BULLETIN ON STAINLESS STEEL INDUSTRY / TRADE

Total Pages: 36 MUMBAI MAY-JUN 2023 (Bi-Monthly) Vol. 33, Issue No. 5 Price Rs. 10.00



All India Stainless Steel Industries Association

302, Arun Chambers, Madan Mohan Malavia Road, Mumbai - 400 034. INDIA Tel.: 022 2352 3764 / 6657 6050

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



India's First and Only Database

Key Features:

- Company Name listed Alphabetically
- Product wise Listing
- Category wise Listing
- Very user friendly Search and Many More.....

Advantages:

- Unlimited business partnership possibilities
- Numerous Clients/ Vendors to choose from.
- Ability to connect to businesses in far off locations.
- Opportunities to work in various new product categories.
- Every business Link only a phone call / Email away.



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)

kingmt@vsnl.com / ramesh@gmail.com Email

Vice President
Jayesh Dedhia / Urvashi Industries
Mob. : 98198 96523 / 93241 9 98198 96523 / 93241 90933 2682 1063 / 2684 2169 urvashiind@vsnl.com / urvashiind@gmail.com

Vice President

 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 98201 86233 2868 2378 / 2868 2618 ramson@ramsonind.com

Jt. Hon. Sec.
Vihang Kotadia / Manek Metal (I) P Ltd
Mob. : 9820302087
Off. : 9380 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

98210 36427 2242 5238 / 39 / D-2242 5240 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

 Dagesh 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 98200 26924 2819 8226/34 / 2814 0914 exports@bhalariametal.com / hiten@bhalariamatel.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 Mob. // **Jyoti (India) Metal ind. (P) Ltd.** 98200 70081 2431 5500 / 02525 254024 Off. Email navin@nirali.com / gadanavin@gmail.com

Anup Shah / Aniket Metals P. Ltd.

Mob. : 98200 60266 / 93238 06

Off. : 6610 4060 98200 60266 / 93238 06677 6610 4060 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 pritiace@gmail.com

PANEL OF CONSULTANTS

Ajit Shah

Consultant on Exim Matters Mob. : 90046 63068 Consultant on GST Mob. : 93246 2872 1397 Email

Janak Vaghani

N.L. Juneja

Email

(Consultant on Labour Law) Mob. : 98201 64400

93246 80303 2282 1978 janak.vaghani1@gmail.com

2600 0105/6

advocatejuneja@hotmail.com

Email info@universalconnections.in

Nitin Mehta Consultant on GST Matters Mob. : 93245 76160

2808 0422 Email nitinnmehta@gmail.com

Deepak Shah

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

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

MEMBER:

- 1. REGIONAL ADVISORY COMMITTEE, S.S.I., C. EX. MUMBAI-II
- 2. REGIONAL ADVISORY COMMITTEE, S.S.I., C. EX. MUMBAI V
- 3. BUREAU OF INDIAN STANDARDS PANEL
- 4. STEEL CONSUMERS COUNCIL
- 5. IMC-INDUSTRY / EXPERT / COMMITTEE
- 6. IMC-INDIRECT TAXATION / EXPERT COMMITTEE
- 7. IMC-MANAGING COMMITTEE MEMBER

INDEX

PARTICULARS	Page No
PRESIDENT'S MESSAGE	11
SECRETARY MASSAGE (59th AGM)	12
CONTAINER PRICES CRASH 40%, RELIEF FOR INDIA INC	12
E-COMMERCE TO GET TAX REFUNDS AT PAR WITH OTHER EXPORTS: DGFT	12
WHAT IS THE PENALTY FOR NON GENERATION OF E WAY BILL	13
NETHERLANDS EMERGES AS INDIA'S THIRD LARGEST TRADING PARTNER IN 2022-23	14
CHARTING INDIA'S RISE TO \$1 TRILLION IN EXPORTS	15
HOW CAN COMPANY CULTURE HELP TO FOSTER INNOVATION IN A SMALL BUSINESS?	16
HOW TO GROW B2B BUSINESS – TOP 6 STRATEGIES	21
FAMOUS QUOTES	23
TRADE NOTICE No. 05/2023-24 (AMENDMENT UNDER INTEREST EQUALISATION SCHEME - REG.	24
TRADE NOTIVE NO. 06/2023-24 (INTRO. OF ONLINE FACILITY OF REQUESTING APPOINTMENT FOR VIRTUAL MEETING / PERSONAL; HEARING TO THE EXPORTERS FROM OFFICES OF DGFT WEF 01-06-23 - REG.	S 25
NOTIFICATION OF BUREAU OF INDIAN STANDARDS	26
NEW MEMBER DETAILS	26
MEMBERSHIP FORM	31



