



**FROM THE DESK OF PRESIDENT**

As we begin the new term 2022-2023 , I believe that spending a few hours every day on an activity that you enjoy can boost productivity tremendously.

Business Matrix amalgamated with global parameters force trade and industry stakeholders to have a beautiful journey from being businessmen to entrepreneurs. While entrepreneurs stay aware of these methods, they often figure out their own techniques to stay innovative and productive which also help their teams to enhance their productivity. Let's work together as entrepreneurs and make meaningful impact on our society at large.



**HIMANSHU BODAWALA**  
President

## FROM THE DESK OF EDITOR

We witness the journey of entrepreneurs and SGCCI and Infozine try to provide a platform to enhance their productivity with latest updates and information. Infozine shall try to upgrade in its 5th year of beautiful existence. We aim to reach out to major stakeholders and associates of SGCCI. Please free to provide us your candid feedback in order to adapt new initiatives.

**SANJAY PUNJABI**

Editor, Infozone

## A 79-YEAR-OLD TECH PIONEER AIMS FOR NEXT STARTUP IPO

Ashok Soota, age 79, has spent four decades in India's technology industry, headed three prominent IT companies and taken two of them public. Happiest Health will be a rare Indian technology startup with an octogenarian founder-Ashok Soota.

He was brought in to steer Wipro Ltd. in 1984 and went on to make a success of its outsourcing business. Mr. Soota quit in 1999 to co-found rival IT services company Mindtree Ltd., bringing it to an initial public offering in 2007. He then did a repeat by founding digital services-focused outsourcer Happiest Minds Technologies Ltd.

in 2011. As executive chairman, he led it to a public debut in 2020 amid the pandemic, entering billionaire ranks when its market value surpassed \$2.5 billion last year. His latest startup, Happiest Health, aspires to be a Google-meets-WebMD-meets-Mayo Clinic venture that helps people navigate mental and physical health.



Mindtree



happiest  
minds



HAPPIEST  
HEALTH

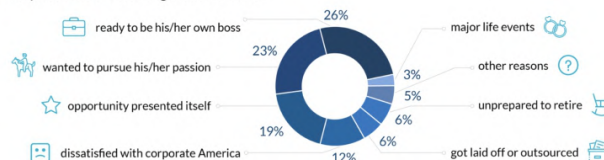
### 3 Entrepreneurship Statistics You Should Know

FinancesOnline  
REVIEWS FOR BUSINESS

#### 1 Why entrepreneurs decide to start a business?

Source: Guidant Financial

The top reasons for starting a business are:



#### 2 The US is not the easiest place to start your own business

Source: World Bank

How many days does it take to start a business?



#### 3 How entrepreneurs find financing for their endeavors?

Source: Lendio

The leading small business financing strategies are:





## NASSCOM, GOOGLE JOIN HANDS TO EMPOWER WOMEN ENTREPRENEURS WITH DIGITAL SKILLSET

Global technology major Google has joined ranks with the Indian trade body association and advocacy group, Nasscom that focuses on the technology industry of India to empower women and aid their entrepreneurial aspirations.

The Nasscom Foundation, with support from Google, on July 13 also announced the inauguration of two call centres that will help in this regard.

“Access to information, coupled with technology, can help create a level playing field for gender equality,” Sapna Chadha, Vice-President, Marketing, Google India & Southeast Asia said while announcing the partnership.

Speaking on the occasion, Chadha said one mission of the company was to make the internet helpful and safer for a billion Indians. “Our universal mission is also to ensure universal access to information. When a large part of the population is held back, that’s an issue we take very seriously. There are significant challenges relating to women, who also have had to face a historic divide. During the pandemic, we have seen that the labour participation of women declined. India has one of the worst gender gaps on the internet. Women’s internet usage has lagged behind men’s by almost 30% on the internet. However, one thing is true, when we give an opportunity to women, they don’t just take it for granted, but also embrace the opportunity,” she said.

Called DigiVaani Call Centers, these hubs are aimed at empowering rural women with digital, financial and entrepreneurship skills. Initially, rural women in seven aspirational districts across six states would benefit from dedicated skilling support.

