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All India Stainless Steel Industries Association

302, Arun Chambers, Madan Mohan Malavia Road, Mumbai - 400 034. INDIA
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Bhayander East - 401105 Thane, Maharashtra (India)

COMMITTEE MEMBERS*President*

Sailesh Shah / Jaas Metalkraft LLP
 Mob. : 93225 24137 / 75063 19940
 Off. : 2281 5934
 Email : scshah56@gmail.com

Imdt. Past President

Ramesh Shah / King Metal Works
 Mob. : 98206 25881
 Off. : 4027 5700(20L)
 Email : kingmt@vsnl.com / ramesh@gmail.com

Vice President

Jayesh Dedhia / Urvashi Industries
 Mob. : 98198 96523 / 93241 90933
 Off. : 2682 1063 / 2684 2169
 Email : urvashiind@vsnl.com / urvashiind@gmail.com

Vice President

Ketan Shah / Kutz Industries
 Mob. : 98200 12114
 Off. : 2867 4915 / 2868 4560
 Email : ketanshah13@gmail.com

Hon. Sec.

Paresh Shah / Ramson Industries
 Mob. : 98201 86233
 Off. : 2868 2378 / 2868 2618
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Jt. Hon. Sec.

Vihang Kotadia / Manek Metal (I) P Ltd
 Mob. : 9820302087
 Off. : 2380 4912 / 2380 4913
 Email : vihangk@hotmail.com

Hon. Treasurer

Tejash Shah / King Metal Works
 Dir. (O) : (D) 4027 5722
 Off. : 4027 5700(20L)
 Email : tejash@kingmetal.com

Exe-Com-Mem

Paresh Mehta / Sharda Corporation
 Mob. : 98210 36427
 Off. : 2242 5238 / 39 / D-2242 5240
 Email : sharda.corporation@gmail.com

Exe-Com-Mem

Anil Agarwal / Kraftware (India) Ltd.
 Mob. : 98200 78459
 Off. : 6621 1203/4 / 6621 1200/1
 Email : vinod@kraftwares.com

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Jagesh Jain / P. P. Impex (India)
 Mob. : 98676 74068
 Off. : 0250-245-2183
 Email : jageshjain@gmail.com

Exe-Com-Mem

Hitendra Bhalaria / Bhalaria Metal Craft Pvt. Ltd.
 Mob. : 98200 26924
 Off. : 2819 8226/34 / 2814 0914
 Email : exports@bhalariametel.com / hiten@bhalariametel.com

Exe-Com-Mem

Sanjay Savla / Mayfair International
 Mob. : 98200 85943
 Off. : 2352 1270 / 4925 3333
 Email : marvel@marvelindia.com

Exe-Com-Mem

Navin Gada / Jyoti (India) Metal ind. (P) Ltd.
 Mob. : 98200 70081
 Off. : 2431 5500 / 02525 254024
 Email : navin@nirali.com / gadanavin@gmail.com

Co-Opt-Mem

Anup Shah / Aniket Metals P. Ltd.
 Mob. : 98200 60266 / 93238 06677
 Off. : 6610 4060
 Email : anup@aniketmetals.com

Co-Opt-Mem

Mahesh Gupta / Shreeji International (Rama Ind.)
 Mob. : 93246 62958
 Off. : 2814 8523 / 3931 7369
 Email : emailofmahesh@gmail.com

Co-Opt-Mem

Rajesh Shah / Shree Priti ACE Metals P. Ltd.
 Mob. : 98210 28486
 Off. : 2671 1538
 Email : pritiace@gmail.com

PANEL OF CONSULTANTS**Ajit Shah**

Consultant on Exim Matters
 Mob. : 90046 63068
 Off. : 2872 1397
 Email : info@universalconnections.in

Nitin Mehta

Consultant on GST Matters
 Mob. : 93245 76160
 Off. : 2808 0422
 Email : nitinmehta@gmail.com

Deepak Shah

Consultant on Income Tax
 Mob. : 98201 48536
 Off. : 2242 0089 / 6749 8500 / 06
 Email : cadeepakshah@gmail.com
 deepakshah@vsnl.net

Janak Vaghani

Consultant on GST
 Mob. : 93246 80303
 Off. : 2282 1978
 Email : janak.vaghani1@gmail.com

N.L. Juneja

(Consultant on Labour Law)
 Mob. : 98201 64400
 Off. : 2600 0105/6
 Email : advocatejuneja@hotmail.com

All India Stainless Steel Industries Association

302, Arun Chambers, M. M. Malavia Road, Mumbai 400034.
 Telefax : 022 23523764 • Tel.: 022 66576050 • Mob.: 98690 43764
 Email: aissiamumbai@gmail.com • Website : www.aissia.org

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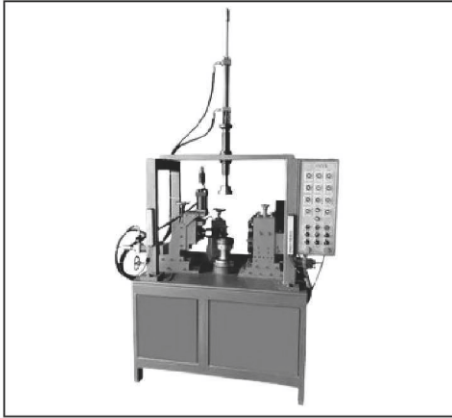
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How can small businesses use chat gpt?