Organized & Promoted by
Steel Market Info
neurosecusion प्रधान कर्मा करेंट इन्फो

+91-9879000342, 7737731015 event@steelmarketinfo.com www.inoxhousewareshow.com Utensils | Cookware | Kitchenware | Cutlery | Appliances | Kitchen Tool Hotelware & Restaurantware | Cooker | Melamine | Non Stick | Tableware Crockery | Gift Item | Thermoware | Bottle | Plasticware | Hard Anodized Petware | Abrasive | Handel & Lid | Accessories | Machinery & More...





Bombay Exhibition Center Goregaon (E), Mumbai

event@steelmarketinfo.com www.sspipeexpo.com



V.IMP V.IMP V.IMP MESSAGE



For simple understanding please note Once the QCO is passed by DPIIT, then it BECOMES MANDATORY TO MFG UTENSILS AS PER BIS STANDARDS ONLY.

Association is not against standards but compulsion is not welcome. Secondly the standards mentioned are No where NEAR to the present line of production adopted by the industry.

For Example Utensils is divided under 4 category,

- 1. Cookware
- 2. Storage
- 3. Tableware
- Serving Utensils

For Cookware they have set thickness not less then .90mm (36 point) & for others Storage & Tableware etc, thickness not less then .70mm (28 point)

Above this Other standards formulated are for packing, spot wield and for all process of manufacturing.

So only if, the standards are set w/o QCO in place, then only compulsion element will go away, meaning manufacturers who wish to affix ISI stamp should follow the procedure.

Even for this to happen amendment in standards is inevitable.

Please go thru the attachments n revert back to us immediately so that we can tow the line of the industry requirements.

All India Stainless Steel Industries Association

SAILESH SHAH

sd/President

Dear Members.

AISSIA has been recognizing outstanding performance through its annual general meetings (AGM) by bestowing performance awards for several years. The primary objective of these awards is to inspire all our members to strive for excellence while also acknowledging the achievements of our top performers. In the upcoming AGM to be held in September 2023, we will be presenting awards in the following categories

- Export Performance 2022-23
 - Winner of the Highest Export Performance
 - First Runners-Up for Export Performance
 - Second Runners-Up for Export Performance
- Maximum Domestic Sales 2022-23
- Best Design Award 2022-23
 - Winner of the Best Design Award
 - Runners-Up for the Best Design Award

We encourage all our members to participate in the category that they believe is applicable to them. This is an excellent opportunity for you to showcase your accomplishments and be recognized for your hard work and dedication.

We value the contributions of each and every member of AISSIA, and these awards are a way for us to celebrate your achievements. We believe that by highlighting exceptional performance, we can motivate others to strive for greatness as well.

We look forward to meeting all of you and celebrating your accomplishments at the upcoming AGM.

Best regards, Paresh Shah Hon. Secretary, AISSIA

Container prices crash 40%, relief for India Inc

Container prices, which have been on the boil for the last three years, have crashed nearly 40% year-on-year, giving the much-needed breather to India Inc on freight costs. Average container prices in the country dropped to \$2088 from \$3288 in March, indicating more predictable shipping rates, better margins for companies and potentially more stable supply chains, industry experts say.

Freight rates and trade were severely disrupted post-pandemic in the wake of sky-rocketing costs up to 200% and a shortage of containers, hurting the bottom lines of companies. The situation started improving last year, with a reversal in trend in the supply of containers now.

Source : https://timesofindia.indiatimes.com/

E-commerce to get tax refunds at par with other exports: DGFT

The ministry of commerce is in talks with regulators and other departments to put in place systems that will level the field between exports through e-commerce and traditional channels, when it comes to tax refunds, a senior official said Tuesday.

"A lot of policy tweaking is required. Most of our trade regulations are designed for business-to-business (B2B) interface but e-commerce breaks that barrier and it is a scenario where B2C interface is higher," Director General of Foreign Trade Santosh Kumar Sarangi said.

One big issue in exports through e-commerce, he said, is how sellers can get the benefit of remission of tax and duties, which traditional exporters do. In 2025, global cross-border e-commerce exports will touch \$2 trillion, as per an estimate. According to the foreign trade policy, India's e-commerce export potential is in the range of \$200

billion-\$300 billion annually by 2030.