Based out of New Delhi and Lucknow, the DigiVaani call centres extend the ongoing Google.org-supported Women Entrepreneurship & Empowerment Program to reach 100,000 rural women in seven districts across six states including Haryana, Himachal Pradesh, Rajasthan, Uttarakhand, Uttar Pradesh and Bihar — via a phone-based programme in digital, financial and entrepreneurship skills free of any charge.

Besides, the call centres will also provide 30,000 women with dedicated access to trained counsellors to help them leverage their skills and further develop entrepreneurship and income generation opportunities. The initiative is being run in collaboration with the Indian Society of Agribusiness Professionals (ISAP).

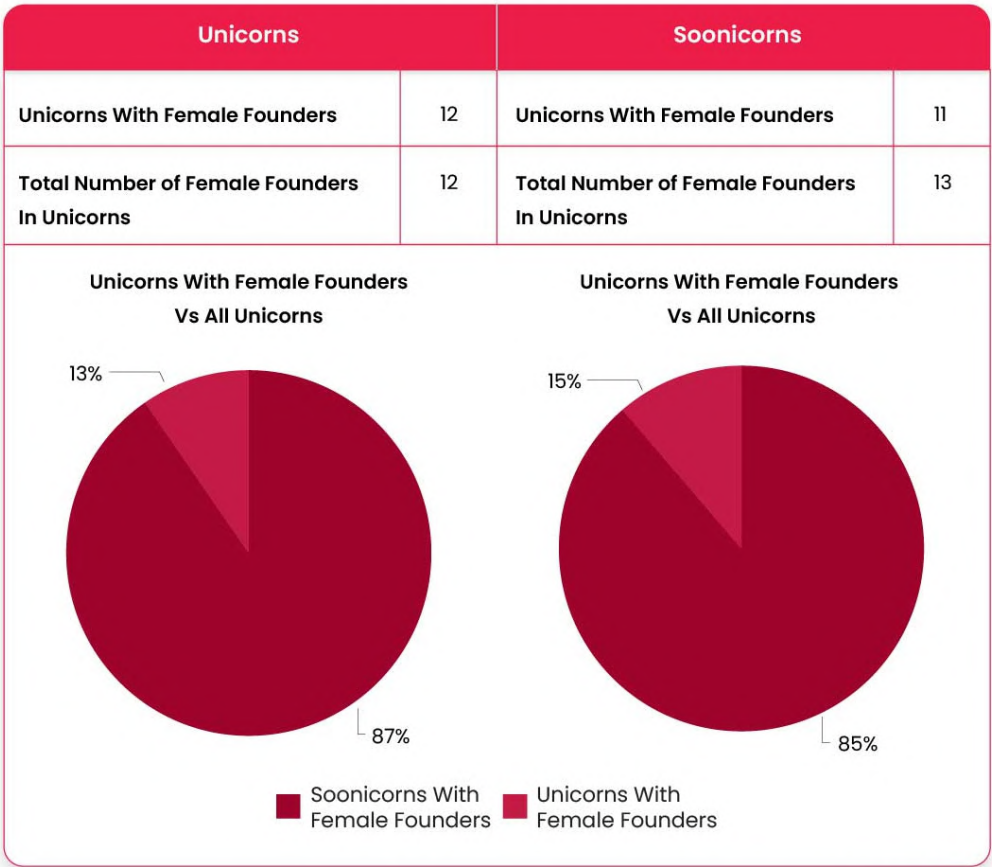


Nidhi Bhasin, CEO, Nasscom Foundation, said today, there was so much opportunity for women to become entrepreneurs, yet the whole gap was mainly around accessibility relating to technology and information. “This initiative is to make women entrepreneurs in rural areas understand technology, give them access to technology and use it to scale up. The idea is to help them sustain what they are doing and also aid in scaling up. The potential of women entrepreneurs needs to be unlocked for them to be able to create 150-170 million jobs by 2030.”

According to a report by Google and Bain & Company, 13.5-15.7 million women-owned enterprises make up 20% of all the enterprises in the country. Participation of women in entrepreneurship can generate 150-170 million jobs in India, which is more than 25% of the new jobs required for the entire working age population by 2030, says the report.

Highlighting the lack of awareness among women, Anna Roy, Senior Advisor, NITI Aayog, said a considerable number of women in India lacked awareness and substantial means to sustain or start their businesses as they were not equipped with basic resources. The DigiVaani call centres would fill an important gap in this direction. Roy further stressed that there was a need for collaboration and integration among various bodies working towards the cause of skills promotion among the masses.

