energy independence is possible only through renewable energy. He expressed that for Rooftop Solar Energy to gain momentum structural problems need to be addressed at policy level in terms of net metering, gross metering, C&I segment etc.

Sri Chintan Shah, Director, Indian Renewable Energy Dev Agency Ltd (IREDA) has given detailed presentation on the performance of IREDA in the last few years and highlighted the RE projects bankable, sustainable, and feasible. He also added that India can achieve the energy independence through Green Energy only.

Sri N. Janaiah, Vice Chairman & Managing Director, TSREDCO Ltd, Hyderabad in his address said that from inception the state has been gradually improving in the renewable sector. In solar rooftop sector the state is competing with Karnataka and others states with the decentralised solar policy which is a unique model for the growth of Solar Energy and in couple of months entire Telangana will have more than 600 charging stations across national and state highways. He suggested FTCCI





to take initiative to setup Green MSME Park that uses renewable Energy and also star rated machinery and promised support of TSREDCO.

The Panel Discussion on Greening India through Renewables was moderated by Sri Ajay Mishra, IAS, (Retd.), Former Special Chief Secretary, Department of Energy, Government of Telangana.

Panel Members were

- Sri D V Rama Krishna, Project Director, TSREDCO Ltd

- Sri Cecil Augustine, Associate Vice President- Sales & Marketing, Adani Solar
- Sri Sekhar Nori, Managing Director, Skyshade Daylights Pvt Ltd
- Sri Sudhir Reddy, Director, Premier Energies Ltd

Sri Sushil Sancheti, Chair, Energy Committee, FTCCI while summarizing has promised to take up with the government setting up of an exclusive Green Industrial Park for MSME's

Free Méga Homeo Camp

The Federation of Telangana Chamber of Commerce and Industry (FTCCI) jointly with Jaisoorya Potti Sreeramulu Govt. Homoeopathic Medical College, Hyderabad has organised a "Free Méga Homeo Camp" for its members, employees, their family members and local community on Saturday, 4th June 2022 at Federation House, FTCCI, Hyderabad.

The camp was inaugurated by Sri. M. Rajesh Chandra, IPS, Dy. Commissioner of Police Central Zone, Hyderabad City Police, Government of Telangana. FTCCI Senior Vice President, Mr. Anil Agarwal, Vice President Meela Jayadev, Health Care & Disaster Management committee Chair Mr. Shekhar Agarwal, CEO Ms. Khyati Naravane, Dr.N.Linga raju, Principal, AD(IC)Homeo& Principal and Mr.Srinivas, Vice Principal, Jaisoorya Potti Sreeramulu Government Homeopathic Medical College, Government of Telangana and their team are also participated in the inauguration.

During the camp Acute and chronic

diseases treated by Experienced Homeopathic Doctors and provided Monthly Medication.

Around 150 industry members were participated in the camp.

As an Industry body, FTCCI has taken several initiatives in the past for a noble cause through Healthcare & Disaster Management Committee for betterment of our society.



Presentation on Criminal Aspects of Business Laws



4th June, 2022

Keynote speaker Ms Sushila Ram Varma, Advocate and Chief Consultant and Ms Harini Daliparthi, Senior Associate of The Indian Lawyer & Allied Services, New Delhi-Mumbai-Hyderabad-Chennai; briefed the participants with a presentation on the Criminal Aspects of Business Laws and made a detailed presentation of the Penalty Clauses under various Acts viz., Contract Act, 1872, Negotiable Instruments Act, 1881, Information Technology Act, 2000, Companies Act, 2013, Insolvency & Bankruptcy Code, 2016, Real Estate (Regulation and Development) Act, 2016, Limited Liability Partnership Act, 2008, Foreign Trade (Development and Regulation) Act, 1992, Indian Partnership Act, 1932, Customs Act 1962, Foreign Exchange Management Act, 1999, Competition Act, 2002, Prevention of Money Laundering Act, 2012, Consumer Protection Act, 2019 and Labour Laws.

Welcoming the gathering Sri Anil Agarwal, Sr. Vice-President, FTCCI, said that today, understanding criminal aspects of business law is at the heart of the needs of companies and their directors. Indeed, highly restrictive regulations have entirely changed the entire field of business activity, and the consequences of any shortcomings may be decisive for the future of a business and its Directors.

In his Introductory Remarks, CA Naresh Chandra Gelli V Chair of

Corporate Laws & IBC Committee said that the objective of the presentation is to provide an overview of criminal offences often alleged in civil and commercial matters and areas that affect the business.

Sri V S Raju, Advisor, Corporate Law & IBC Committee, addressing the participants, said there is a need to decriminalize commercial disputes and civil offences in India's business and economic laws, especially concerning technical offences, unless it includes an element of fraud or wrongdoing.

CA Ritesh Mittal, Co-Chair of the Corporate Laws & IBC Committee introduced the Speaker and moderated the proceedings.

Sri V S Raju, Ms Sushila Ram Varma and Ms Harini Daliparthi clarified several doubts raised by the participants.

Sri Meela Jayadev, the Co-Chair, proposed a vote of thanks.



WORLD ECONOMIC FORUM



The trip was extremely successful and attracted over Rs 4200 Cr of investments to the state.

Telangana Minister KTR's trip to UK and Davos

Industries and IT Minister K.T. Rama Rao has successfully completed the 10-day trip of Telangana delegation to UK and to World Economic Forum, Davos. During the trip, Telangana IT and Industries Minister KTR who led the Telangana delegation, has attended series of meetings, interacted with top executives of global corporations, and participated in panel discussions.

The primary aim of the trip is to showcase Telangana as an investment destination for global companies and bringing investments to the state and thereby creating more employment opportunities to the youth of Telangana.

The Telangana pavilion at WEF, set up with a slogan "India welcomes the world, Telangana First Stop," has been very attractive and completely stood out from the rest.

Apart from attending formal business meetings, Minister KTR participated in Panel discussions. Minister impressed a large audience of global executives with his grasp of major contemporary issues.

Minister KTR met representatives of several renowned organizations. Several companies have come forward to invest in Telangana after their meetings with the IT Minister KTR.

Major MoUs signed at Davos:

Ashirvad Pipes of Aliaxis will be setting up a greenfield facility with Rs 500 crore in the state. The project is expected to create over 500 jobs for youngsters.

Lulu Group announced Rs 500 crore investment and Minister KTR handed over the permission documents for the food processing unit.

Managing Director Ali also said that the Lulu Group is interested in investing in construction of large-scale commercial complexes in Telangana

Hyundai to invest Rs 1400 crore

The Hyundai motor company announced that they will be investing Rs 1,400 Cr in setting up their proving grounds, and will be a stakeholder and a consortium partner in the first of its kind 'New Mobility Valley' created by the Telangana government.

Rs 1000 crore rail coach factory to come up in Telangana, expected to create 2500 jobs

The government of Telangana and Stadler Rail have announced an upcoming rail coach manufacturing unit to be set up in the state. This investment will be a joint venture between the home-grown Medha Servo Drives Pvt. Ltd. and Stadler Rail, with the latter being a majority stakeholder.

The joint venture will invest over Rs 1,000 crore over a period of two years into the manufacturing centre. This unit is expected to create employment for over 2,500 people from the state. The centre is set to be of extremely high importance to Stadler and Medha Servo as this will be the primary site of manufacturing for their tenders not only from India, but also for their customers across the Asia Pacific (APAC) region.

