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The jurisdiction of court cases pertaining to the items published in Industrial View will only be Hyderabad (the place of its publication). Cases of other jurisdictions will not be entertained.

- Editor

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(L to R) Shankarachary, Cherlapally, ILA executive member and FSME-AP advisor, G Prasad Kumar, minister for HTLTSSI, APK Reddy, President, FSME-AP and editor, Industrial View, N Kiran Kumar Reddy, CM, AP, Sudheer Reddy, Secretary, ILA, Cherlapally and M V Rajeshwar Rao, CEO, CREDAI at the launch of the magazine at CM's chamber



APK Reddy, President, Federation of Small and Medium Entrepreneurs (FSME- AP), submitting a memorandum to BJP national general secretar, M Muralidhara Rao on the occasion of latter's interactive session with the members of FSME- AP in Hyderabad. Programme convenor Rajamahendar Reddy (middle) looks on.



FSME-AP

Launch of Industrial View

Chief Minister N Kiran Kumar Reddy launched Industrial View on 22 June, 2013. The CM handed over the first copy of the inaugural issue to MSME minister G Prasad Kumar.

Speaking on the occasion, the chief minister said, "A magazine for the MSME sector is a welcome development and the need of the hour."

M V Rajeshwara Rao, Former Secretary General FAPCCI and advisor to FSME-AP, Sudeer Reddy, Secretary, Cherlapally Industrial Local Authority, Sankarachary, Cherlapally, ILA executive member and FSME-AP advisor were also present on the occasion.



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APK Reddy

Bifurcation of AP Things Fall Apart?!

I personally welcome the decision of carving out Telangana from Andhra Pradesh, through the Andhra Pradesh Reorganisation Bill, 2014. I congratulate the spirit of the Telangana people for their incessant struggle lasted for decades. Now, Telangana is about to come into being as 29th State of India. Giving an impression that the policy makers acted with greater sensitivity while understanding the hopes and the fears of the people of two regions, the bill already stipulated that the central government shall take appropriate fiscal measures, including offer of tax incentives to the successor states in order to promote industrialization and economic growth in both the states.

But, the things could not be taken for granted. The Prime Minister, Dr Manmohan Singh, during his speech on the bill in Upper House, referred to the Bundelkhand model. What was the fate of Bundelk-

hand package? It never reached anywhere except in the pockets of the officers and contractors. It was an ambitious package of Rs. 7,266 crore, announced by the Planning Commission for this backward drought-prone region of Uttar Pradesh. Announced in 2009, the package was meant for the overall development of the region spread across districts in Uttar Pradesh and Madhya Pradesh — collectively known as the Bundelkhand region — and was to be implemented over three financial years between 2009-10 and 2011-12. But, nothing has happened.

There were numerous examples that the Centre had been politicizing allocation of funds to the States and some States meted out step-motherly treatment by the union government. It was not in the distant memory that the Centre had failed to provide financial package to the seven most backward states identified in the Raghuram Rajan report. The Rajan panel had



in September last year recommended a new index of backwardness to determine which states need special assistance.

Now, the crux is the Special Category Status (SCS) to residual Andhra Pradesh, that is Seemandhra. It would be likely another off-the-cuff assurance from the PM. To conclude the indecent hurry, called debate on Telangana bill in Rajya Sabha, the PM made an oral assurance on SCS to Seemandhra. Congress party, which is heading UPA government, was tactical in getting the Andhra Pradesh reorganization bill 2014 passed and used similar strategies to appease agitating members, representing Seemandhra region. But, the constitutional validity of the PM's assurances in upper house were under scrutiny.

Though an ordinance in that effect was made, the constitutional experts affirm that Grant of SCS has never been a subject matter for legislation and has always been an executive decision to be endorsed by the National

Development Council (NDC). NDC has exclusive jurisdiction on deciding the criteria for giving special category status to any State. Though NDC is chaired by the PM, it could not go by the political exigencies. Planning Commission and also the NDC made it clear that Seemandhra does not qualify for the status under the norms of NDC.

Hence, the State creation does not help unless the announced special packages must be given unconditionally for both regions (states) while making it mandatory.

Meanwhile, the people of Seemandhra must press ahead with hope, and not look back in anger or regret. There will be other practical difficulties too but the political and civil society leadership of Telangana and Andhra Pradesh must shun regional chauvinism and violence and grasp with both hands the great future that lies ahead of them.