For cross-border trade, businesses have to register with the Indian Customs Electronic Gateway (ICEGATE), which is run by the Central Board of Indirect Taxes and Customs. This electronic system acts as an interface between trade users and the Customs department, and as a hub for exchanging information with external trading partners.

The record of shipping bills on ICEGATE show the value of exports and on that basis incentive, in the form of refund of duties and taxes paid during the manufacturing of the product is calculated. "Theoretically, tax remission is available to any exporter who is exporting with an IEC code. With regard to e-commerce, sometimes it may not be the producer who might be exporting, so the seller on record and exporter on record are different in e-commerce."

"Nevertheless, whosoever is exporting is entitled to remission provided Electronic Customs Clearance System (ECCS) starts talking with ICEGATE and information flows to ICEGATE.

"As of date, we are in talks with the department of revenue, CBIC, to ensure that the ECCS and ICEGATE have an integrated system which will allow shipping bills to flow into ICEGATE," Sarangi said.

"Similarly, the department of posts also provides e-commerce facilities and ensuring postal bill of exports also flows seamlessly into ICEGATE is also a requirement. So on all of this, we are working to ensure that systems start talking to each other. Once they start doing it, the export benefit will also flow into the hands of e-commerce exporters," the DGFT said.

Apart from government departments, talks are also on with stakeholders including courier services and e-commerce players like Amazon, Flipkart and ebay to ensure that the e-commerce ecosystem is strengthened, he said.

The government expects that while exporting through e-commerce, 15%-20% of products may get returned. This is different from regular B2B exports where the entire consignment is rejected

and not just a part.

"We have to build in regulations and we have to build in principles which will facilitate these kinds of issues specific to e-commerce. For this we are working with RBI, the department of revenue, department of posts, banks and e-commerce players," Sarangi said.

The policy has announced many steps that would be taken to make exports through e-commerce easy.

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

What is the Penalty for Non Generation of E Way Bill

If you fail to get an E way bill issued for your consignment, you can be penalised as per the norms that have been laid out by the government for it.

The penalty for E Way bill will be applicable as per the following list:

- Section 122 of the CGST Act, 2017 states that if a taxable person attempts to transport taxable goods without the relevant documents, including the Eway bill, the monetary penalty will amount to ₹10,000 or the tax that the transporter was attempting to evade, whichever is greater.
- If you are found transporting goods that have not been mentioned in your Eway bill, they can either be seized or detained under Section 129 of the CGST act of 2017.
- If you are found transporting goods with the cover of an expired E way bill, those goods will be seized and/or detained by the relevant authorities. They will only be released after you pay the penalties as per Section 129(1) clause (a) and clause (b) of the CGST Act of 2017.
- If you are transporting goods without paying the applicable tax on them and without any valid documents, the penalty for an expired E

way bill will be 100% of the payable tax amount. In the case of exempted goods, you will need to pay 2% of the total cargo value or ₹25,000, whichever is lesser.

• If you are found transporting goods that you have paid the tax for but do not have valid documents for it, you will be liable to pay 50% of the cargo value. If you are found doing so while carrying exempted goods, you will have to pay either 5% of the total value of goods or ₹25,000, whichever is lesser.

Penalty for Minor Mistakes in E Way Bill

If there are minor mistakes in your Eway bill, you or the registered business will be fined ₹1,000. These penalties are as per the official circular that was circulated by the government in 2018. Note that you will only be charged ₹1,000 only if you have already paid the applicable taxes. These penalties have been mentioned under Section 129 of the CGST act of 2017 as well.

The errors that will attract the penalty for mistake in E way bill mentioned above are:

- Spelling mistakes in the name of the consignor/consignee.
- Error in the relevant pin codes entered on the bill.
- Error in the address of the consignor / consignee but the two locations are near each other. Note that other details should be true and accurate as per your knowledge.
- Mistakes in one or two digits of the document number.
- Errors in the last 4 digits of the HSN code. Errors in the vehicle number on any of the relevant documents. If the error extends to only up to 2 digits, no penalty is charged.

Note that if any of the above mentioned mistakes are identified, ₹500 will be charged as per the Section 125 of the CGST act and another ₹500 will be charged as per the relevant section of the state's

GST act. The owner of the goods will have to pay the fine along with the Form GST DRC-07.

Source: https://www.bajajfinservmarkets.in/

Netherlands emerges as India's third largest trading partner in 2022-23

The Netherlands has emerged as India's third largest exports destination after the US and UAE during 2022-23 on account of a surge in shipment of goods such as petroleum products, electronic items

he Netherlands has emerged as India's third largest exports destination after the US and UAE during 2022-23 on account of a surge in shipment of goods such as petroleum products, electronic items, chemicals, and aluminium goods, according to the data of the commerce ministry.