Small businesses can leverage ChatGPT in several ways to enhance their operations, customer service, and marketing efforts:

1. **Customer Support:** Use ChatGPT as a virtual assistant to handle customer inquiries, provide support, and answer frequently asked questions. This can reduce the workload on human support agents and provide customers with instant responses.
2. **Lead Generation:** Integrate ChatGPT into your website or social media platforms to engage visitors and capture leads. ChatGPT can initiate conversations, qualify leads, and collect contact information for follow-up.

3. **Personalized Recommendations:** Train ChatGPT with your product or service data to provide personalized recommendations to customers based on their preferences, previous purchases, or browsing history.
4. **Content Creation:** Generate blog posts, social media updates, product descriptions, and other content using ChatGPT. This can help small businesses maintain a consistent online presence and engage with their audience.
5. **Market Research:** Use ChatGPT to conduct surveys, gather feedback from customers, and analyze market trends. ChatGPT can assist in extracting insights from large volumes of unstructured data.
6. **Automated Marketing Campaigns:** Deploy ChatGPT in email marketing campaigns or chatbots to deliver targeted

messages, promotions, and offers to customers based on their interests and behavior.

7. **Training and Onboarding:** Train ChatGPT to provide onboarding assistance to new employees or customers. ChatGPT can offer tutorials, answer questions, and provide guidance on using your products or services.
8. **Appointment Scheduling:** Integrate ChatGPT with your scheduling system to allow customers to book appointments, meetings, or services directly through chat.
9. **Feedback Analysis:** Analyze customer feedback and reviews using ChatGPT to identify areas for improvement and gather insights into customer preferences and satisfaction.
10. **Language Translation:** Utilize ChatGPT for language translation services to communicate with customers or clients who speak different languages.

By incorporating ChatGPT into their operations, small businesses can automate repetitive tasks, improve customer interactions, and streamline various aspects of their business processes.

Source : Generated online

Quality Control Orders: What does this mean for domestic industry?

India believes developed countries and China use quality control orders as a trade barrier, and seeks to play catch-up

From toys, footwear and furniture to insulated flasks, smart meters, and air coolers — the Central

government over the last decade has mandated higher standards for production and imports of such items.

Sample this: Till 2014, there were 14 Quality Control Orders (QCOs) covering 106 products.

By the latest count, there are 156 QCOs on 672 products.

QCOs, notified by government departments in consultation with the Bureau of Indian Standards (BIS), are compulsory in nature, unlike the numerous other standards prescribed by the BIS.

Though the government has said QCOs have been imposed to ensure the quality of products, protection of human, animal, and plant health, and prevention of deceptive practices, the domestic industry speaks of the burden the measures entail.

They also lead to confrontations with trading partners at the World Trade Organisation (WTO).

For the domestic industry, which has to adhere to the specified quality standards, QCOs almost always lead to higher production costs.

Trade partners, on the other hand, see them as another trade barrier.

QCOs are covered under the Technical Barriers to Trade (TBT) agreement at the WTO, which aims to ensure that technical regulations, standards, and conformity assessment procedures are non-discriminatory and do not create unnecessary obstacles to trade.

At the same time, the agreement recognises WTO members' right to implement measures to achieve legitimate policy objectives.

The TBT Agreement strongly encourages members to base their measures on international standards to create a predictable trading environment.

However, India believes developed countries and

China have been using QCOs as a trade barrier to curb imports from countries such as India, and it seeks to play catch-up.

Partners' concern

In 2023, India stood in the eighth position for submitting notifications under the TBT agreement to the WTO.

The European Union and India are the top two respondents to concerns by members on standards, testing, and certification at the Committee on TBT.

Countries including the United States, Canada, and Taiwan in a joint statement last year raised concerns over India's QCOs over the years in sectors such as toys, chemicals, ICT (information and communication technology) products, and automobile parts.

On the recognition of internationally accredited laboratories, the countries asked India to provide greater clarity and transparency regarding the steps laboratories can take to obtain such recognition from the BIS.

"Currently, exporters whose products have already been certified by accredited international laboratories report that results from these laboratories are not being accepted as proof of compliance.

"As a result, exporters are forced to undertake duplicative testing.

"We urge India to utilise the benefits of ILAC (International Laboratory Accreditation Cooperation) membership and accept foreign laboratory test results from ILAC-accredited labs as proof of compliance with Indian requirements," they said.

India, in response, said it had used accreditation by ILAC as a conformity assessment procedure

where appropriate.

The country further confronted the countries on whether all ILAC-accredited foreign labs were automatically recognised by them and whether the recognition of ILAC-accredited foreign labs was limited to certain sectors or products.