- *APK Reddy* ■





TECH BIZ
Social Networking



A New Tool to BUSINESS Expansion



What is business? In simple terms, the answer is: connecting with the rest of the world. For an entrepreneur, who is particularly from small or medium – sized business, the most intelligent means to work is to be innovative towards business development with vast connectivity. Keeping this in mind, the new generation of business people have started looking at the online socio networking sites as integrated medium for business development activity.

Nowadays, the business is emerging more dynamic and web centric and the executives any company are looking at web as their handy tool. More interestingly with the advent of social networking revolution through internet, this has become an extremely handy tool for every. The online social networking has given birth to many new business avenues, at the same time they also have initiated newer practices to generate business.

Earlier, only business conferences, meetings and referral meetings were the only option to meet new people and talk business prospects. Now, spending some time on Internet could lead to some new contacts in doing and expanding business. Srinivas Rao Kota, a real estate developer of Hyderabad pointed out some limitations of his earlier business development strategy.

“Earlier, we cannot pursue customers who were outside Hyderabad. It was impossible to approach them. But at present, I started getting good number of interested customers who stay somewhere else but wanted to purchase property in this part. I am using socio networking platforms

in a big way to attract such prospects, and I am getting good results.”

Rao further informed that he regularly traps couple of social networking sites and gathered a group of people who are in regular touch with him. “Since we are small sized entrepreneurs we can’t have large business development budgets to shell out. I see investing one hour a day on internet is far more viable investment than actually investing in a full time employee on business development activity,” Rao said.

Similarly, online social networking means different things to different people. For some, it means a good platform for networking with the domain experts and for some it is a tool for brand management.

Twitter, Facebook and LinkedIN of the online world have generated good level of attraction for the professionals around the world. However, every individual looks at these platforms from their own angle.

Not merely Social Networking

While highlighting another experience on Facebook, T Lakshmi, Managing Director of 4G Identity Solutions mentioned that she used Facebook for head hunting purposes. Lakshmi added, “I see few social networking sites making good impact on the community. I found it interesting to approach my target- experts that I was looking at, online. Though I didn’t get that guy on board, due to some reasons, the social networking through online has given me a good flavour of hunting for quality people for my organisation.”

Online social networking means different things to different people. For some, it means a good platform for networking with the domain experts and for some it is a tool for brand management. Twitter, Facebook and LinkedIN of the online world have generated good level of attraction for the professionals around the world.



However, Lakshmi took a few intelligent steps of registering herself on some specialised groups in Facebook. “I am registered into some groups like .NET certified professionals and security professional groups. This has given me an edge on getting access to experts and whenever required I can approach them.” she added. 4G Identity Solutions is mainly into system integrating and technology consulting business but it falls under the small and medium sized business.

In another example from the travel and tourism industry, Mallikarjuna Goud, Director of Secunderabad based Mallikarjun Travels mainly deals with travel packages, holiday packages etc. His main target customers are organisations, individuals who are from different backgrounds. But he mainly sees potential for his business outside the twin cities area.

In that scenario he only look online networking platforms as a carrier to take him closer to his customers. “Although I am not using my online profiles for hard sales or for generating sales leads, but this profile has given me positive outcome on educating my targeted business segment,” commented Goud.

According to him, the overall market is getting deeper into the Internet.

“It is really interesting and it becomes important for us to gear up now.”

However, some technology companies have well understood this market change and have started developing products which are catering to this market.

Adoption Challenges

Even though the adoption curve of this trend is becoming popular among the small and medium sized businesses, there are some common mental blocks that are still pervasive among some companies. As an example, awareness about the right approach for online is still lacking among the majority of entrepreneurs.

Since there is no training or information available regarding these online marketing approaches for the new aged media, it becomes very tough for small business people to explore this.

“I am not new to the internet. But honestly, I have never looked at these online platforms from my business perspective. This perspective was the main hurdle of availing the optimum usage of the online social networking sites,” confessed Prabhakar, an entrepreneur in Jeedimetla Industrial Area.

Another challenge is the cost of bandwidth. Although many of us believe that the cost of bandwidth has come down, for small business owners this is still an area of concern. Hopefully the advent of 3G networks and Government’s continued focus will bring a thrust in the broadband penetration. Affordability will surely going to be an area of prime concern for most of the small businesses.

Looking Forward

Ultimately, a business person especially from the emerging businesses or small businesses, has to be adaptive and flexible in his approach towards business. In today’ cost cutting scenario, one has to evaluate these practices before actually giving up.