India's trade surplus with the Netherlands has also increased from \$8 billion in 2021-22 to \$13 billion in 2022-23. The Netherlands has taken over major destinations such as the UK, Hong Kong, Bangladesh and Germany, the data showed.

India's exports to the Netherlands rose by about 48 per cent to \$18.52 billion during 2022-23 as against \$12.5 billion in 2021-22.

In 2021-22 and 2020-21, the outbound shipments to the European country stood at \$12.55 billion and \$6.5 billion, respectively. The exports are registering healthy growth continuously since 2000-01, when India's exports to that nation was \$880 million. Further, in 2021-22, the Netherlands was the fifth largest destination for Indian exports as against ninth in 2020-21.

Federation of Indian Export Organisations (FIEO) Director General Ajay Sahai said the Netherlands has emerged as a hub for Europe with efficient port and connectivity with the EU through road, railways and waterways.

In the calendar year, India's exports to the country increased to \$18.1 billion in 2022 from \$5.5

billion in 2017.

According to economic think tank GTRI (Global Trade Research Initiative), ATF (aviation turbine fuel) and diesel were the key petroleum products exported from India to that country.

Telecom equipment and smartphones with a value of over \$1 billion were the largest electronic items, it said.

Mumbai-based exporter and Chairman of Technocraft Industries Sharad Kumar Saraf said the trend would continue in the future also. Saraf said that the Netherlands is a gateway to Europe as their ports are very efficient hence cheaper than other European ports for shipping operations.

India and the Netherlands established diplomatic relations in 1947. Since then, the two countries have developed strong political, economic and commercial relations. In 2022-23, the bilateral trade between the two countries increased to \$24 billion as against \$17 billion in 2021-22 and about \$10 billion in 2020-21.

The Netherlands is among top trading partners of India in Europe, after Germany, Switzerland, the UK and Belgium. It is also a major investor in India. During April-September this fiscal, India received \$1.76 billion in foreign direct investment from the Netherlands. It was \$4.6 billion in 2021-22.

There are over 200 Dutch companies present in India, including Philips, Akzo Nobel, DSM, KLM and Rabobank. Similarly, there are over 200 Indian companies operating in the Netherlands, including all the major IT firms such as TCS, HCL, Wipro, Infosys, Tech Mahindra as well as Sun Pharmaceuticals and Tata Steel.

Souce: https://www.business-standard.com/

Charting India's rise to \$1 trillion in exports

Through the adoption of high-technology, greater competitiveness, and a focus on quality in industry, India has seen record-breaking numbers

in its exports

India's exports of goods and services soared above \$750-billion in the 75th year of Independence as we celebrated Azadi Ka Amrit Mahotsay. The record performance in 2022-23 is a remarkable achievement in a challenging global environment, with the pandemic, followed by the Ukraine conflict, disrupting business activity around the world. The stellar performance, amid global headwinds, is part of a broader story of India's emergence as a force to reckon with on the global stage under the decisive and visionary leadership of Prime Minister (PM) Narendra Modi. Whether it is the record foreign investment even during the pandemic, trade deals with developed countries, or world-leading performance in vaccination, distribution of free food, adoption of LED bulbs, building renewable energy capacity, direct benefit transfers or the dramatic growth in digital payments, the world is applauding India.

The foundation of this performance was laid in August 2021 when the PM interacted with the heads of Indian missions abroad and other stakeholders in India's foreign trade. In this unique initiative, in step with the PM's whole-ofgovernment approach, secretaries of more than 20 departments, state government officials, members of export promotion councils and chambers of commerce participated.

The PM gave a strong message for the industry to adopt high technology, become competitive and focus on quality. He also said the government and exporters should walk shoulder to shoulder. The commerce and industry ministry regularly interacts with exporters in this spirit.

India's merchandise exports soared to a record \$422 billion in 2021-22. This performance put Indian exports in a different league, far above the previous record of \$330 billion. Services exports also set a new record of \$254.53 billion. Many experts felt that the performance of merchandise exports was a one-off show, which would be difficult to replicate.

The initiative of PM Modi set the ball rolling for the record-breaking performance, even though our strategy for foreign trade, like every other policy of the Modi government, gives top priority to national interest and the welfare of the poor. For the Modi government, compassion for the poor and support for small enterprises is more important than setting records.