Spain-based Chemo Pharma announced Rs.100 crore investments in expansion of its existing unit in Hyderabad for production of pharmaceutical finished dosage forms. Last year, the company had established additional Quality Check and Stability Labs at their existing

facility at Genome Valley. The company is also planning to initiate a new Active Pharmaceutical Ingredient and R&D Centre in Hyderabad along with continuing new product development activities in solids and injectable in Hyderabad.

Swiss Re office in Hyderabad Swiss Re, an insurance company headquartered in Zurich, Switzerland and operating in 80 locations globally, will be setting up their office in Hyderabad in August.

Hyundai to invest Rs 1400 crore Rs 1000 crore rail coach factory to come up in Telangana, expected to create 2500 jobs

Spain-based Chemo Pharma announced Rs.100 crore investments

GMM Pfaudler invests in Telangana

EMPE Diagnostics invests in Telangana



GMM Pfaudler in Telangana

GMM Pfaudler announced expansion plans for glass-lined equipment manufacturing facility in Hyderabad. The new facility is set to house 300 employees and will total GMM Pfaudler's cumulative investment to about USD 10 Mn

EMPE Diagnostics invests in Telangana

EMPE Diagnostics also announced the setting up of their global production facility at Genome Valley in Hyderabad with an aim to produce 2 million Tuberculosis (TB) diagnostic kits per month. The company is investing around Rs 25 crores and will employ around 25 people in Hyderabad.

KTR shared that DFE Pharma's centre of excellence "Closer to the Formulator" (C2F) will come up in Genome Valley, Hyderabad. The C2F centre will help pharmaceutical companies to shorten the time from a concept to a finished commercial product through expertise in all phases of the pharmaceutical life cycle.

German auto parts maker ZF is all set to inaugurate its newest facility center in Hyderabad. The ZF facility center, which was constructed at Nanakramguda with a cost of about Rs 322 crore, will be inaugurated on June 1, 2022. The proposed facility will create job opportunities for about 3000 people.





The Federation of Telangana Chambers of Commerce and Industry

Perfect Destination for

Conferences,
AGMs, Meetings,
Corporate Events,
Product Launch,
Training Programmes,
Press Meets,
Annual Meetings,
Business Meetings,
Get-together,
Spiritual Meetings



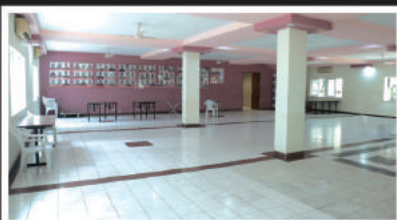
K.L.N. Prasad Auditorium (A/C) | 350 No.



FTCCI Surana Auditorium (A/C) | 130 No.



Dhanjibhai Sawla Hall (A/C) | 2500 sft



Banarsilal Gupta Exhibition Hall | 2500 sft



J.S. Krishna Murthy Hall (A/C) | 45 No.



OPT Board Room (A/C) | 14 No.



White House Board Room (A/C) | 10 No.

For FTCCI
Members
20%
Discount
on Hall Charges

Name of the Hall	Seating Capacity & Area	Refundable Caution Deposit	Tariff	
			for 4 hrs	for 8 hrs
K.L.N. Prasad Auditorium (A/C)	350 No. (III floor)	3,000/-	11,500/-	21,000/-
FTCCI Surana Auditorium (A/C)	130 No. (G. floor)	2,000/-	8,000/-	14,500/-
J.S. Krishna Murthy Hall (A/C)	45 No. (I floor)	1,000/-	3,000/-	5,500/-
Banarsilal Gupta Exhibition Hall	2500 sft (G. floor)	2,000/-	4,500/-	8,000/-
Dhanjibhai Sawla Hall (A/C)	2500 sft (III floor)	1,000/-	3,750/-	6,500/-
OPT Board Room (A/C)	14 No. (I floor)	1,000/-	1,500/-	2,750/-
White House Board Room (A/C)	10 No. (I floor)	1,000/-	1,750/-	3,000/-
+GST 18%				

Cost for LCD projector and other equipments

KLN Prasad Auditorium	Rs.2000/-
FTCCI Surana Auditorium	Rs.1500/-
J.S. Krishna Murthy Hall	Rs.1500/-
OPT Board Room	Rs.1500/-
55" TV for (White House)	Rs.800/-
Screen only	Rs.200/-
Cordless /	
Collar microphone (1)	Rs.400/-
Lighting Lamp	Rs.500/-
OT before 9am & after 6pm	Rs.300/- <small>Per hour</small>
OT Sunday or Holiday	Rs.1200/-

Contact for details & Hall Requisition :
Mr. Rajesh Kumar, Manager Ph : 91001 99977 email : rajesh@ftcci.in

Federation House, 11-6-841, Red Hills, Hyderabad - 500 004, Telangana, India
Tel:91-40-23395515 to 22 (8 lines) Website : www.ftcci.in

OPINION

Post COVID Transition in Work Culture



Sakshi Pal

*Associate Director, HRD
Techwave Consulting
India Pvt Ltd*

Workplace culture has undergone a monumental shift, after the pandemic-induced lockdowns. Current work culture has evolved to fit the post-Covid needs, both on behalf of the employers and the associates.

At Techwave, we took a proactive and comprehensive approach to cater to the pandemic-related work challenges.

As a company, we had to figure out prescient paths and practices that could sustain productivity at work without jeopardizing the health and well-being of our associates which is our significant priority along with their professional growth. We have now consistently been organizing virtual and in-person events around self-enrichment, mental well-being, yoga sessions, and other sports & physical activities. Furthermore, all our associates are protected by various medical insurance policies, ensuring that they are covered in the event of any unforeseen medical treatment or intervention.

Out of the plethora of measures taken up by the Techwave, the most prominent was to shift to a work-from-home model. This strategy not only allowed our associates to work from home until the lockdowns were imposed, but it also allowed them to transition to a hybrid-working style once they were lifted. In this journey of transformation, we introduced many communication channels like HR connects, Lead

connects, Skip level connects which helped garner huge data relates to employee feedback. This ultimately helped us to analyse the data and take appropriate decision on important processes. This involves making the majority of HR procedures, such as communication, collaboration, and attendance, go digital.

We have introduced Techwave-centric Kudos Platforms, where team managers and peers can provide sincere appreciation and gratitude to each other in the form of Kudos Badges and Points. Now, Kudos has become an official component of the Employee Appreciation Programme. This ultimately helped us in effective employee engagement and further strengthen the culture of inclusiveness.

We have now officially transitioned from designing for efficiency to designing resilience. And, to build a more responsive organization, we started providing employees with varied, adaptive, and flexible roles so that our associates can acquire cross-functional knowledge through different on-job training and certifications, as we believe in our culture of nurture of reskilling and upskilling our associates to be at par with the changing spectrum.

Apart from operational policies and actions, we have shown exceptional adaptability, flexibility, empathy, and understanding while dealing with

our associates and encouraging to maintain the work life balance. After all, it is our colleagues who have defined what Techwave is today. We are amid a new era of workplace culture, and it is now time for all of us to embrace it.



Kalyan Duvva
Founder
SarvHR Solutions Pvt.Ltd

Covid-19 is the worst ever crisis the humankind faced so far, having dramatically changed people's lifestyle, altered the dynamics of human interaction and last but not the least, changed the work culture of organisations.

The pandemic, which lasted for two full years with a caution of 'avoiding physical contact', has necessitated transformation of organisations. The small and medium size companies, representing 90% of businesses and more than 50% of employment across the world, were severely impacted during the pandemic forcing them to adapt a new work culture.