These new media platforms are an option available to those who would like to expand their businesses smartly. Spending some time online doesn’t require much of resources but what it takes to is a smart approach towards new media and innovative thinking to expand business.



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Jubilant Telagana activist at Martyrs Memorial at Gun Park, opposite the State Assembly.





Business of Power!

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INDUSTRIAL VIEW BUREAU

India's federal map is ready to get redrawn with the creation of land-locked Telangana as the country's 29th state of over 1.14 lakh square kilometers area with 3.5 crore population. But, surprisingly, the celebrations in Telangana did not run galore. There is also certain percentage of people, who understood that the new State was bestowed upon them not for the fight and sacrifice they did for the cause for decades, but only for the vested interests of Congress party. New state was born out of sheer political calculations.

Since Hyderabad remains the capital for both States for ten years, there would not be much difference in the hardship that the industry has been subjected to for more than 4 years of political uncertainty.

All strategic decisions of business were kept in abeyance, bringing almost all the industrial propositions and initiatives into a temporary standstill. All their measures with the government aimed to get financial assistance to the SMEs have also suffered due to the chaotic situation prevailing in the government offices.

“Everything was at a standstill, no government official is coming forward to help us with any paper work or clearance, since even they, right from the top to the local government level are not informed and updated on the changing dynamics of the state. All this

situation is sure to have a temporary toll on the growth prospective of the industry in the state especially since we fear that it will take another five to six months to get back to business as usual,” Subbaraju Chintalapati, a media entrepreneur told Industrial View.

“Although we have lost over 60 percent of our business for the last four chaotic years, the actual contention had nothing to do with separation, but with the instability being prevailing long since,” Niranjan Chintam of Green Ark Enersol Pvt Ltd said.

The ebb and tide of T- movement

The bifurcation issue of Telangana from united Andhra Pradesh, had been playing hide and seek for a long time and there were many phases of its ebb and tide. The individual players were away and the benefit that accrued to either Telangana or to Andhra can be classified into the binaries: action- inaction, performance- nonperformance, fulfillment- discontent.

The present Telangana agitation has definitely its roots in the delegation that was prompted by Y S Rajasekhar Reddy (YSR), the then Chief Minister of Andhra Pradesh, to Delhi. Catering to his own interests, YSR ushered the delegation, consisting of 40 MLAs from Telangana region.

Later, Congress aligned with K Chandrasekhar Rao of Telangana Rashtra Samithi (TRS), while making a clear mention on Telangana in its election manifesto. KCR





Joy goes galore at Osmania University, the epicentre of the Telangana agitation

was used for the local political gains. KCR, in fact, of a little significance a decade ago, utilized every available opportunity to advocate Telangana cause. Before floating a regional party, TRS, with a sole aim of achieving Telangana State, KCR was in Telugu Desam Party (TDP) and he was treated rather very lightly by N Chandrababu Naidu, TDP supreme.

After floating TRS, KCR with his proficiency in Urdu and Hindi, besides English projected himself and his 'cause' successfully in

North India. On this point he outwitted and outscored both YSR and Naidu. He was included into UPA cabinet with shipping portfolio. On this ground of portfolio, UPA chairperson, Sonia Gandhi was in a catch 22 with DMK supreme M Karunanidhi and his nominee T R Balu. KCR, who was born in a land lacked no sea, was proactive and volunteered to give up the portfolio. Accordingly, TR Balu was given his portfolio and he was given labour portfolio. Sonia was so pleased with KCR's gesture and she promised Telangana to him.

After this crucial phase of deriving Sonia's support, KCR started summoning more supporters from different sections of Telangana, the supporters even from the intellectual gentry. He enjoyed open support from Prof Jaya Sankar, considered to be the father of the Telangana movement; and support of veteran leader of backward communities, Konda Lakshmana Bapuji, academican-turned social leader Kodandaram, the CPI led by its State secretary Narayana and also from naxalites at gross root level. He also garnered support from industrial and business houses. NRI money was also pumped into TRS coffers.

After sudden demise of party's one of the most popular leaders of masses, Y S Rajasekhara Reddy (YSR), the then Chief Minister of Andhra Pradesh, the gagged movement of separate Telangana voiced afresh in 2009, when K



Chandrasekhar Rao (KCR), the chief of the TRS went on fast.