## How India’s Largest Startups Fare In Gender Inclusion





## SHIKHAR DHAWAN COLLABORATES WITH BLIV.CLUB, WIOM TO LAUNCH THE FIRST METAVERSE SPORTS CITY

India's leading Iconic Cricketer, Shikhar Dhawan has announced his collaboration with Web3 fintech startup, Bliv.Club, and Web3 Metaverse startup, WIOM to launch the first sports city in the Metaverse. Bliv.Club was founded in 2021 by serial entrepreneurs Vikas Singh, Abhishek Kumar Gupta, and Mohammed Sirajuddin. Abhinav Tandon, an award-winning tech entrepreneur from IIT Delhi, is the founder of World in One Metaverse (WIOM), a Web3 Metaverse startup.

The global sports market is expected to grow from \$354.96 billion in 2021 to \$501.43 billion in 2022 at a compound annual growth rate (CAGR) of 41.3%. The sports market is expected to reach \$707.84 billion in 2026 at a CAGR of 9%. The global metaverse market is anticipated to reach a market value of around \$1,803 billion by 2030, growing at an annual rate above 45.8% from 2022 to 2030. This motivated Shikhar Dhawan to launch a sports city in the Metaverse. World-renowned cricketer Shikhar Dhawan recently launched the Da-One group of companies focusing on sports, technology, startup ecosystems, and entertainment.



This soon-to-be-launched multifaceted sports city will be home to cricket stadiums, a sportsplex-where one can leisurely enjoy watching sport, a sports cafe, gym, e-sports zone, cottages, running tracks, the first of its kind 3D immersive sports museum, sports library, an arena for other sports and much more. In addition to the above, exciting collaborations with other prominent sports personalities and sports communities are coming up.

On launching the world's first sports city in Metaverse, Shikhar Dhawan expressed, "I have always tried to keep abreast with tech trends. I am really intrigued by how sports can blend with the latest

web3 innovations. With the evolving internet consumption trends of millennials and Gen Z, our multifaceted team is pushing the boundaries in the virtual reality space to make it truly democratic and accessible for everyone."

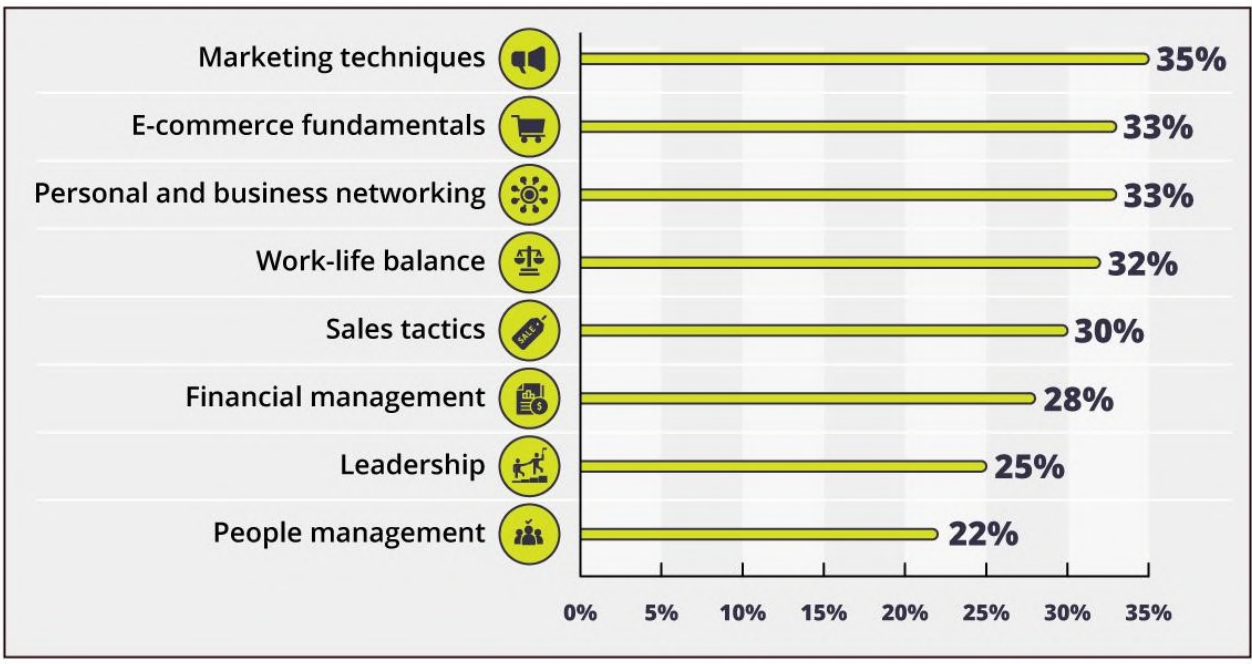
"We are building a fully functional and sustainable multiverse economy to narrow the gap between the existing offline sports/fitness avenues and metaverses. You have to be a bit crazy to create something like this and make an innovative impact," he adds with a smile.