During the pre-pandemic period, there was a strong advocacy of process-driven culture which insisted on team work to deliver on their strategy and fulfil customers' needs, to help the organisation win more customers.

Once Covid-19 spread its tentacles, use of technology, flexibility of working hours, upskilling and wellness of

employees rose to prominence.

Use of technology: Compelled to handle the operations with minimum workforce during the lockdown, the industry had to make the best use of technology by incorporating it at all stages of the manufacturing chain, to capture growth and profitability. Digitalisation and mechanisation of some operations would not only reduce dependence on workforce but also ensure efficient production.

Flexibility: The 'physical distance' norm insisted during Covid-19 necessitated organisations to reduce the number of employees attending work during every shift. The managements switched to innovative practices like alternate day attendance, allowed a few who can work online to work from home and also opted for hybrid model which mixed physical attendance and online support alternately. The flexibility in working hours and shifts led to employee satisfaction and improved production.

Upskilling: During the pandemic, remote working and digitalization of the business operations emerged to be the need of the hour. In tune with the demand, organisations had to upskill their workforce as per the requirement. Designing ways to improve the virtual ways of working remained to be the priority of the organisations which needed conducting live video sessions, providing social-sharing tools to train the employees in digital, cognitive, emotional and adaptability skills.

In fact, the industry leaders were of the opinion that the workforce will have to acquire a new skillset by 2030 when automation and artificial intelligence would disrupt jobs. However, the pandemic had pushed this need much earlier.

Wellness: The pandemic showed newer areas of focus for the organisations which opined that their task of employee welfare ended with a pay hike.

Covid-19 made the managements

understand that wellness of employees also mattered for improved and efficient production of goods and services. The highly infectious virus set the priorities right and organisations focused on protecting and safeguarding the health of the employees. To ensure employee wellness, yoga session and classes on mental wellbeing were organised online. At the same time, social gatherings were replaced by virtual get-togethers to develop a sense of belongingness among the employees and also with the organization.

Business leaders were of the opinion that the new norms adapted by the organisations during the pandemic had to be replaced with the old practices once the crisis recedes but in fact, the new work culture was found to be a blueprint which could be continued for a long term. They believe that the new skillset acquired by the employees and transformed business operations would certainly keep the industry ready to face any crisis or disruption in the future.



**Dr.B. Vijaya
Bhaskar Reddy**
General Manager-HR
J.K. Fenner (India) Limited

Covid-19 has taught lot of lessons to all of us, particularly how to deal with different situations which including managing workforce in a critical environment which may affect their

lives too and building trust among them. As COVID-19 created insecurity among people with respect to earnings more particularly contract/casual/daily wage employees.

Every company made their efforts to bring every movement of work culture to most careful work culture (New Normal). Due to insecurity post covid, new work culture has been witnessed, the commitment levels of employees have been improved a lot resulted enhancement in product quality and majority of them are punctual to their duties apart from cost consciousness. Generally, workplace culture does not change very much or very fast. Rather it adjusts slowly, over along period of time in response to the accumulations of small encouragements, companies will step up to embrace this messy situation and turn it into a new opportunity. The future is wide open for us.

As we are living in BANI world (Brittle, Anxious, Non-Linear and In Comprehensible, Gradual Change in Work Culture, Technology Upgradation, Equitable Growth are the three AREAS which are going to be most embracing for the organizations.

We believe in saying that, there is always some good in a bad situation. During this period, we have also learned from the mother nature that we should not take natural resources and this earth for granted. The way nature is healing itself as per various reports published in newspapers, this is a clear indication to us that we, human beings, are responsible for greenhouse effect, deforestation, and spreading poisonous wastage through rivers and other factors.

We are standing in front of a new world of work culture, and it is time for us to embrace the change.



Vengala Trinadh
Deputy Manager HR
(Training & Development)
Manoj Vaibhav Gems 'N'
Jewellers Ltd (Vaibhav
Jewellers)

Virtual Training Programs:

There was a growing need to engage the employees on continuous basis during "post pandemic". We ensured that majority of the employees should be engaged in Training programs so that the enhanced skill - sets would contribute heavily once the showrooms are fully operational.

The Lock Down and social distancing norms have demotivated the people at large and to keep the spirit of employees and building up their Skills, lot of efforts were needed to be put in and conducted virtual Training programs (Web training programs / Workshops) in this direction. Thus, Covid-19 has changed the perspective on trainings and motivation and made people understand the team spirit and collectiveness.

At Vaibhav jewelers, several measures were taken in terms of identifying the relevant Webinars, Virtual Training

Programs on various Technical Aspects / Statutory Aspects / Behavioral & Managerial Aspects.

Management has realized the importance of taking care of the welfare of the employees as Covid has created lot of stress and insecurity among the employees. To instill confidence that management is with them and share the pain and tragedy of their employees many precautions have been taken such as:

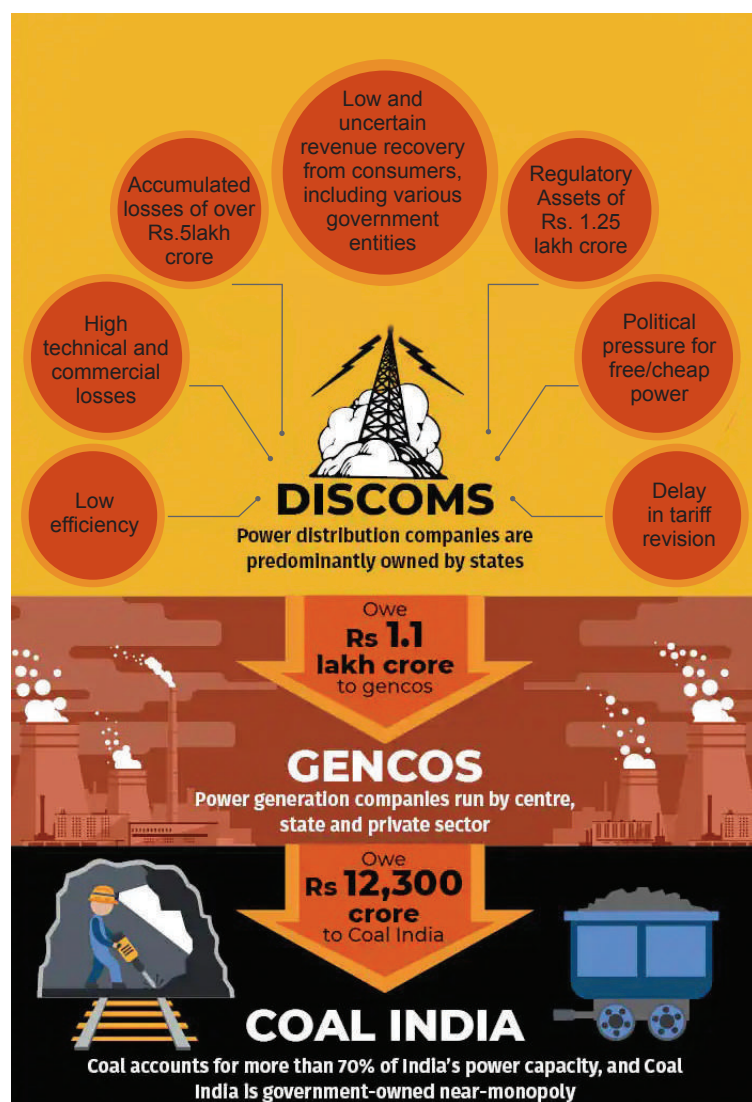
There used to be intensive measures in terms of offering masks and gloves / Maintaining physical distancing / Sanitization / Thermal screening continuously and periodical fumigation of all the facilities (Head Office & Branches); In Pandemic, medicines for building immunity levels were given across the Company free of cost; in order to boost up the morale of employees and their families, continuous communication was kept with the families to follow Safety Measures which was touchy not only to the employees but also to their family members; Periodical Checkups for the employees by the Duty Doctors (kept at various locations) were done as per the directions by CMD from time to time.