The longest-standing TBT-related concern raised in 2023 at the WTO was on India's QCO on pneumatic tyres and tubes for automotive vehicles, which dates back to 2005.

Domestic industry's view

Though a majority of the domestic industry has hailed the government's mantra of quality being non-negotiable, many believe QCOs should be implemented in a more industry-friendly manner after wider stakeholder consultation.

The domestic industry also complains that a lack of coordination between government agencies creates confusion about a QCO's implementation.

For example, for the QCO on toys for children up to 14 years, the customs department came up with a notification that it will also be applicable on parts and components, and not just the finished product.

In the case of QCO on protective textile that prevents ignition on office chairs (yes, there is such a thing), a QCO was used to stall imports of not just the raw material but also furniture with protective textiles.

"For the QCO on nuts and bolts, the authorities have clearly mentioned that if the nuts and bolts are part of a machine, then the order will not be applicable on it.

"But since such clarity is not there in most QCOs, companies seek clarification but there is no standard redressal mechanism," an industry executive says, requesting anonymity.

Some believe QCOs should cover the entire value chain of the product.

Ajay Sahai, director-general and chief executive officer at the Federation of Indian Export Organisations (FIEO) says if a QCO covers the entire value chain, the quality of the product eventually will become better.

“For instance,” he says, “if a QCO is imposed on either the raw material or the value-added product, and not on the finished products, it will be difficult to establish that the end-product is following the quality norms.

“Similarly, if you have implemented a QCO on the end-product and not on the raw material, there is a possibility that the product is being manufactured using sub-standard imported raw material.”

In search of clarity

Engineering Export Promotion Council of India (EEPC) chairman Arun Kumar Garodia says QCOs are often put in the primary engineering raw material stage, where the suppliers in the country are a few large sector players.

“Though the EEPC fully supports imports of quality products, wherever required, there should also be mutual recognition agreements where imports of corresponding quality standards of major countries are accepted in India,” he says.

An executive at a consulting firm handling QCO-related matters says companies often complain they are not given enough time to adapt.

“They sometimes don't even have clarity on how to sell the goods already produced.

“Identifying BIS-approved laboratories and receiving approval is a time-consuming process,” he adds.

Lack of planning could lead to business disruptions, as the products cannot be imported or

manufactured without the BIS licence.

According to Garodia, “A sudden imposition of QCOs on the user industry can lead to disruption of production of the final goods of the MSME players and thereby add to inflationary conditions.

“QCOs should safeguard quality in the country but should not be used as a protective measure for the manufacturers of those products.”

Sahai of FIEO points out that implementation may take time since developing the standards for all the products will take time.

This was raised by representatives from the plastics industry in one of the exporters’ meetings with trade minister Piyush Goyal last month.

Some small manufacturers say it is far easier for large companies to deal with QCO-related compliances.

H P Kumar, advisor at the PHD Chamber of Commerce and Industry (PHDCCI), says QCOs are a step in the right direction. However, he adds: “One of the challenges is the limited testing infrastructure in our country.

“Large corporations are able to manage testing within their own facility or by making investments in testing facilities.

“Even if they don't have a testing infrastructure, they are capable of paying high testing fees.”

PHDCCI has made representations to the government on this issue.

Tilting the fulcrum

A senior government official says QCOs are good for the country and tilt the fulcrum in favour of domestic manufacturers.

Challenges of implementation arise because any disruption causes uneasiness.

“Let’s look at the case of toys. Initially the industry was against it, but is now an ardent supporter of the QCO,” the official says, requesting anonymity.

The government has been holding stakeholder consultation before and after the issuance of such orders.

“Exemptions and a greater timeframe has been given to micro and small businesses.

“Besides, lab testing prices have also come down, which will help small businesses,” the official explains.

Another government official laments that the domestic industry is against higher standards because it has never focused on quality.

“Wherever product manuals, standardisation processes, testing laboratories, and domestic capabilities are available, we are trying to introduce QCOs,” he adds.

A senior industry representative, requesting anonymity, says the ministries and BIS should conduct more extensive stakeholder consultations before mandating the higher standards.

“If a set process is implemented for complaints and feedback, it will be beneficial to everybody,” he adds.

Source : <https://www.rediff.com/>

Exporters seek exemption form MSME payment rule

Exporters have asked for exemption from the new 45-day payment rule for micro, small and medium enterprises (MSMEs) that was brought in through amendments in the Income Tax Act, saying that time taken for overseas shipments and payment realisation would make it difficult to adhere to it.

In a letter to the Prime Minister Narendra Modi, Federation of Indian Export Organisations (FIEO) and 15 sector-specific export promotion councils said that as they receive payments for their sales after a time lag of 120 days, it will be difficult for them to meet the 45-day deadline for their MSME suppliers.

Source : <https://www.financialexpress.com/>

SpaceX relies on stainless-steel for Starship Mars Rocket

Founded in 2002 by Elon Musk with the aim of reducing space flight costs enough to make the colonization of Mars feasible, SpaceX is developing Starship – a fully reusable, privately funded launch system for interplanetary and orbital spaceflight.