Abhinav Tandon, the founder of WIOM, said, "The initiative aims at the development of a sports universe for enthusiasts. This will essentially be a sports city built on the latest blockchain-based tech stack, with the idea of evolving into a community-owned and decentralized platform enabling utility tokens, dApps, and an XR-based pedagogy ecosystem. The initiative will focus on bringing best-of-breed market leading Metaverse innovations".

Vikas Singh, co-founder, Bliv.Club expressed, "This 3-D immersive world called Metaverse will have the best technological innovation available. Knowing the value of the community-owned platform in web3, this virtual city will have a special place for its residents and users. As a Web3 Fintech company, our goal will always be to bring futuristic solutions today to the masses."

### The Skills That New Entrepreneurs Wish They Had

A survey of business owners who became entrepreneurs as an "encore" career identified the skills and knowledge that these first-time entrepreneurs wish they had more of.



Source: Hiscox



## INDIAN ACCOUNTING STANDARDS AND COMPLIANCE UNDER ESI & EPF

The primary intention of ESI and PF Inspectors / Social Security Officers / Enforcement Officers and their Bosses holding designations such as Assistant/Deputy/Joint Regional Directors (under ESIC) and Assistant Regional PF Commissioners/Regional PF Commissioners to verify and deeply go into the Books of Accounts and other Financial Statements of the Company is to verify and ascertain whether any contribution is missed out or escaped by the employers and whether salary/wage figures booked under Salary/Wage A/c are matching with Payroll/Salary Register and in case, if any fictitious expenses are booked under Salary/Wage A/c, Labour Charges A/c and or Misc. Expenses A/c, then whether ESI and PF Contribution is paid on such amounts or no.

If not paid, then the employers are normally burdened with unexpected liability of 25% or more (including both employer's contribution and employer's contribution) under EPF Act and 4% or more (including both employer's contribution and employer's contribution) (earlier it was 6.5%) under ESI Act and additional liability in the form of penal interest at 12% simple rate and damages up to 25% since such payments are considered as late/delayed payments by the authorities.

As a standard and age old practice, many Entrepreneurs keep on withdrawing cash from their business account for various reasons. No doubt there are statutes which impose a limit on cash withdrawal, however, such limit is presently applicable only for the Private and Public Limited Companies.



But in reality, this is not the case and off late it is observed that the cash withdrawn are normally booked under following Account Heads fictitiously. 1. Labour Charges 2. Salary/Wages 3. Misc. Expenses 4. Staff Welfare 5. General Expenses 6. Employees' Benefit Expenses 7. Casual Wages 8. Loading Unloading Expenses 9. Job Work Expenses

It is pertinent to note that such cash withdrawn are booked in the books of the Entrepreneurs without any supporting Tax Invoices and also without any Delivery Challans (DC) or Gate Pass Entry (GPE) or Goods Receiving Note (GRN), if adjusted against supply for goods and in case of Out Side Labour Charges, if work is done outside the factory/establishment premises without Delivery Challan as stated above and even no TDS is shown as deducted and paid an. All such incomplete documentation leads to suspicion in the minds of Assessing/Inspecting Officers, who are normally trained to verify all such documents at the time of inspections.

After digitalisation of the compliance by the ESIC and EPFO, the said Institutions which are instrumental in enforcement of Social Security Scheme in India have now made it mandatory to upload data/details of the wages on which ESI and PF is not deducted/contributed along with contributory data of the ESI & EPF coverable employees on their Web Portal which would help the assessing officer online to promptly check and verify on what salary/wages amount the contribution towards Social Security is not made by the employees and employers which would enable the Authorities to keep vigil eye on evasion of the compliance by the employers, If any.