The covid-19 has taught the organizations to be more sensitive towards their employees and workers and communication and co-ordination between the management and the workers have improved a lot. ■

It's not a power crisis or a coal crisis. It's a payment crisis!

**Rachita Prasad*

The resolution of payment issues among various stakeholders in India's power sector may hold the key to meeting electricity demand amid rising temperatures, economic growth and critically low coal stocks.



By definition, selling is giving something in exchange for money. This transaction must also take place within a reasonable timeframe for a business to survive.

However, India's power sector has a different story to tell. Across the chain, entities are selling without getting the money on time. And that shows in the level of outstanding dues.

State-run Coal India is owed about Rs 12,300 crore by power generation companies and yet the biggest supplier of coal in the country continues to sell coal to its customers.

Power generators, in turn, are owed over Rs 1.1 lakh crore by power distribution companies (discoms) and yet they continue to sell electricity to them.

Discoms have accumulated losses of over Rs 5 lakh crore and regulatory assets, which represent costs that are deferred for recovery through future tariff revisions, worth Rs 1.25 lakh crore. Yet, they continue to supply electricity to consumers, with occasional power cuts. The discoms struggle to get tariff increases and "free power" continues to be a political tool.

Amid all this, India's power demand touched an all-time high of over 201 gigawatts (GW) on April 26 as the summer started early this year. The government expects demand to reach 215-220 GW in May-June.

Demand growth

"The rising power demand reflects the economic growth in the country," the power ministry said

IT'S A PAYMENT CRISIS!

Power generators' dues to Coal India at around
Rs 12,300 crore

Power discoms' dues to generators at
Rs 1.1 lakh crore

Discom's accumulated losses at over
Rs 5 lakh crore, regulatory assets worth
Rs 1.25 lakh crore



POWER DEMAND SOARS

Power demand touched a high of over
201 gigawatts on April 26

Government expects power demand to reach about
215-220 GW in May-June



India's energy demand growth in March was
8.9%

POWER MINISTRY SAYS

"The rising power demand reflects the economic growth in the country."

"The government and other stakeholders are working together to ensure unhindered power supply."

"Efforts at all fronts are being made and measures are being taken for better utilization of various resources."

in a statement on April 26.

In March, energy demand grew as much as 8.9 percent, driven by a pick-up in industrial activity and high demand from farmers and households amid rising temperatures.

"The government and other stakeholders are working together to ensure unhindered power supply and efforts at all fronts are being made and measures are being taken for better utilisation of various resources," the power ministry said.

But the payment delays across the value chain weigh on the power sector. Even as the stakeholders blame each other for the shortages that have forced states to undertake power cuts, they are unanimous that the payment mechanism needs to be fixed urgently.

It's not a power crisis. It's not a coal crisis. It's a payment crisis.

According to industry officials, the non-payment of dues by discoms has affected power generation companies, which have defaulted on payments for no fault of theirs and are dragged to insolvency court.

Supply amid cash crunch

According to Payment Ratification and Analysis in Power procurement for bringing Transparency in Invoicing of generators, a government portal better known as PRAAPTI, dues to generation companies by discoms stood at Rs 1.1 lakh crore. This has hurt cashflows and their ability to pay for coal.

While Coal India's dues from the power sector have come down to about Rs 12,300 crore from Rs 21,600 crore at the beginning of FY22, it still remains high, company officials told Moneycontrol.

"We have been supplying to independent power producers on a cash-and-carry basis but we have not regulated supplies to central and state generation companies on account of outstanding dues," a senior Coal India official said.

Coal stocks at power stations are depleted and many units have reported critically low average stock. According to the Central Electricity Authority, 86 of the 150 domestic coal-fueled units had critically low average stock as of April 25, which means they had less than 25 percent of their normal

India is passing through a serious power crisis, as demand has soared but coal supply to power plants is not able to keep pace. It is not the first time, but this just may turn out to be one of our biggest power crises in recent years. At Moneycontrol, we will help you decode this as part of a special series - Power Shock. We will analyze the complexities of India's power scenario, look into the challenges that different stakeholders are facing, and what could be the possible solutions.

requirements. The key reasons listed were low supply from Coal India and its subsidiaries and lack of wagons available with the railways to carry coal from pitheads to power plants.

Many plants were being offered coal on payment. According to reports, Coal India increased supplies to Maharashtra, which owes the company Rs 2,000 crore, by about 30 percent.

While Coal India officials denied that the company was moderating supplies to certain power plants due to non-payment or delays in payment, data from Coal India revealed that certain plants were not considered in the "critical/super critical category" due to non-payment of dues. A detailed query sent to Coal India remained unanswered.

India is yet to see power demand peak this year and the resolution of payment issues will need systemic changes that may take time. Until then, power generation companies, discoms and Coal India will have to continue selling their output for "unhindered power."

Source : <https://www.moneycontrol.com/news/business/companies/its-not-a-power-crisis-or-a-coal-crisis-its-a-payment-crisis-8419141.html>

The creator economy and how it has evolved

**Vipasha Joshi*

The rapid change has been nothing short of a revolution, a digital revolution that democratized content collection, creation and distribution to such an extent that it soon outlived its own namesake, replacing the term “digital economy” with the more wholesome “creator economy.”

It is hard to believe that just over a decade ago, we relied solely on a few media houses who zealously controlled the flow of information and entertainment on television, radio, and even newspapers and magazines. Turbocharged by the ubiquitous penetration of the internet and mobile phone technology, the last decade saw a paradigm shift in the way we consumed, and indeed created content for mass consumption. As social media drew audiences away from traditional media, an entire generation of consumers grew into their virtual avatars, cyber surfing the internet to tune into peers to watch, listen and be enraptured by people who they could relate to and resonate with.



Evolution of creator economy and social media platforms

The creator economy has had its own unique trajectory.

As discussed earlier, the audience and creator shift towards web platforms became apparent after 2010. As audiences shifted from broadcast media, corporates found social media 'influencers' emerged as viable options for marketing their products and services. This created a minefield to attract the maximum views enabling solopreneurs to turn their part-time hobbies into business ventures.

Building on the influencer generation wherein celebrity social media users were used to forge and curate a polished image to showcase an aspirational lifestyle, the smart creators soon realized

that they too had the wherewithal to be in the influencer space. All they needed was a well-connected mobile phone and something to showcase to the world. Over time, smart creators learnt to market themselves as a brand as well as the product. And it soon evolved into a class of businesses built by millions of independent content creators, curators, and community builders.

According to some estimates more than 50 million people globally consider themselves to be creators, with as many as 41% of them earning an income of \$69,000 or more per year. Closer home, Oxford Economics, 2022, found that YouTube content creators alone contributed a whopping 6800 crores to the Indian Economy in 2020.