What makes this rocket unique is the material chosen for the body of the Starship rocket and its Super Heavy Booster. Originally slated to be constructed from state-of-the-art carbon fibre, SpaceX announced that this would be replaced with gleaming 300-series stainless-steel.

This marks the first use of this material in a rocket since failed attempts in the Atlas intercontinental ballistic missile (ICBM) programme in the 1950s. With Starship intended for interplanetary travel, however, material selection is a significant factor in the success of SpaceX’s attempts to reach the fourth planet from the sun.

Made of the right stuff

Stainless-steel’s high melting point is a major advantage when it comes to space travel. Aluminium or carbon fibre are limited to a steady-state operating temperature of 150°C, with short

periods operating at around 180-200°C, but which lead to a weakening of the material. Some carbon fibres can operate continuously at 200°C, but these come with compromises in strength.

Steels, with appropriate heat dissipation controls, can perform at temperatures as high as 820-870°C. As such, an innovative steel-built system will be used for the Starship's heat shield, which protects the vessel from the high temperatures experienced during entry into a planet with an atmosphere such as Mars or Earth.

The heat shield features two stainless-steel layers joined with stringers, with water flowing between them. The exterior has micro-perforations which then allow for water to 'bleed' out, keeping temperatures low through transpiration cooling.

Lowering the cost of travel to Mars is crucial to the project's overall success and here stainless-steel vastly outperforms its competitors. Carbon fibre costs \$135 per kilogram, and more than a third of the material is scrapped during the production process, meaning the real-terms cost is around \$200 per kilogram. The equivalent amount of stainless steel will set you back just \$3.

The weight of the world

When launching a vessel out of Earth's atmosphere, every gram must be considered and eliminated where possible. Traditionally, steels would not be considered a lightweight option, but stainless-steel's unique attributes actually make it the best choice for keeping weight down.

In the cold darkness of space, the temperature sits at a frosty -270°C. At these cryogenic temperatures, stainless steel's strength is increased by 50%. The chrome-nickel content in its make-up means it does not become brittle even at very low temperatures.

For an interplanetary rocket, high ductility, high

toughness, and very little chance of fractures when operating in cryogenic environments, makes for the perfect material. These properties mean that less material can be used, lowering the weight and making stainless-steel highly viable for space travel.

The Starship is designed for repeated use, with SpaceX claiming the vessel can be ready for relaunch just an hour after landing. With this in mind, the company's materials team have been working on a new stainless-steel alloy with higher chromium content. This 304L alloy is even more resistant to both corrosion and degradation making it perfect for the continued re-use planetary colonisation would require

It's clear that while the imagination and skill of SpaceX's engineers and the bravery of the astronaut teams who pilot their creations will be driving this voyage into the stars, it is the enduring power of steel that is making human planetfall on Mars a very real possibility.

Source : <https://worldsteel.org/>

Centre looks to rejig MSME schemes

The Centre has drawn up a plan to streamline and strengthen incentive schemes for the micro small and medium enterprises (MSMEs), and this may be one of the priorities of the Narendra Modi government if voted back to power for a third term.

The new measures being looked at include giving certain incentives to manufacturers for their domestic procurement from MSMEs under production-linked incentive (PLI) schemes, which are likely to be revamped. "The government is looking at streamlining all MSME subsidy and credit-linked schemes to rationalise them.

Merging some of these could ensure their maximum reach and claims are hassle-free,” a senior official told FE. The 64 million-strong MSMEs are the backbone of the Indian economy. They account for over 110 million jobs or 23% of the country’s labour force, making it the second-largest employer in India after agriculture. They contribute 27% of India’s GDP, account for 38.4% of the total manufacturing output and contribute 45% of the country’s total exports.

Access to finance is regularly seen as a key bottleneck for MSMEs. The promotion of export credit guarantees can help improve working capital availability for MSMEs. A Niti Aayog report has also suggested the government must create an incentive package to increase export credit guarantee substantially. It also suggested a single marketplace where all providers of export credit can compete for business and help reduce the cost to MSMEs. The Interest Equalisation Scheme, which has been running since 2015, may be reviewed by the new government after polls to make it more impactful for MSME exporters.

Source : <https://www.financialexpress.com/>

RoDTEP: Verification mechanism to help establish payouts are input duty remissions, not subsidies

Rattled by anti-subsidy duties imposed last year by the US and the EU on certain Indian exports benefiting under the Remission of Duties and Taxes on Exported Products (RoDTEP) scheme especially designed to be WTO compatible, the government is putting in place a verification process to establish that only input duties have been remitted under the scheme whenever investigations are sought by an importing country on alleged payout of subsidies, officials have said.

“A verification team with officials from the Department of Revenue and DGFT will hold random inspections of manufacturers when any complaint is made by an importing country, for instance the US, on alleged subsidy payouts for particular products. All input taxes paid by the selected manufacturer will be tallied with the RoDTEP payments received to satisfy the importing country that only duties and taxes paid during production have been remitted,” an official tracking the matter told businessline.