To control domestic prices, the government restricted or discouraged exports of various products and commodities, including wheat, sugar, rice, iron ore, steel, and petroleum. This smoothened domestic supplies, helped consumers and small businesses and shielded them from volatility. It kept India's inflation much lower than western countries. Our merchandise exports would have been significantly higher without these steps that were consciously taken.

The Modi government has run the extra mile to make it easier for manufacturers to do business, build world-class infrastructure, encourage small businesses to think globally, raise quality standards and open new markets with trade deals to help our exporters. The PM Gati Shakti National Masterplan, Jan Vishwas Bill, ease of doing business initiatives, national logistics policy, single-window clearance, PM MITRA textiles parks, and the rapid development of expressways and rural roads are some of the initiatives that help all businesses and boost exports.

The initiatives of the Modi government to encourage exports in new sectors are also delivering results. For example, India's defence exports in 2022-23 rose to a record ₹15,920 crore and are poised to grow exponentially in the years ahead. The PM, who has ably steered India's export strategy, rightly observed that this was a clear manifestation of India's talent and enthusiasm towards "Make in India".

Similarly, India has emerged as a big exporter of toys, after being almost totally import dependent. The Modi government's policy of enforcing quality control and supporting manufacturers helped the sector turn around. As a result, exports of electronics goods, with leading companies such as Apple making in India for the world, have also grown spectacularly.

Services exports are another exciting story rooted

in the PM's Digital India initiative. Strong and decisive steps taken by the Modi government have built a robust digital backbone, which helped India seamlessly adapt to working from home during the pandemic. The phenomenal growth of India's digital infrastructure, along with the dedication and determination of Indians, helped the country honour all its service commitments and emerge as a "trusted partner" for the world.

India's digital infrastructure has empowered businesses and the common man, helping the country weather the pandemic and maintain business activity, including exports. A working paper of the International Monetary Fund (IMF) recently lauded India's effort. "Using this digital infrastructure India was able to quickly provide support to an impressive share of poor households during the pandemic. In the first months of the pandemic about 87 percent of poor households received at least one benefit ... India's journey highlights lessons for other countries embarking on their own digital transformation," it said.

India's services exports are growing rapidly and poised to set new records, but there are challenges ahead. The World Bank and IMF's forecasts for global economic growth are not encouraging. The World Trade Organization's forecast of international trade is also gloomy. Despite such headwinds, the growth engines of the economy in India continue to be robust. This makes us optimistic that exports of goods and services will rise to \$1 trillion each by 2030.

The above article is by Shri Piyush Goyal who is minister of commerce and industry, consumer affairs and food and public distribution and textiles. The views expressed are personal

Souce: https://www.hindustantimes.com/

How can company culture help to foster innovation in a small business?

In today's rapidly changing world, innovation is essential for businesses to stay ahead of the competition. And for small businesses, innovation can be even more important, as they often lack the resources of larger companies.

One way that small businesses can foster innovation is by creating a company culture that encourages it. This means creating a culture where employees feel comfortable taking risks, where new ideas are welcomed, and where failure is seen as an opportunity to learn and grow.

There are a number of things that small businesses can do to create a culture of innovation. One is to encourage collaboration and cross-pollination of ideas. This can be done by creating open workspaces, by providing opportunities for employees to work on different projects, and by encouraging them to share ideas with each other.

Another way to foster innovation is to provide employees with the resources they need to be successful. This includes providing them with the latest tools and technology, as well as giving them the freedom to experiment and try new things.

Finally, small businesses can create a culture of innovation by rewarding employees for their efforts. This doesn't mean that employees need to be rewarded for every successful innovation, but they should be recognised for their hard work and dedication.

By creating a company culture that encourages innovation, small businesses can give themselves a significant advantage in the marketplace.

Here are some additional tips for creating a culture of innovation in a small business:

- Encourage experimentation and risk-taking. Employees should feel comfortable taking risks and trying new things. This doesn't mean that they should be reckless, but they should be willing to experiment and learn from their mistakes.
- Create a culture of continuous learning. Employees should be encouraged to learn new things and to stay up-to-date on the latest trends. This can be done by providing them with training opportunities, by encouraging them to read books and articles, and by providing them with access to relevant resources.

- Empower employees to make decisions. Employees should be given the authority to make decisions about their work. This will help them to feel more ownership over their work and to be more motivated to innovate.
- Celebrate successes. When employees achieve something innovative, it's important to celebrate their success. This will help to motivate them to continue innovating and to create a positive atmosphere in the workplace.

By following these tips, small businesses can create a culture of innovation that will help them to stay ahead of the competition.