This rapid boom can be credited to increasing social-media exposure that influences young minds to take up digital creation as a career when they grow up. The proliferation of digital channels, when designed correctly, gives many solopreneurs platforms to showcase their talent and creates an ecosystem in which both the resource and participants can thrive (Deloitte, 2020)

In this context, the evolution of social media from a mere messaging tool to an information marketplace is also an interesting one. According to a report by Statista, given the ease of internet access, the number of social media users in India stood at 518 million in 2020, a number that is expected to rise to a whopping 1.5 billion by 2040!

Such resounding figures are very encouraging for content creators globally. Further as most content is created as videos, the stats that video-sharing features of such platforms are the most commonly used by the under 30 age group is another encouraging sign. The affordability of content creating tools for these platforms implies that it can clearly be anyone's game. But with so much overcrowding, novelty and relatability, is what makes the difference.

Short-form video sharing apps have

ruled the roost in this competitive space. Creators find it easy to deliver their message in a crisp manner to their audiences and consumers find bite-sized capsules easy to digest.

Another interesting feature of the creator economy is its hyper personalization in a virtual public space. Earlier, content consumption was a collective affair with families watching news, movies, sports or entertainment in predefined time slots.

With the advent of smartphones, every individual has access to a personal screen. This empowers the user to browse through a choice of content, find something to suit their taste and consume it in their chosen space and time—a liberating experience for any consumer. This one-on-one connectivity with a person on the other side of the screen has also helped content creators target their messaging, while aiming to capitalize on the virality of a message.

Pandemic-induced push:

As platforms proliferated – from short-form videos to audio-only podcasts and group chat spaces—people found themselves drawn to screens as both consumers and creators. What many believed to be a passing phase like the dotcom boom and bust, soon became a compulsion.

Fueled further by the pandemic, millennials turned to social and subscription platforms both out of lockdown-induced boredom and to supplement their income during an economic slump. Stay-at-home compelled everyone to use online health, education, shopping and entertainment avenues. Corporates teamed up with a hybrid model of content creators to launch new products and services.

Marketed by the creators themselves as an extension of their content brand, this phenomenon brought about a curious development wherein from content being the king, the content creator became the king. Of course, as with any space that gets overcrowded

– the edge is with the one who creates relatable narratives. What also gives an edge to the creator economy unique is its USP as a subset of the passion economy. This is because creators are usually people who can now earn an income from doing something they feel passionately about and this creates an emotive connect with the passive consumer.

The impact of this new breed of content creators is evident from their growing dominance on mainstream media, many of whom themselves have been compelled to reinvent their media offerings, grow a digital avatar and expand into the OTT space using the talent of this new breed of popular creators.

Outlook:

Given the fact that the creator economy tends to give more agency to the user, it is unlikely to wane as a passing fancy. The convenience, creativity and conviviality it affords in a growing lonesome virtual world, is too precious to lose for the new millennial. Also, since it does not try to game social-media algorithms, creators can choose what content they take on.

The affordability of creating content also enables them to trial new concepts as MVPs which reduces investment risk. The human element means that they will always try something unique and their gig status implies that they won't have to fight bosses to create 'trending' content. While collaborations will undoubtedly continue, it would be key for businesses to remember that followers are paying for access to someone's unique talent or voice and that it is key to keep the creator at the center of focus.

<https://brandequity.economictimes.indiatimes.com/news/marketing/the-creator-economy-and-how-it-has-evolved/91706026>



For small business owners, Financial Management is not just your Accountants Job

**Ujval Nanavati*

Often it is seen that functions such as production, labour management, and marketing receive their due attention from business owners. Accounting, however, is left to the accountants, who understand it better.

This leaves the critical and strategic Financial Management function largely ignored. This important element of running a business needs to be appreciated better, starting with developing the understanding that it is very distinct from mere accounting.

Financial Management involves managing the company's financial resources to attain its objectives of achieving maximum returns for the owner. It involves mapping the financial and non-financial resources with the business goals to ensure that the running of the business is optimised.

As a planning tool, Financial Management helps to ensure how

capital is raised, how it is invested, and how efficiently it is used, are optimised. As a monitoring tool, Financial Management can help a business owner identify problem areas through variance and ratio analysis.

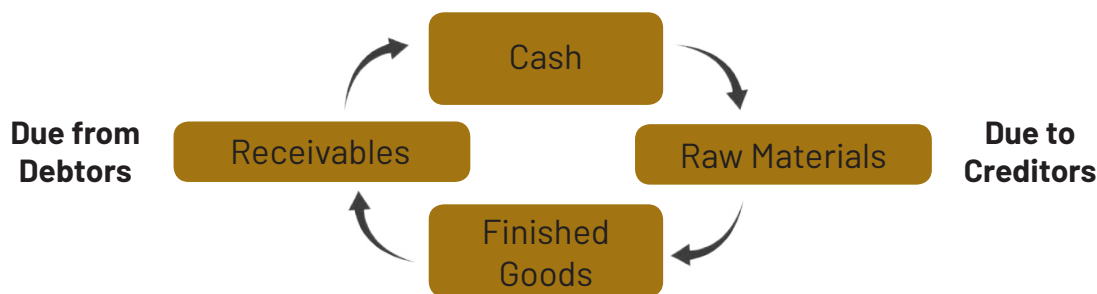
To start with, let us consider the Balance Sheet of the business and what fundamental principles an owner needs to bear in mind. In the next article, we will look at P&L and profitability aspects.

Understanding 'Leverage'

Firms borrow for one (or both) of two reasons

- i) for want of funds because owner's equity is insufficient
- ii) increase returns available to the owner. While the first reason is clear enough, how does the second motivation work?

When a firm borrows money, it promises



to pay back a pre-fixed stream of cashflows, which include both principal and interest. If the business does well and rates of return grow over time, the payments still stay fixed. This helps to magnify returns to equity owners, and hence the term 'leverage'. Conversely, if things go wrong, the obligation to pay back the loan stands as is, which then depresses returns to owners manifold. In finance language, as long as the Return on Capital (ROC) is greater than the cost of debt, the Return on Equity (ROE) will be higher than if no debt had been used.

Apart from this upside, there are some other benefits of leverage. The interest paid on the debt is a tax deductible expense whereas the cost of equity is not. Moreover, debt provides a discipline to the operation due to its 'double edged sword' nature. Business managers and owners are more careful about spending and investment with the overhang that a loan provides.

While there is no one-size-fits-all rule for extent of leverage, a business should be mindful of the amount of debt that can be reasonably serviced through profits. An ACE Equity analysis of 3000 plus Indian firms shows that the average Debt:Equity ratio (ratio of amount of debt to total shareholder's funds) has ranged between 0.69 and 0.75 in the last five years. The average varies widely between industry sectors, from a high of 3.74x for Sugar to a low of 0.21x for Oil Exploration.

MSMEs need to be particularly careful about assessing the room for leverage considering serviceability. This is due to several factors including reluctance

of lenders to finance smaller businesses, volatility of earnings, harder impact of regulatory moves (like demonetisation), etc.

Borrowing profile

Apart from the absolute amount of debt and the proportion of debt used in the business, it is also important to understand what form and tenure of debt is being used. One of the most common mismatches seen, especially in balance sheets of small businesses, is that of shorter term loans financing longer term assets. Often, a business would keep borrowing on a need basis as it goes along and sometimes it may be forced to accept any facility that is available in an emergency. Apart from increasing the average cost of borrowing, using shorter tenure loans for financing fixed assets or property also puts the business at grave liquidity risk.