Parallel to all and simultaneously Osmania University campus, Hyderabad and Kakatiya University, Warangal became hubs of agitating Telangana youth. As a retaliation measure, the government through police indulged in suppressing the movement. The highhanded behaviour of some IPS officers provoked the youth of Telangana and it was retaliated by helpless suicides of innocent youth. Self immolation of a well-educated youth- Srikantha Chary in broad day light, made every Telangana citizen reassess their association with their Coastal Andhra counterparts. When professor Jaya Sankar expired due to cancer, even for courtesy sake no Andhra, or Rayalaseema leaders conveyed their condolences.

From this point onwards KCR could successfully organize Telangana NGOs (Non-Gazetted officers) into Sakalajanula Samme (agitation by all sections of people), which was brutally suppressed by the police. With the happenings, even the general masses of Telangana came to a conclusion that they were under colonial order.

KCR's fast unto death stirred the region. National leaders including Ajit Singh of Lokdal, Sharad Pawar of NCP and other smaller segments in North India started lending their open support to Telangana movement.

The panic-stuck UPA government was so haste to make an announcement in favour of Telangan in December, 2009. The seasoned politician, K Rosaiah, who had been crowned with Chief Ministership, was unable to tackle the situation. It was the situation when all the parties of the State made a beeline before Nizam Institute of Medical Sciences (NIMS), where KCR was being treated, to extend their solidarity to KCR and unconditional support to Telangana cause. It was the time when the main opposition Telugu Desam party led by Chandrababu Naidu supported Telangana demand.

Succumbing to the pressure created by the resignation of MLAs from Seemandhra re-

Time for Reconstruction

*APK Reddy
speaks his mind*

Let bygones be bygones. It is the time not for deconstruction, but reconstruction. Despite the political uncertainty, Andhra Pradesh was ranked second in terms of new industrial investments in the period from 2011, according to Centre's Department of Industrial Promotion and Policy (DIPP). Even after division, the level playing fields of industrial sector have not perturbed.

"An important task of the policy makers of new Telangana State would be to develop the market centres at the district level with banking and insurance facilities and setting up vocational training centres with hostel facilities at every district. Above all, there is a need to connect all villages to 24 hour electrical supply, as has been done in Gujarat and other States. These steps will initiate growth in both States and help meet the aspirations of the people.

"Telangana has been deficit in power. If adequate investment by the state government as well as the central government, is given, ample power can be generated in Telangana without much of a time lag.

"There are two other main critical elements need careful handling. These involve the development of Singareni Collieries to increase coal production and to generate power based on pithead power plants. Singareni covers four districts of Telangana and its resources should be used to develop human resources and potential among the families of its workers as well as those who live in its area. It vast lands can be developed into orchards.

"The industry of both Telangana and residual Andhra Pradesh needs only a few conditions - reliable and cheap power supply, minimal red-tape and efficient and helpful regulation. If this is done, industrialists will flock to both States and exiting units will expand."



gion, Congress went back on Telangana and put the issue at the backburner. To put the ‘vulnerable’ Congress in a fix, the other parties including TDP, Matinee idol, Chiranjeevi’s Prajarajyam party, which was later merged with Congress, YSR Congress party floated by late YSR’s son Y S Jaganmohan Reddy favoured separate statehood Telangana.

Chandrababu Naidu gave an unconditional letter of consent conceding the creation of Telangana. Jagan, who emerged as local political force, with the support of luminaries of his own community, also gave an unequivocal consent to create separate Telangana. CPI and BJP also joined the group of supporters of Telangana.

“However, the Congress high command did not want the pride of ‘achieving’ Telangana to go for TRS; rather, it determined to take the credit of bestowing separate State to people of Telangana. So, it strategically deferred and dragged the issue in the name of commissions and committees on Telan-

gana,” political analyst and also psephologist, Ramalingam Vavilala said.

Meanwhile, Congress started taking some redressal steps to keep the party prospects in the State intact. Accordingly it replaced Rosaiah with N Kiran Kumar Reddy; elevated Chiranjeevi into higher profiles and incepted him into union cabinet to woo the millions of his fans and also of his caste-men; and also made Damodar Rajanarsimha, a Dalit, as deputy Chief Minister. Nevertheless, it was nervous with the reports on inevitable washout in Andhra Pradesh, which gave 32 MPs to the party in the present Lok Sabha.