Source: The above article is posted by Chris Gethin on LinkedIn

How to grow B2B business – Top 6 strategies

B2B companies constantly need to develop strategies to increase their business. Discover the top 6 strategies to know how to grow your B2B business effectively.

However, it's not the only way to grow the B2B business. In this post, we're going to mention a list of the top 6 strategies to consider.

1. Carry out a website analysis

It is important to develop an analysis of your website to know how it is positioned. In this way, it will be easier to identify the gaps and then carry out the appropriate strategies. You can do this in the following ways:

- Look at your website analytics to see the evolution of your website's visits. For example, if you see that during a period the visits were high, but then fell, identify what you did during the period of high visits to implement it now.
- Update your Google My Business account.
 It is essential to have it updated to make a

good impression. You can publish posts communicating news or new offers.

- Find out what your competitors are doing.
 You can benchmark and analyse what kind of content they are doing to be successful.
 You can also identify what they are not doing that you could do in order to stand out.
- Check that your website has an attractive look & feel and offers a clear idea about what your business is about in 5 seconds.

2. Develop a keyword research

Carrying out keyword research allows you to rank your site in the first results, and help your target audience to find your company on search engines. However, it's crucial to not focus on the number of visitors. It's very important that users are qualified for your business. To do qualified keyword research we recommend you follow these steps.

- 1. Create a keywords' list that is of most interest. For example, if you offer IT services in Rome, the keyword "IT services in Rome" can be a high-quality keyword.
- 2. After you have the list, introduce it into a keyword research tool to find out the search results. We suggest using Google Keyword Planner. In this tool, it will show you clicks, impressions, CTR, competition, and average monthly searches.
- 3. Once you have entered the keywords in the tool, choose the ones that have the most potential for your business. For example, a keyword with low competition and high average monthly searches can be a potential keyword. Then, develop a content plan by entering the keywords. The content can be carried out as a post, eBook, guide, infographic, etc.

3. Get feedback from your clients and employees

Some improvement factors are likely to be missed if we only have 1 or 2 points of view. That's why it

is essential to know the customers and employees opinion.

- Clients: They are a key tool to be able to identify our gaps. You can ask them to know their point of view and schedule a meeting with several questions. Their feedback can provide valuable information to make your business remarkable.
- Employees: Employees are the soul of the company. They are those who know the business in-depth. So they are also crucial to know possible points of improvement. You can schedule a brainstorming session in which they can present their ideas on how to grow the B2B business.

4. Promote your B2B business

Promoting your business is a good way to increase your services and company awareness. In addition, it's an opportunity to explain the reasons why users should choose your company. Here are some tips to keep in mind to know how to promote B2B business.

- Develop video marketing to generate awareness. More and more users prefer to watch content in video format. So, launch video campaigns to increase awareness and consideration. Then, after generating awareness, launch decision campaigns with a unique offer to convert them into new leads. This will help you to grow B2B qualified leads
- Use LinkedIn Ads. LinkedIn is a key platform for B2B professionals. In this guide, you will find all the information to consider before launching a LinkedIn campaign.
- Accompany the campaign with other platforms such as Google Ads or Xing Ads. Depending on your goals and budget, don't limit yourself to one platform and consider others.
- — Launch retargeting campaigns to reengage users interested in your company. To

also grow B2B qualified leads, you can run a campaign by adding those members who saw your ad but did not apply, or those who visited a particular page of your website but did not convert. This will increase your chances of converting them.

5. Keep your CRM updated

It is essential to keep your CRM up to date in order to provide the appropriate content. For example, if one of your contacts has changed position, it is likely that their needs have also changed. This is why it is crucial to update it.

You can use platforms such as HubSpot that help you to have an organised CRM, create lists to launch communication campaigns, among other functions.

6. Implement A/B testing

It is common not obtaining the desired results with the first strategy implemented. For this, you should carry out A/B tests on the strategies you consider, for example:

- 1. Test your CTAs' placement.
- 2. Test your forms.
- 3. Test the content.
- 4. Test your paid campaigns.