Another aspect is that of fragmented borrowing. Habitually, borrowers have preferred to borrow from multiple sources, and in multiple forms. Changing needs over time that require additional borrowing, refusal for further lending by an existing lender, lack of collateral – the reasons vary. This sub-optimal arrangement ends up increasing cost of borrowing and in effect also reduces ability to borrow. Under a Debt Consolidation arrangement, a lender consolidates all facilities into a single arrangement. This enhances borrower credibility, reduces administrative costs of managing multiple facilities and lenders, and lowers the effective interest outgo due to scale advantage

(having a larger facility with one lender versus being a small ticket borrower with multiple lenders).

Working capital management

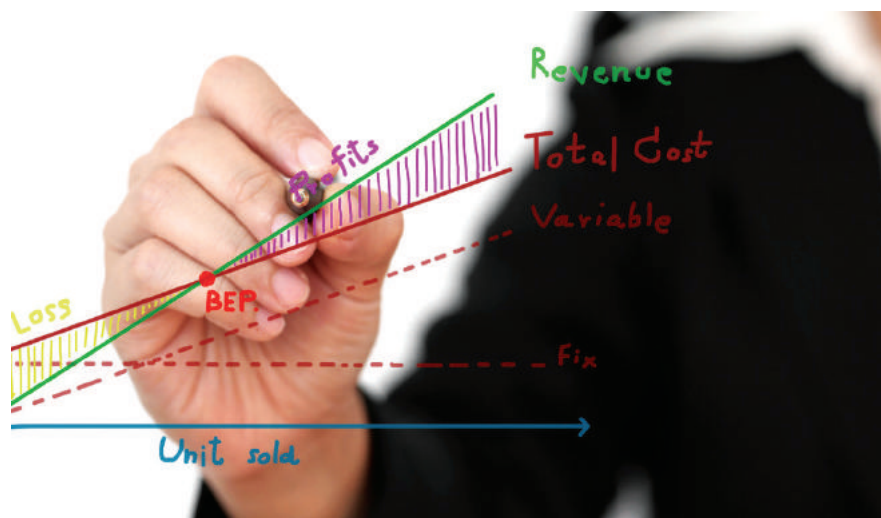
The third critical aspect is that of managing the blood flow of the business, i.e. the cash or working capital. Working capital is the amount of cash held in current assets and current liabilities, i.e. items that are due to be paid or received within one year. This working capital or cash cycle can be pictorially represented as:

The efficiency of this cycle is determined by how fast idle cash is converted into inventory, how fast this inventory is used up to make saleable products, how fast these are dispatched to customers, and how fast the amounts are recovered from them. In this process, how much credit period can be extracted from suppliers (and at what cost) is as vital as minimising credit periods to customers. And the efficiency of this cycle determines profits.

The above items cover the most elementary but critical aspects of balance sheet financial management. In the next part, we will look at P&L aspects and how Financial Management can help enhance profitability.

<https://economictimes.indiatimes.com/small-biz/sme-sector/for-small-business-owners-financial-management-is-not-just-your-accountants-job/articleshow/57886949.cms>

Profitability analysis for SMEs - Know how well your business is doing



make sense for all businesses, big and small, to have at least an elementary focus on analysing profitability

Variance analysis

Variance analysis helps to track how a business is performing in comparison to earlier periods and identifying areas for deeper analysis or scope for improvement. Sales variance analysis is the most common. A properly done sales variance analysis goes much beyond merely looking at the absolute or percentage variance. A good example is 'Price: Volume' variance, which can be explained using some simple numbers:

In Part 1 of 'SME Financial Management Fundamentals', we discussed Balance Sheet aspects that SME business owners can use for measuring financial health. Now we look at aspects of profitability that can help to judge how well a business is being run and to identify areas for improvement.

A business is run for profits, everyone acknowledges that. However, the absolute amount of profit is not the sole metric to focus on. Other important aspects such as solvency, margins, liquidity, and return on capital are often overlooked or are left only to bank credit officers to analyse at the time of a loan application. As the proverb goes, 'It is unwise to go digging a well when there's a fire', it would

Suppose that a mid-sized widget maker has seen sales increase from Rs15.4 lakhs in 2016 to Rs18.3 lakhs in 2017. Saying that sales variance is Rs2.9 lacs or 18.8%, would be stating the obvious. This variance needs a deeper analysis in order to be meaningful. Let's say we have the following additional data to help us.

	2016			2017	
	Volume (Units)	Avg Price (Rs)	Amount (Rs)	Volume (Units)	Avg Price (Rs)
	44,000	35,000	15,40,000	65,000	25,15

A Price: Volume variance analysis will look like this:

2016 Sales	2017 Sales		Variance (Rs)	
	Price		Volume	Total
15,40,000	18,30,000	-4,45,000	+7,35,000	2,90,000

What we did here is split the variance into the two primary elements to understand the reasons for variation better. From the above, it is clear that the business is managing to increase volumes but only by reducing selling price significantly. This may not be healthy in the long run.

When the business sells multiple products, this kind of analysis provides a quick snapshot of what's going wrong or right in each product line.

Margin / Profitability analysis

Given the primary profit motive of a business, analysing margins is a very important part of financial management. This analysis can be split to granular detail that goes beyond just the bottom line. Some of the common metrics are:

Gross Margin: This is sales minus the cost of goods sold (COGS) as a

percentage of sales. COGS include all costs directly related to bringing the goods into a saleable state. This would mean all direct labour, inward shipping, raw material costs, and factory overheads linked to production.

Contribution Margin: This is an important element that often gets overlooked. Contribution Margin is Sales less all variable costs of production and running the business. Variable costs, by definition, vary with the level of production or sales. Examples include raw material, power & fuel, tools & spares, etc. Hence, Contribution Margin can be seen as the amount available to meet all fixed costs – examples include office/factory rent, administrative salaries, property taxes, etc. – and profits.

EBITDA Margin: This can be thought of as the cash margin. EBITDA, or

Earnings Before Interest, Taxes, Depreciation and Amortisation, is the amount left over after meeting all fixed and variable expenses to meet funding costs, amounts required for replacement of assets, and profits.

Net Margin: The most commonly understood, Net Margin is the amount left over for distribution or reinvestment into the business for growth after meeting all expenditures, allowances, financing costs, and depreciation.

'Common Size Statement' is a popular tool used for translating the above analysis into an easy to understand format that can also be used for a quick comparison between periods. In this statement Sales / Turnover / Revenue is used as a base of '100' and every line item is expressed in relation to this.

	Income Statement		Common Size Income Statement	
	2016	2017	2016	2017
Sales	14,800	19,500	100	100
(-) COGS	9,800	14,000	100	100
Gross Profit	5,000	5,500	34	28
(-) Selling, General & Admin (SG&A) costs	2,000	2,300	14	12
EBITDA	3,000	3,200	20	16
(-) Depreciation & Amortisation	220	230	1	1
EBIT	2,780	2,970	19	15
(-) Interest costs	120	105	1	1
Profit Before Tax (PBT)	2,660	2,865	18	15
(-) Taxes	875	945	6	5
PAT / Net Profit	1,785	1,920	12	10

In the above example, it is seen that even though the business has grown sales and profits considerably, margins have in fact declined across the Income Statement. Hence, the Common Size format has given us a chance to identify the problem areas at a quick glance.

Solvency / liquidity : Solvency and liquidity analysis focuses on a business's ability to service debt and generate enough cash to sustain operations. Some of the common metrics used for this analysis include.