The Merchandise Export from India Scheme (MEIS) was replaced by RoDTEP scheme in January 2021 as the former had had faced several challenges from partner countries at the WTO as it did not clearly establish the connection between the amount paid to exporters and the input taxes paid by them.

RoDTEP was designed carefully by a team of senior officials and experts to ensure that it was totally transparent and the refund rates were based on embedded duties and taxes, such as VAT on fuel used in transportation, mandi tax and duty on electricity used during manufacturing of the exported items.

Anti-subsidy duties

Despite the clear connection established between the remission rates and the input taxes, the US and the EU imposed countervailing (anti-subsidy) duties on some Indian products against RoDTEP payments availed. These include paper file folders, common alloy aluminium sheet and forged steel fluid end blocks by the US and certain graphite electrode systems by the EC.

“The anti-subsidy duties were imposed not because there is a problem with the RoDTEP scheme. It is mainly because exporters were not able to clearly establish the connection between the RoDTEP benefits received and the input taxes

they had paid when exporting countries came for inspection. The verification committee will be in a better position to establish the connection in its random checks and hopefully satisfy the importing countries,” the official added.

The DGFT is simultaneously working with the Directorate General of Trade Remedies (DGTR) on familiarising exporters with the entire process of documentation so that they can on their own prove that RoDTEP payments are in lieu of input taxes not remitted under any other scheme and were not export subsidies, the official said.

Source : <https://www.thehindubusinessline.com/>

Localisation story of Tesla: India versus China deal

The new electric vehicle policy of the government offers some key terms which seem to be more attractive for car makers than what Tesla was able to extract from China when it set up its plant in Shanghai in 2019. Under the new policy, India has offered a localisation term of reaching a domestic value addition (DVA) of 25 per cent in three years and 50 per cent in 5 years from the date of issue of the approval letter.

In China, on the other hand, 95 per cent of their components used in the plant is sourced locally, thereby creating a large Chinese component supply base. When they started out rolling out cars in December in 2019, about onethird of the components were from China.

Tesla had an agreement with, for instance Panasonic to provide them with lithium ion batteries, but in China, it went to Chinese battery manufacturer CATL for most of its requirements. It has a contract with CATL, now the world's largest battery maker, till 2025. Tesla has also acquired companies in the US, Germany, and

Canada and has brought them to China for crucial areas of technology. And it has signed up for land to manufacture cobalt-free lithium ion phosphate batteries with its partner.

Car makers which manufacture in India and are eligible under the production-linked incentive (PLI) scheme for electric vehicles have to begin with a DVA of 50 per cent. An auto veteran who has run global car companies in the country, says: “Companies like Tesla and others have been given a long rope in India. There is no reason why they cannot start manufacturing cars at 50 per cent localisation, as India has a huge high-quality component industry which is exporting to the world. Everything, except the battery cells, is available. In three years they should have gone to 80-90 per cent.” The policy has also cut import duty from 60-100 per cent to only 15 per cent on cars with a CIF (cost, insurance and freight) value of over \$35,000 for 5 years, although it has given companies three years to set up a manufacturing plant in the country with a minimum investment of \$500 million. In China Musk had requested two years to set up the plant, but was asked to cut it to one year. And he delivered. The construction of the plant started in January 2019 and production began in October 2019. It committed to invest \$2 billion in five years and the Shanghai government offered land at one-tenth the market rate. That said, the Chinese have given many other sops to Tesla. For example, earlier, China had a strict policy of allowing only joint ventures with Chinese companies for making cars. But to help Tesla it dropped the rule in 2018 so that Musk's firm could come as a fully-owned subsidiary.

Tesla was also able to lobby and get China to change its emissions policy. Now, the firms that make clean cars get carbon credits which they can sell and make money. This has provided Tesla with substantial incomes. Moreover, China's state-run banks provided loans to the tune of \$1.5 billion to the company at low interest rates.

Source : <https://www.business-standard.com/>

Elon Musk predicts AI will be smarter than the smartest human next year

In a recent interview fraught with technical hiccups on X spaces, Tesla's CEO Elon Musk made bold predictions about the rapid evolution of artificial intelligence (AI). Musk asserted that AI surpassing human intelligence, known as Artificial General Intelligence (AGI), could materialise as soon as next year or by 2026.

During the conversation with Nicolai Tangen, CEO of Norway's wealth fund, Musk underscored the critical role of electricity in unlocking the potential of AI. He also disclosed plans for the forthcoming iteration of Grok, the AI chatbot developed by his startup xAI, slated for training completion by May.

The tech mogul, who co-founded OpenAI, lamented the scarcity of advanced chips hindering the enhancement of Grok's capabilities. He revealed that training the Grok 2 model necessitated a staggering 20,000 Nvidia H100 GPUs, with future iterations demanding even more resources.

Musk's venture, xAI, emerged last year as a contender against OpenAI, a company he previously collaborated with. Musk accused OpenAI of deviating from its original altruistic objectives towards profit-driven motives, an allegation the latter refutes.