Famous Quotes

- 1. The greatest glory in living lies not in never falling, but in rising every time we fall. Nelson Mandela
- 2. The way to get started is to quit talking and

- begin doing. -Walt Disney
- 3. Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma which is living with the results of other people's thinking. -Steve Jobs
- 4. If life were predictable it would cease to be life, and be without flavor. -Eleanor Roosevelt
- 5. If you look at what you have in life, you'll always have more. If you look at what you don't have in life, you'll never have enough. Oprah Winfrey
- 6. If you set your goals ridiculously high and it's a failure, you will fail above everyone else's success. -James Cameron
- 7. Life is what happens when you're busy making other plans. -John Lennon
- 8. You miss 100% of the shots you don't take. Wayne Gretzky
- 9. Whether you think you can or you think you can't, you're right. -Henry Ford
- 10. I have learned over the years that when one's mind is made up, this diminishes fear. -Rosa Parks
- 11. I alone cannot change the world, but I can cast a stone across the water to create many ripples. -Mother Teresa
- 12. Nothing is impossible, the word itself says, 'I'm possible!' Audrey Hepburn
- 13. The question isn't who is going to let me; it's who is going to stop me. -Ayn Rand
- 14. The only person you are destined to become is the person you decide to be. -Ralph Waldo Emerson

Source: hubspot.com

Disclaimer: The views and opinions expressed in this bulletin are those of the authors and do not necessarily reflect the official policy or position of AISSIA. Please note that AISSIA shall not be responsible for any loss or damage resulting from any action taken on the basis of the content of this bulletin.

Government of India
Ministry of Commerce & Industry
Department of Commerce
Directorate General of Foreign Trade
Vanijya Bhawan, New Delhi

Dated: 25.05.2023

Trade Notice No. 05/2023-24

To,

- 1. All IEC Holders/Members of Trade & Industry
- 2. All Concerned Bank Branches
- 3. All Export Promotion Councils/Commodity Boards/ Other Industry Associations

Subject: Amendment under Interest Equalisation Scheme - reg.

Attention of Trade and Industry is drawn towards the extension of Interest Equalisation Scheme (IES) upto 31.03.2024, as notified by RBI vide its Circular no. DOR.STR.REC.93/04.02.001/2021-22 dated 08.03.2022.

The below-mentioned amendment is made with immediate effect for rationalization of the scheme:

"The annual net subvention amount would be capped at Rs. 10 crore per IEC in a given financial year. All disbursements made from 01.04.2023 shall be counted for an IEC for the current financial year."

This issues with the approval of the Competent Authority.

(K.V. Tirumala)

Joint Director General of Foreign Trade

Email: tirumala.kv@nic.in

Government of India Ministry of Commerce and Industry Directorate General of Foreign Trade Vanijya Bhawan, New Delhi

Dated: 31.05.2023

TRADE NOTICE No. 06/2023-24

To,

- 1. All Exporters/Members of Trade
- 2. DGFT Regional Authorities
- 3. Export Promotion Councils/ Commodity Boards

Sub: Introduction of Online facility of requesting appointment for virtual meeting/personal hearing to the exporters from offices of DGFT w.e.f. 01.06.2023 - reg.

With the objective of Trade Facilitation and to extend proactive hand-holding and support to the exporting community, it is informed that an online facility of requesting appointment for virtual meeting/personal hearing to the exporters is being introduced w.e.f. 01.06.2023.

- 2. The exporters through this facility will be able to request for online personal hearing and the concerned officers at Regional Authorities (RAs) of DGFT shall provide suitable time as well as link for the virtual hearing through the online facility.
- 3. The exporters may apply for VC facility for their online hearing on the DGFT website, on which support is required, using the following steps -
 - Navigate to the DGFT Website (https://dgft.gov.in) -- > Services -- > Request for video conference
- 4. Exporting Community may also refer to the Help manuals for suitable guidance on the DGFT Website \rightarrow Learn \rightarrow 'Application Help &FAQs'.
- 5. This issues with the approval of the competent authority.

(Deepak Jhalani)

Deputy Director General of Foreign Trade Email: ddg1egov-dgft@gov.in

(Issued from File No. 01/02/08/AM24/EG&TF)

BUREAU OF INDIAN STANDARDS

(Department of Consumer Affairs)

NOTIFICATION

New Delhi, the 3rd March, 2023

Ref: HQ-PUB014/1/2020-PUB-BIS (538).—In pursuance of Sub-rule (1) of Rule (15) of the Bureau of Indian Standards Rules, 2018, the Bureau of Indian Standards hereby notifies that Amendments to Indian standards, particulars of which are given in schedule hereto annexed have been established.