Interest Coverage Ratio: This is the ratio of EBIT to Interest Charges. Effectively, this tells us how many times interest is operating income, thus measuring margin of safety on leverage.

CFO/EBITDA: While income margins are useful, a business needs to monitor cash generation very closely as well. CFO, or Cash From Operations, is calculated as Operating EBITDA +/- cash taxes and working capital

changes. Using CFO is recognition for the fact that increases in Current Assets or reduction in Current Liabilities is a usage of cash, and vice versa. The CFO/EBITDA ratio is a useful comparator for knowing how much of a business's earnings are in actual cash.

Debt/EBITDA: This ratio measures what multiple of EBITDA is the debt. This is an essential solvency ratio used by lenders to gauge how much of debt a business's operating earnings can sustain.

Working Capital Turnover Ratios: Ratios like Inventory Turnover (COGS/Average Inventory), Debtors Turnovers (Sales/Average Debtors), etc. measure how well a business is managing the cash cycle that we discussed in Part 1. A comparison over time can highlight improvements / deterioration in cash management.

Returns / Efficiency

RoE: The Return on Equity ratio measures the Net Income as a

percentage of average shareholder's equity (share capital + retained earnings) and indicates how efficiently capital is being used to generate profits.

RoCE: The Return on Capital Employed uses all capital employed in the business (Equity + Debt) to measure profitability. Instead of Net Income, EBIT is used as the numerator since this is the earnings available to all capital providers. Analysts consider RoCE to be a better gauge and also prefer RoCE to RoE because it allows for a comparison across firms with different capital structures.

Asset use: Return on Assets is the ratio of EBIT to average total assets, measuring profitability of the asset base while Asset Turnover is the ratio of Sales to Total Assets and measures how efficiently the assets are being used to generate sales.

It should be understood that all the above ratios should not be seen in isolation. They provide a gauge to understand how the business is doing

over time, as compared to itself, and/or in comparison to similar businesses

We have seen that good financial management is more than just keeping books of accounts. It is a philosophy of identifying areas for maximising efficiency, profitability, and performance. A business with a great product, an efficient production process, and a stellar sales force could still be operating below its potential. Financial Management tools can help set the right benchmarks and identify the problem areas.

Lower costs, improved long-term business health, higher returns, and a business that is attractive for lenders and other investors - financial management is the key ingredient for all of these.

<https://economictimes.indiatimes.com/small-biz/sme-sector/profitability-analysis-for-smes-know-how-well-your-business-is-doing/articleshow/57937713.cms>



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Forward your queries to helpdesk@ftcci.in

Officer Incharge : Lokesh Fatehpuria, Joint Director, FTCCI Ph.No.8309788764



‘Supreme’ relief by ending double taxation on ocean freight

**Vineet Suman Darda*

With the introduction of Goods and Services Tax (GST) regime, erstwhile laws such as Central Excise, Service Tax, and State VATs, CST, Entry Tax and others were subsumed in one single law i.e. GST. While GST simplified many facets of Indirect tax regime, there have been few areas where the long pending issue like GST applicability on ocean freight on import of goods transactions still unanswered.

The Honorable Supreme Court has given ‘Supreme’ relief on the same by upholding the decision of Honorable Gujarat High Court in UOI & Others vs M/s Mohit Minerals Pvt. Ltd. And others [Civil Appeal No. 1390 of 2022] and held that since the Indian importer is liable to pay IGST on the ‘composite supply’, comprising of supply of goods and supply of services of transportation, insurance, etc in a CIF (Cost Insurance Freight) contract, a separate levy on the Indian importer for the ‘supply of services’ by the shipping line would be in violation of the CGST Act.

In the case of a CIF (‘Cost, Insurance, Freight’) contract, the freight invoice is issued by the foreign shipping line to the foreign exporter, without the involvement of the importer. Ocean freight is paid by the importer only when goods are imported under a ‘Free-on-Board’ (‘FOB’) contract. The respondent filed a writ petition before the Gujarat High Court challenging Notification 8/2017 and Notification 10/2017. The respondent alleges that the impugned notifications create an element of double taxation, as ocean freight is included in the value of goods for the purpose of customs duty which the importer is liable to pay. The respondent does not dispute the liability of integrated tax on supply of service of transportation when it imports goods on an FOB basis. The levy of the integrated tax does not, according to the Union of India, impose an additional cost on importers as the cost paid on inward transportation of goods and import freight services is available to them as ITC.

The Division Bench of the Gujarat High Court held that the impugned notifications are unconstitutional for exceeding the powers conferred by the IGST Act and the CGST Act. The Union of India (UOI) is in appeal against a judgment of a Division Bench of the Gujarat High Court which allowed a petition instituted by the respondents under Article 226 for challenging the constitutionality of two notifications of the Central Government.

The key observation and conclusions have been decoded in this article in ensuing paras:

Key observation by the Honorable Supreme Court

Key Aspects [For/Against]	Key Observations
Constitutional Architecture of GST [Against the UOI]	The recommendation of the GST Council made under Article 279A is non-qualified. That is, there is no explanation on the value of such a recommendation. Yet the notion that the recommendations of the GST Council transform into legislation in and of themselves under Article 246A would be farfetched. (para 54) If the GST Council were intended to be a constitutional body whose recommendations transform into legislation without any intervening act, there would have been an express provision in Article 246A. (para 56) In <i>Manohar v. State of Maharashtra</i> [(2012) 13 SCC 14], a two-judge Bench of this Court while interpreting Section 20(2) of the Right to Information Act 2005 observed that the phrase 'recommendation' must be interpreted in contradistinction to 'direction' or 'mandate'. In numerous cases, this Court has reiterated that recommendations cannot create binding and enforceable rights, in contradistinction to a 'direction' or 'mandate'.
Interpretation of 'recommendation' vis-à-vis the provisions of IGST Act and CGST Act [Against the UOI]	Merely because a few of the recommendations of the GST Council are binding on the Government under the provisions of the CGST Act and IGST Act, it cannot be argued that all of the GST Council's recommendations are binding. (Para 59)
Do the impugned notifications suffer from excessive delegation? [Against the assessee]	The notification, besides specifying the criteria, has also mentioned the corresponding recipient in those categories.
Charging Section: taxable person, taxable rate and manner of determining value	Section 5(3) and Section 5(4) of the IGST Act are inextricably linked with Section 5(1) of the IGST Act which is the charging provision. They must be construed together in determining the vires of the taxation (para 90)
Taxable Person [Against the assessee]	Since the impugned notification 10/2017 identifies the importer as the recipient liable to pay tax on a reverse charge basis under Section 5(3) of the IGST Act, the argument of the failure to identify a specific person who is liable to pay tax does not stand. (para 91)
Taxable Value [Against the assessee]	Thus, the impugned notification 8/2017 cannot be struck down for excessive delegation when it prescribes 10 per cent of the CIF value as the mechanism for imposing tax on a reverse charge basis.
Taxable event: Is an ocean freight transaction for import of goods a valid category of supply of services under Section 5(3) of IGST Act?	The analysis of whether import of goods under CIF contracts constitutes a valid import of service has to be answered on two prongs: (i) Whether classification of imports as a specific category of supply of shipping service is valid under Section 5(3) read with Section 5(1) of the IGST Act; and (ii) Whether the recipient of the imported goods is also a recipient of shipping services in CIF transactions under Section 5(3).
Do imported goods procured on a CIF basis constitute an inter-state supply or is it an extra-territorial tax	The impugned levy on the supply of transportation service by the shipping line to the foreign exporter to import goods into India has a two-fold connection: first, the destination of the goods is India and thus, a clear territorial nexus is established with the event occurring outside the territory; and second,