While Musk emphasised the chip shortage as a significant obstacle, he stressed the pivotal role of electricity supply in AI's developmental trajectory over the coming years.

Shifting focus to the automotive sector, Musk

reiterated the formidable competition posed by Chinese car manufacturers, labelling them as "the most competitive in the world." He cautioned that without trade barriers, Chinese rivals could potentially outpace global counterparts.

Addressing ongoing labour disputes, Musk expressed optimism, suggesting that the challenges faced by Tesla in Sweden were abating. Tangen, representing Norway's \$1.5 trillion sovereign wealth fund and a significant Tesla shareholder, confirmed recent discussions with Tesla's leadership regarding the company's operational landscape.

Source : <https://www.businessstoday.in/>

Lesson from Lord Hanuman

Lord Hanuman, a central figure in Hindu mythology, embodies numerous virtues and offers various lessons through his actions and character. Here are some lessons we can learn from him:

1. **Devotion and Loyalty:** Hanuman's unwavering devotion to Lord Rama is exemplary. He serves Rama with utmost loyalty and dedication, showing the importance of devotion in one's spiritual journey.
2. **Courage and Strength:** Hanuman's physical strength is legendary, but his true strength lies in his courage to face challenges and adversities fearlessly. He teaches us to confront obstacles with determination and bravery.
3. **Humility:** Despite his immense power and capabilities, Hanuman remains humble and modest. He never boasts about his achievements but remains focused on serving his master and fulfilling his duties.

4. **Selflessness:** Hanuman always puts the needs of others above his own. His selfless actions, such as helping Rama rescue Sita or assisting in the war against Ravana, demonstrate the importance of serving others without expecting anything in return.
5. **Wisdom and Intelligence:** Hanuman is not only strong but also wise. He displays intelligence and quick thinking in various situations, showing us the importance of using intellect and wisdom to solve problems.
6. **Perseverance:** Hanuman's determination to fulfill his tasks, such as locating Sita or bringing the Sanjeevani herb, teaches us the value of perseverance in achieving our goals despite challenges and setbacks.
7. **Respect:** Hanuman respects all beings regardless of their status or background. He treats everyone with kindness and dignity, setting an example of how to interact with others with respect and empathy.
8. **Faith:** Hanuman's unwavering faith in the divine, particularly in Lord Rama, inspires us to have faith in something greater than ourselves. His belief gives him strength and guides him through his journey.
9. **Service:** Hanuman is the epitome of selfless service. He dedicates his life to serving Rama and humanity, reminding us of the importance of serving others and contributing to the greater good.
10. **Forgiveness:** Despite facing betrayal and adversity, Hanuman remains forgiving and compassionate. His ability to forgive even his enemies teaches us the power of forgiveness in overcoming hatred and resentment.

By embodying these virtues and learning from Hanuman's actions, we can strive to become better

individuals and lead a more fulfilling and meaningful life.

What can Indian businesses learn from American businesses:

Indian businesses can draw several valuable lessons from American businesses, known for their innovation, entrepreneurship, and global competitiveness. Here are some key lessons Indian businesses can learn:

Innovation and Entrepreneurship: American businesses excel in innovation and entrepreneurship, constantly pushing the boundaries of what's possible. Indian companies can foster a culture of innovation, encourage risk-taking, and invest in research and development to drive creativity and differentiation in their products and services.

Customer-Centric Approach: American companies prioritize understanding customer needs and delivering exceptional customer experiences. Indian businesses can emulate this focus on customer satisfaction, leveraging customer feedback, data analytics, and customer relationship management tools to enhance their offerings and build lasting relationships.

Agility and Adaptability: American businesses are known for their agility and ability to adapt quickly to changing market dynamics. Indian companies can learn to be more flexible, responsive, and proactive in identifying opportunities and navigating challenges, enabling them to stay ahead of the curve in a rapidly evolving business landscape.

Digital Transformation: American businesses have embraced digital technologies to transform their operations, enhance efficiency, and unlock new growth opportunities. Indian companies can accelerate their digital transformation efforts, leveraging cloud computing, artificial

intelligence, data analytics, and automation to drive innovation, improve productivity, and stay competitive in the digital age.

Focus on Talent and Culture: American companies prioritize attracting top talent and fostering a culture of collaboration, diversity, and inclusion. Indian businesses can invest in talent acquisition, development, and retention strategies, promote a positive work environment, and empower employees to unleash their full potential, driving organizational success and employee engagement.

Strategic Partnerships and Collaboration: American businesses often form strategic partnerships and alliances to access new markets, share resources, and drive innovation. Indian companies can explore collaboration opportunities with industry peers, startups, academia, and government agencies to leverage complementary strengths, expand their reach, and accelerate growth.

Brand Building and Marketing: American companies excel in brand building and marketing, leveraging storytelling, branding campaigns, and digital channels to connect with customers and build brand loyalty. Indian businesses can invest in brand building initiatives, develop compelling marketing strategies, and leverage social media and digital platforms to enhance their brand presence and visibility in the market.