SCHEDULE

SI No.	No., Year & Title of the Indian Standard	No. and Month/Year of the Amendment	Date of Establishment of the Amendment	Date till which the standard without the amendment as mentioned in column 3 shall remain in force
(1)	(2)	(3)	(4)	(5)
1	IS 15997 : 2012 Low Nickel Austenitic Stainless Steel Sheet and Strip for Utensils and Kitchen Appliances — Specification	Amendment No. 1 March 2023	2 March 2023	1 September 2023

P. RAJESH, Scientist F & DDG (ITS, PRT & TNM)

[ADVT.-III/4/Exty./685/2022-23]

New Membership

a) Name of the Firm : M/s. Marble Enterprise (Received 18,290/-)

Address : C-6, Qureshi Estate, Zilu Parab Road, Near Chincholi Naka,

Chincholi Vasai (East), -401208

Representative : 9321387520/9320522942

Proprietor : Darshan J. Nirmal

Email Id : josshproduct@gmail.com

Nature of Business : Manufacturer & Merchants, Exporter of Cutlery

The Firm Proposed by: M/s. Ramson Industries



(5) Others (Specify)

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: ______ 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 : Please include passport size photos of Proprietor or any 2 Partners / Directors Name of person nominated to represent in the Association: _____ Telephone : _____ Designation:_____ Nature of Business: Manufacturer Merchant Manufacturer & Merchants Services Consultancy Sector Others (Specify) Category: If registered as Export House, type of Certificate **Export Products:** (1) Utensils ((2) Cutlery (3) Others () (Specify) Stainless Steel **Import Products:** (1) Sheets (2) Coils ((3) Accessories ((4) Finished Products () Stainless Steel

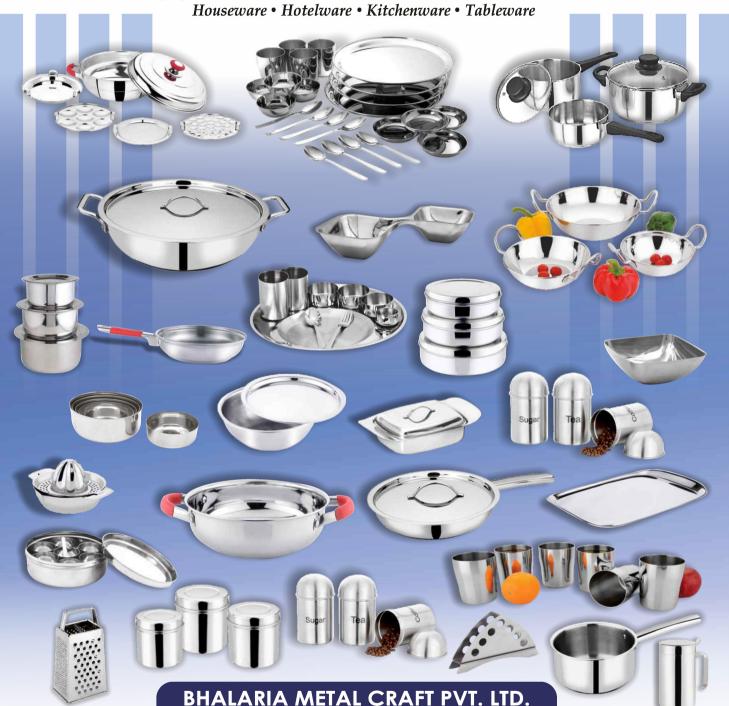
	(a) Pan Registration No.:(b) GSTIN No							
. ,		. ,						
. ,	kers & Branch :							
\		sociate / Life Mem	ber of the association	and are enclosing a Cheque / Bank Dra				
Sr.No.	Type of Membership	Entrance Fee	Membership Fee	Annual Charge				
1	Life membership	Rs. 500	Rs. 15,000	Rs. 2,500/-* year. Payable only after 5 yrs.				
2	Associate Membership	Rs. 500	Nil	Rs. 4,000/-* year				
For ex	ample: Life Member will pa	ay Rs. 10,000/- but emorandum And Ar	his membership fees v	pe charged for 4 years only. In the considered paid for 5 years. In the may be inforce from time to time.				
Seconded	d By :							
(THE PTO)	poser and the Seconder sl		ŕ	Your Sincerely Signature				
	(Name :)							
	· · ·)				
		Plac	ee :	Date :				
	SOCIATE		ICE USE ONLY)					
Source : D	irect / Member / Other							
Application	Received on		by					
Application	Nerified on	by						
Payment:	Rs	Cheque / Draft No						
Orawn on I	on Bank Receipt No							
Applicant e	enrolled as a Life Member	/ Associate Memb	oer (accepted / refused	I) as decided in the Executive				
Committee	Meeting held on							
Memhersh	ip Enrolment No.:							



BHALARIA

® BHALARIA

Trusted since 185 years if you can draw it, we can make it



For Corporate & Trade enquiries visit our Showroom at Vile Parle:

Factory Address

www.bhalaria.com