[Against the assessee]	the services are rendered for the benefit of the Indian importer. Thus, the transaction does have a nexus with the territory of India. (Para 108)
Are importers service recipients under CIF contracts [Against the assessee]	The ineffectiveness of a tax collection mechanism under Section 24(iii) of the CGST Act cannot be argued to obfuscate the concept of a “recipient” of a good or service that is uniformly understood across the IGST Act, CGST Act and tax jurisprudence. (Para 116)
Applicability of Section 5(4) of IGST Act [Against the assessee]	However, this Court is not in a position to adjudicate the desirability of a taxation scheme, as long as it is legally issued. Commenting on the efficacy of the tax intervention with the desired goals would be delving into the arena of policy.
Composite Supply and Issues of Double Taxation [Against the UOI]	Based on this reason, we are of the opinion that while the impugned notifications are validly issued under Sections 5(3) and 5(4) of the IGST Act, it would be in violation of Section 8 of the CGST Act and the overall scheme of the GST legislation. As noted earlier, under Section 7(3) of the CGST Act, the Central Government has the power to notify an import of goods as an import of services and vice-versa. No such power can be noticed with respect to interpreting a composite supply of goods and services as two segregable supply of goods and supply of services. (Para 145)

Key Conclusions by the Honorable Supreme Court

Based on the discussion and observation, the Honorable Supreme Court have reached the following conclusion:

The recommendations of the GST Council are not binding on the Union and States.

- ✓ On a conjoint reading of Sections 2(11) and 13(9) of the IGST Act, read with Section 2(93) of the CGST Act, the import of goods by a CIF contract constitutes an “inter-state” supply which can be subject to IGST where the importer of such goods would be the recipient of shipping service
- ✓ The IGST Act and the CGST Act define reverse charge and prescribe the entity that is to be taxed for these purposes. The specification of the recipient – in this case the importer – by Notification 10/2017 is only clarificatory. The Government by notification did not specify a taxable person different from the recipient prescribed in Section 5(3) of the IGST Act for the purposes of reverse charge;
- ✓ Section 5(4) of the IGST Act enables the Central Government to specify a class of registered persons as the recipients, thereby conferring the power of creating a deeming fiction on the delegated legislation; The impugned levy imposed on the ‘service’ aspect of the transaction is in violation of the principle of ‘composite supply’ enshrined under Section 2(30) read with Section 8 of the CGST Act. Since the Indian importer is liable to pay IGST on the ‘composite supply’, comprising of supply of goods and supply of services of transportation, insurance, etc. in a CIF contract, a separate levy on the Indian importer for the ‘supply of services’ by the shipping line would be in violation of Section 8 of the CGST Act.

The SC judgement should act as a catalyst for the GST Council to review all legacy circulars and rules and remove all anomalies in law, making compliance simple and taxpayer-friendly, along with complying with the basic principle of law and canons of taxation

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May, 2022

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S.No	Panel	Name of the Company	Business	Represented by
28	E - 1431	SUREKHA ENGINEERING WORKS AND SERVICES Email: surekhaengineers@gmail.com; g.sureshbabu666@gmail.com Ph: 7893747404	Manufacturing of Process Equipments, Reactors, Receivers, Air Receivers and Storage Tanks	Goriparthi Suresh Babu, Partner 7893747404 Goriparthi Pravallika, Partner 7032902604
29	E - 1432	HI-TECH EQUIPMENTS & FABRICATION Email: hitech804@yahoo.com; suresh@hitechequipments.co.in Web: www.hitechequipments.co.in Ph: 789374704 / 8179081919	Manufacturing of Equipments Reactors & Receivers Storage tanks	Raghunadha Swamy Goriparthi Proprietor 7893747404
30	E - 1433	AKRITI OPHTHALMIC PVT. LTD. Email: sales.akriti@gmail.com; oculoplasty.logistics@gmail.com; deeparaizada@gmail.com	Manufacturing of Ophthalmic Goods, Eye Glasses, Sun, Safety Glasses & Lenses	Kuldeep Raizada, Director 9849193447 Deepa Rani Diddi, Director 9866345851
31	E - 1434	KARYA ONSITE SOLUTIONS Email: subodh@karyasolutions.com Ph: 9949900377	Rentals of IT Equipments and Sales & Services	Chollati Akonda, Proprietor 9949900377
32	E - 1435	JUPITER ROCK DRILLS PVT. LTD. Email: support@jupiterrockdrills.com; sales@jupiterrockdrills.com Web: www.jupiterrockdrills.com Ph: 29882833 / 29882933	Manufacturing of Mining Machineries	Krishna Rao Parkibanda, Director 9848061333 Narsing Chander Rao Parkibanda, Director 9676986701
33	E - 1436	RAVEEZ PHARMA PRIVATE LIMITED Email: suniel@raveezpharma.com; ravi@raveezpharma.com Web: www.raveezpharma.com Ph: 23327444	Manufacturing of Bulk Drugs	Suneel Kumar Guntupalli, Director Ravinder Dhanturi, Director
34	E - 1437	ZN HERBAL PRODUCTS Email: znherbals@gmail.com Ph: 7674894031	Manufacturing of Herbal Tooth Paste & Hair Oil	Banala Salma Begum, Proprietor 7674894031
35	E - 1438	CHORDIA AUTOMATION Email: aman@chordia-automation.co.in; aman.chordia@live.com Web: www.chordia-automation.co.in Ph: 040-40210613	Manufacturing of Automatic Gates & Shutters	Aman Chordia , Proprietor 9550881411
36	E - 1439	COTHAS COFFEE CO. Email: nitin@cothas.com; sreenathanck@gmail.com; cocoapts@cothas.com Web: www.cothas.com Ph: 040-46015198	Manufacturing of Coffee Powder and Renting of Vending Machine	C.S.Nitin. Partner 9845995991 C.K.Sreenathan, Managing Partner 9845077505 Jagadish.K, Managing Partner 9513500905

FTCCI OFFICE BEARERS *With*



FTCCI Officials met Zonal Manager of LIC of India :
17th May, 2022



FTCCI Officials met Sri C Narayana Reddy IAS
Collector & District Magistrate, Nizamabad to invite as
Chief Guest in the Inaugural Ceremony of "Entrepreneur
Mentorship Program" at Telangana University,
Nizamabad scheduled : 25th May, 2022



FTCCI Senior Officials met Dr. Subba Rao Pavuluri, Managing Director,
Ananth Technologies Ltd. : 23rd May 2022



With Consul General Joel Reifman At 246th Anniversary
of US Independence : 3rd June, 2022



Minister KTR launched the Annual Report 2021-22 of Industries Dept. in Hyderabad.
Mr. Anil Agarwal, Sr Vice President, FTCCI, addressing at the Launch of Annual
Report 21-22 : 6th June, 2022, The Park, Hyderabad



FTCCI Officials met with Ms. Sarah
Kirlaw, Australian Consul General
for South India in Hyderabad :
2nd June, 2022



FTCCI representatives Sri Anil Agarwal, Sr. Vice President and
Sri Srinivas Garimella, Chair, Indl Development Committee and
Smt. T. Sujatha, Dy CEO with Sri Lokesh Kumar, IAS, Commissioner,
GHMC : 9th June, 2022



FTCCI Team visit to T-hub : 20th May, 2022



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