Endgame strategies

“Undoubtedly our Congress high command struck a secret deal with Jagan,” Senior Congress leader and former Andhra Pradesh Minister J C Diwakar Reddy remarked, when INDUSTRIAL VIEW asked him to comment on the present political scenario. According to him, Jagan was released from prison suddenly not by any inexplicable reasons.

“There was no better quid pro quo than the bail granted to Jagan,” he said while emphasizing on ‘quid pro quo’ on which CBI charge-sheeted Jagan for disproportionate assets case. Jagan is allegedly only a recipient of the booty resulting from the alleged sale of favours by his late father YSR during his tenure as the CM of AP.

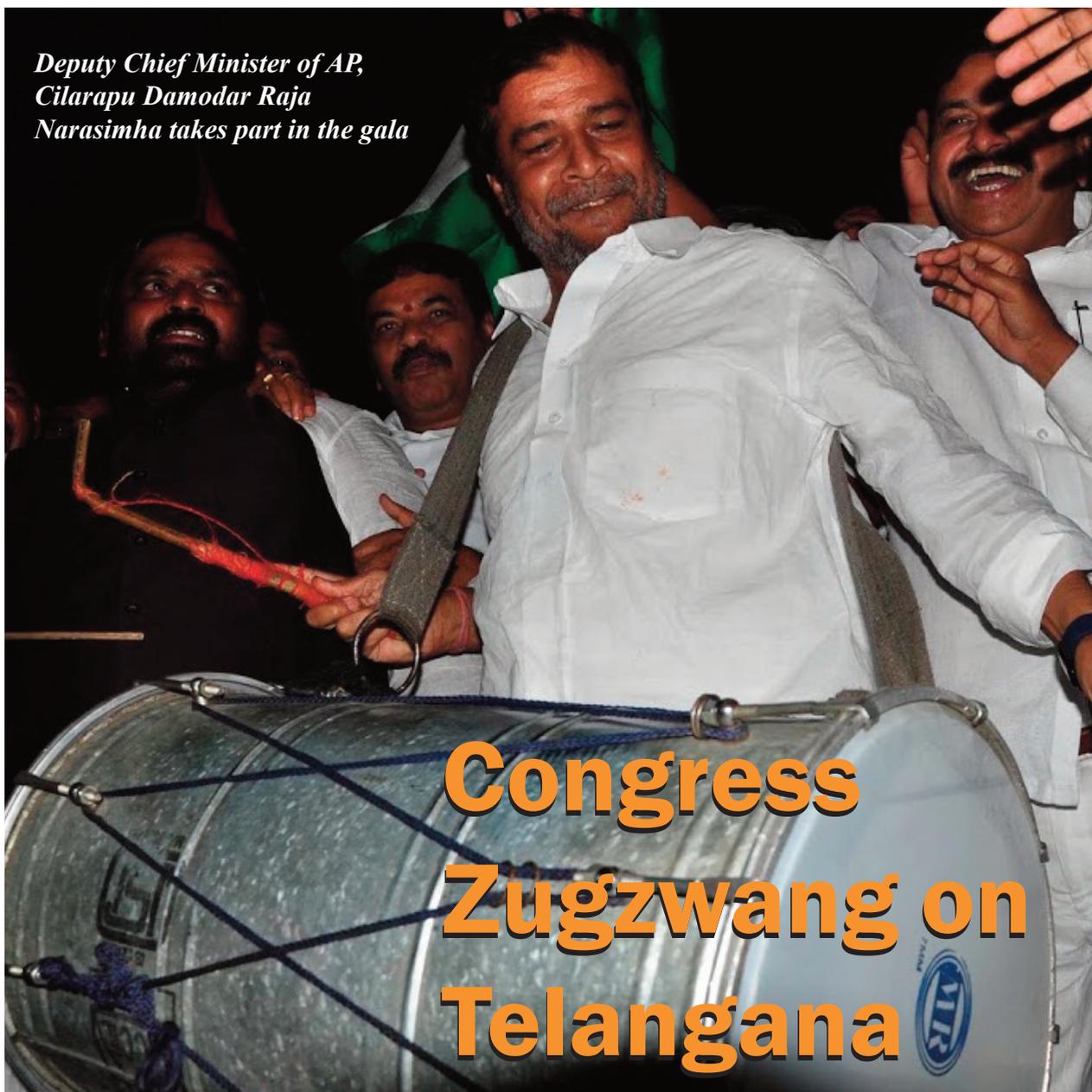
“Taking the concessions of Telangana, while playing merger politics with TRS, self-preservative Congress is to sweep the polls in the region in forthcoming general elections. Predicting a washout in Seemandhra, it indulged in match-fixing with Jagan of YSRCP. Seemingly antagonist Kiran Kumar Reddy, who stepped down as the CM in protest to the creation of separate Telangana and mooted to float a new party, is purportedly prompted by Congress High Command. TDP lost its base in Seemandhra with its letter of consent in favour of division and also lost its support in Telangana. BJP, with its meagerly presence in Seemandhra region, further loses its vote-bank for supporting Telangana bill in the both houses,” VMRG Suresh of Loksatta said.