While discussing above points and possibilities, It is to refer Sec. 45 (Social Security Officer – their functions and duties) of the ESI Act, 1948 and Sec. 7-A (Determination of moneys due from employers) and Sec. 13 (Duties of the Inspectors) of EPF & MP Act, 1952 where-under the inspecting authorities are vested with powers to verify the Companies' Firms'/Concerns' books of accounts and other financial statements to detect any hidden wages/contribution booked under the heads Labour Charges, Misc. Expenses and or Salary/Wages A/c where expenses are booked but ESI/PF/PT liability is not paid.

We should note that ESI and EPF Inspectors are very well trained by their departments to scrutinise the financial records of the company/firms to ascertain the contribution escaped by the employer while paying ESI and PF dues on monthly basis since normally it is the practice of the employers to pay off the contribution in respect of the figures reflected in the Salary/Wage Register and Payroll of the Company and such assessments/inspections are called by the ESI/PF Department after 2-3 years from the closure of the financial year. ESI and EPF Department have also kept CAs on their panel to verify the correctness of the financial statements submitted by the Business Owners including Companies etc. Presently, law of limitation is not applicable to EPF Act and hence EPFO Authorities can demand your records for past unlimited period and if records are not produced.

No doubt, the provisions have been made under ESI Act, 1948 fixing a limitation period of 5 years. Even under proposed Code on Social Security, 2020 wherein ESI and EPF Act are merged, the limitation period of 5 (five) years is fixed even for PF also. However, the current limitation period is not fixed for PF compliance, hence its matter of concern.

It is, therefore, requested and advised to all the establishments, may it be Company/Firm/Concern Owners to refrain from booking such unaccounted expenses not only under Salary/Wage, Labour Charges, Misc. Expense A/c etc. heads and even under any other account heads since such expenses cannot run away from the sight of the Assessing Officers constituted under ESI and or EPF Act, especially when the compliance has now become online and digitalised.

The suggestions are just to take precaution for future to avoid any unforeseen demand letter from the concern Government departments.

*(Article contribution by Sohil Sawani who is Labour Law Advisor and Chairman of SGCCI Labor Law Committee.)*



## FASTAG LED TO RS. 2,800 CRORE IN FUEL SAVING DUE TO REDUCED IDLING OF VEHICLES AT FEE PLAZAS

The NHAI had witnessed its highest-ever toll collection through FASTag in March 2021 after it had made FASTag mandatory at toll booths across the country in February 2020.

The Central government on August 4 said that as per an impact assessment study carried out in 2021, the use of FASTags have resulted in saving amounting to Rs 2,800 crore.

In a written reply in the Lok Sabha, the Minister of Road Transport and Highways Nitin Gadkari said that the use of FASTags resulted in an estimated fuel savings of around 35 crore liters per year and an estimated 9,78,200 tons of Carbon dioxide emission has been reduced.

He further added that since the government made the use of FASTags mandatory from February 2021, the penetration of FASTags and revenue collection from them has also increased.

Total collection from FASTag rose to Rs. 33,274 crore in 2021-22 from Rs. 25,291 crore in 2020-21, while penetration increased from 91.15 percent to 96.34 percent in 2021-22.

In 2021, the Ministry of Road Transport and Highways decided that all lanes of the fee plazas on the national highways would be declared as “FASTag lane”. More than 4.35 crore FASTags were issued till December 21.



# 3 Key Entrepreneurship Trends You Should Know

## 1 Top reasons why startup enterprises fail

Source: CB Insights



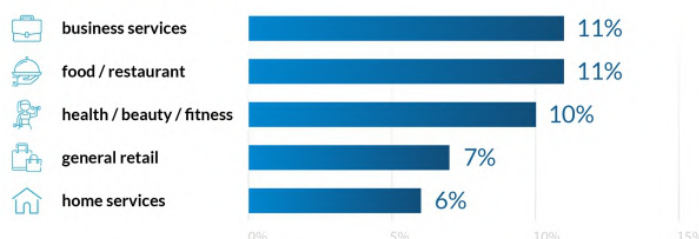
## 2 Entrepreneur age profile

Source: Guidant Financial



## 3 Top industries for entrepreneurs

Source: Guidant Financial



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