Ethical Business Practices: American businesses prioritize ethics, transparency, and corporate social responsibility (CSR) in their operations and decision-making. Indian companies can adopt ethical business practices, adhere to high standards of corporate governance, and contribute to social and environmental causes, earning the trust and respect of stakeholders and enhancing their reputation in the market.

Continuous Learning and Improvement: American businesses embrace a culture of continuous learning and improvement, encouraging employees to seek knowledge,

embrace change, and pursue personal and professional development. Indian companies can foster a learning culture, provide opportunities for training and skill development, and encourage employees to embrace lifelong learning, driving innovation and growth within the organization.

Global Expansion and Market Entry: American businesses are adept at expanding into new markets and establishing a global presence. Indian companies can learn from their strategies for market entry, localization, and international expansion, conducting thorough market research, adapting their products and services to local preferences, and building strategic partnerships to succeed in diverse and competitive markets worldwide.

By embracing these lessons from American businesses, Indian companies can strengthen their competitiveness, drive innovation, and achieve sustainable growth in an increasingly interconnected and dynamic global economy.

Deepfake technologies can be used to steal your identity even if you don't use generative AI platforms.

You've probably heard about generative AI (artificial intelligence), but you might not be aware that these technologies have brought with them new concerns about privacy, identity theft, and misinformation. One pernicious form of AI scam is called "deepfake" technology.

Deepfakes are artificial intelligence-generated videos or audio clips that make it appear as though someone is saying or doing something they never did. Just by this definition, the possibilities for identity theft and misinformation might become obvious to you. Deepfakes can be used to defame individuals and commit fraud. For example, if your vocal identity and sensitive information got into the wrong hands, a cybercriminal could use

deepfaked audio to contact your bank.

You might think that because you don't use any AI product you could never be a victim. The truth is that these technologies can scrub data (such as video, photographs, and voice recordings) of millions of people from websites, like social media platforms.

You can take some steps to reduce the chances that a criminal creates a deepfake of you. Mostly, you should think hard about what you share publicly. Here are some strategies to protect yourself, and some tips about what to do if you suspect you're the victim of a deepfake.

Share with care: The first step in avoiding deepfakes is to be extremely cautious about what personal information you share online. Limit the amount of data available about yourself, especially high-quality photos and videos, that could be used to create a deepfake. You can adjust the settings of social media platforms so that only trusted people can see what you share. Of course, you should also make sure that you trust anyone who requests to follow or friend you.

Enable strong privacy settings: Take full advantage of websites' privacy settings to control who can access your personal information and content. Restrict who can see your photos, videos, and other sensitive data. This includes websites where you store photo files. Reduce the amount of publicly available material, and you minimize the resources potential deepfake creators have.

Watermark photos: When sharing images or videos online, consider using a digital watermark on them. This can discourage deepfake creators from using your content since it makes their efforts more traceable.

Learn about deepfakes and AI: The realm of AI is changing rapidly. Staying abreast of the latest developments can help you stay vigilant. You don't need to become an expert, but following the news about these technologies is important for everybody. This knowledge can help you recognize potential red flags when encountering

suspicious content.

Use multi-factor authentication: These days, you really should double your security by implementing multi-factor authentication for all of your accounts. This is when you need an extra step to log into an account, such as a facial scan, entering a code texted to your phone, or using a standalone app on your device. This extra layer of security helps prevent unauthorized access to your accounts, reducing the chances of someone obtaining your personal data.

Use long, strong, and unique passwords: Every password should be at least 16 characters long, unique to the account, and contain a random mix of upper case letters, lower case letters, numbers, and special characters. The best way to remember all these unique passwords is by storing them in a password manager with MFA turned on.

Keep your software up to date: Keep your devices and software up to date with the latest security patches and updates. Outdated software can have vulnerabilities that hackers may exploit to access your data. We recommend turning on automatic updates so you don't have to constantly check for new updates.

Don't take the phishing bait: Be extremely cautious when receiving emails, direct messages, texts, phone calls, or other digital communications if the source is unknown. This is especially true if the message is demanding that you act fast, such as claiming your computer has been hacked or that you won a prize. Deepfake creators attempt to manipulate your emotions so you download malware or share personal information. Verify the identity of the sender and avoid clicking on suspicious links. We always say: think before you click.

Report deepfake content: If you come across deepfake content that involves you or someone you know, report it to the platform hosting the content. This can help in having it removed or investigated, limiting its potential reach. You should also report it to federal law enforcement.

Consult legal advice: If you are the victim of a deepfake that has damaged your reputation, consult with cybersecurity and data privacy legal experts. Laws are quickly evolving to address the issue of deepfakes, but with technology changing so fast, the legal system takes time to catch up. You can take action – contact your elected representatives and tell them you want to see more action around preventing deepfakes!

While deepfakes provide a new terrain in the battle against misinformation and defamation, you can take proactive measures to protect your digital identity. In fact, this advice is good for protecting yourself from other common cyber threats. Stay informed, adopt these cybersecurity habits, and think hard about what you post online, as well as who has access to it.

Source : <https://staysafeonline.org/>

Business quotes:

- "The only way to do great work is to love what you do." - Steve Jobs
- "Success is not final, failure is not fatal: It is the courage to continue that counts." - Winston Churchill
- "The secret of getting ahead is getting started." - Mark Twain
- "Innovation distinguishes between a leader and a follower." - Steve Jobs
- "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do." - Steve Jobs
- "Opportunities don't happen. You create them." - Chris Grosser

- "The way to get started is to quit talking and begin doing." - Walt Disney
- "The successful warrior is the average man, with laser-like focus." - Bruce Lee
- "It's not about ideas. It's about making ideas happen." - Scott Branson
- "The only limit to our realization of tomorrow will be our doubts of today." - Franklin D. Roosevelt
- "Success is walking from failure to failure with no loss of enthusiasm." - Winston Churchill
- "Don't watch the clock; do what it does. Keep going." - Sam Levenson
- "Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful." - Albert Schweitzer
- "The only thing worse than starting something and failing... is not starting something." - Seth Godin
- "If you are not willing to risk the usual, you will have to settle for the ordinary." - Jim Rohn
- "Success usually comes to those who are too busy to be looking for it." - Henry David Thoreau
- "The entrepreneur always searches for change, responds to it, and exploits it as an opportunity." - Peter Drucker
- "You miss 100% of the shots you don't take." - Wayne Gretzky
- "The best way to predict the future is to create it." - Peter Drucker
- "Whether you think you can, or think you can't – you're right." - Henry Ford



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ESTD. 1956

All India Stainless Steel Industries Association

302, Arun Chambers, Madan Mohan Malavia Road, Mumbai 400034.

Telefax : 022 23523764 • Tel.: 022 66576050 • Mob.: 98690 43764

Email Id. : aissiamumbai@gmail.com • Website : www.aissia.org

MEMBERSHIP APPLICATION

(Please fill in this form in block letters only)

Dear Sir,

I / We desire to be admitted as a Member of your Association.

Types of Membership : Life Member Associate Membership

Name of the Firm : _____

Address : _____

City : _____ Pin : _____ State : _____

Estd. Year : _____ E-mail : _____ Website : _____

Phone (with STD Code) Office : _____ Mobile : _____

Fax (with STD Code) : _____ Factory : _____

Branch Office Address : (if any) _____

Name(s) of Proprietor / Partners / Directors : _____

1) _____

2) _____

3) _____

Please include passport size photos of Proprietor or any 2 Partners / Directors

Name of person nominated to represent in the Association : _____

Designation : _____ Telephone : _____

Nature of Business :

Manufacturer Merchant Manufacturer & Merchants Services Consultancy Sector Others (Specify)

Category :

If registered as Export House, type of Certificate

Export Products :

Stainless Steel (1) Utensils (2) Cutlery (3) Others (Specify)

Import Products :

Stainless Steel (1) Sheets (2) Coils (3) Accessories (4) Finished Products (5) Others (Specify)

Details of Registration :

(a) Pan Registration No.: _____ (b) GSTIN No. _____

(d) Member of any other Association : _____

(e) Bankers & Branch : _____

We wish to become an **Associate / Life Member** of the association and are enclosing a Cheque / Bank Draft in Favour of "**All India Stainless Steel Industries Association**"

Sr.No.	Type of Membership	Entrance Fee	Membership Fee	Annual Charge
1	Life membership	Rs. 500	Rs. 15,000	Rs. 2,500/-* year. Payable only after 5 yrs.
2	Associate Membership	Rs. 500	Nil	Rs. 4,000/-* year

* +GST Tax Extra

- Each Member has an option to pay Annual Charge of 5 years together.
- As an incentive to member and also for association's better fund management and less paperwork for all, any member intending to pay together the Annual Charge for 5 years will be charged for 4 years only. For example: Life Member will pay Rs. 10,000/- but his membership fees will be considered paid for 5 years.

We agree to abide by the Memorandum And Article of Association as may be inforce from time to time.

Proposed By : _____

Seconded By : _____

(The Proposer and the Seconder should be members of the Association)

Your Sincerely,

Signature

(Name : _____)

(Designation : _____)

Place : _____ Date : _____

(FOR OFFICE USE ONLY)

LIFE / ASSOCIATE

Source : Direct / Member / Other

Application Received on _____ by _____

Application Verified on _____ by _____

Payment : Rs. _____ Cheque / Draft No. _____

Drawn on Bank _____ Receipt No. _____

Applicant enrolled as a **Life Member / Associate Member** (accepted / refused) as decided in the Executive Committee Meeting held on _____

Membership Enrolment No.: _____



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☎ +91 84477 46766 📞 +91 9819164179 ✉ jayeshm@bhalariametal.com

Factory Address

Bhalaria Indl. Estate, Bhalaria Road, Nr. Narayani School, Bhayander W, Mumbai 401101. India.

☎ +91 84477 46766 📞 022 2819 8227 ✉ sale@bhalariametal.com

🌐 www.bhalariametal.com