Thus, the parties in Andhra Pradesh are made to move their knights to the edge of the board. It is said that knight on the rim is dim!



Women drowns in wild celebrations with the veneer of colours and apparent boisterous bonhomie

*Deputy Chief Minister of AP,
Cilarapu Damodar Raja
Narasimha takes part in the gala*



Zugzwang, is a position in Chess, in which the opponent is put at a disadvantage, as he has to make a move and it makes his position invariably worse. All the opposition parties in Andhra Pradesh (in the country too) are forced to walk into the Congress party's zugzwang in the game of politics, particularly the bifurcation of Andhra Pradesh is concerned.

“In fact, Congress has never been in favour of smaller states. The division of provinces on lingual basis was opposed by the then Prime Minister Jawaharlal Nehru. His successor- daughter Indira Gandhi opposed separate Telangana tooth and nail,” former Rajyasabha member and political analyst, Sivaji Yalamanchili told Industrial View.

The ideologues of the party are also always in the

debate against the idea of ‘smaller states make for better governance’, which is consistently advocated by BJP. Owing to its vested interests, Congress pursued the ‘cause of Telangana’, he added.

It is also understood that the new stance taken by Congress in separating Telanana does not kindle any hopes to the similar agitations already soaring in other parts of the country, including Maharashtra, Assam, West Bengal.

The political analysts also say that the decades-long aspiration of separate statehood to Telangana was defied by Congress and the intermittent agitations were subsidized by its intrigues. The sole reason behind it was that the Congress party never found any political mileage in obliging the demand, irrespective of its genuineness.

Capital Concerns



Telangana is the first State being separated with the capital, whereas all the states in post-Independence India that were split, were away from the capital city. Frankly speaking, the champions of Samaikya Andhra (United Andhra Pradesh) have been fighting not on the ethnic integrity, but only with the emphasis on Hyderabad.

“After formation of Vishalandhra- a merger of Andhra State and Hyderabad State in 1956, Hyderabad has been centralized for the development. The people from affluent Seemandhra settled in Hyderabad and poured their investments and developed Hyderabad, only Hyderabad, but no other city in entire State. That was the reason why the movement against state bifurcation primarily demanded for UT (union territory) status for Hyderabad,” APK Reddy, the President of FSME AP (Federation of Small and Medium Enterprises, Andhra Pradesh) told Industrial View.

Condemning his view point, senior journalist and Telangana social activist Ravindar Durgam said: “Realtors could not be given credit of development of Hyderabad, as if they did some philanthropic services to the region. In fact, they sapped away the resources of the region, particularly Hyderabad”.

Now, after the Andhra Pradesh Reorganisation Bill 2014 had been passed in both upper and lower houses of the Parliament without specifying the capital for residual Andhra Pradesh, the question of capital became the agenda of the day and obviously, the politicians are after

it. When the leaders from North Andhra coastal belt argue that the port city, Visakhapatnam (Vizag), the second largest city in the State after Hyderabad, is ideal for the capital, their counterparts from Rayalaseema region were contending it, since the place is more than 1000 kilometers away from their place. In turn, the leaders from Rayalaseema, one of most underdeveloped and drought-hit areas in the country, demand to consider the cities including Kurnool, Tirupati in their region for capital. When Telugu speaking people were separated from Madras Province in 1953 to have their own state, Kurnool was made the first capital. Reminding the past, the leaders demand Kurnool to be the capital again. Tirupati, the celestial abode of Lord Venkateswara, is another place of proposal. Tirupati, according to them, is proxy to Chennai, the capital of Tamil Nadu.

Since these places are also far from the North Andhra region, Vijayawada- Guntur, the cultural capitals of Andhra Pradesh, have emerged into picture. But, with absolutely non-availability of government land and skyrocketing prices of private lands, it is also being confined under ‘consideration’.

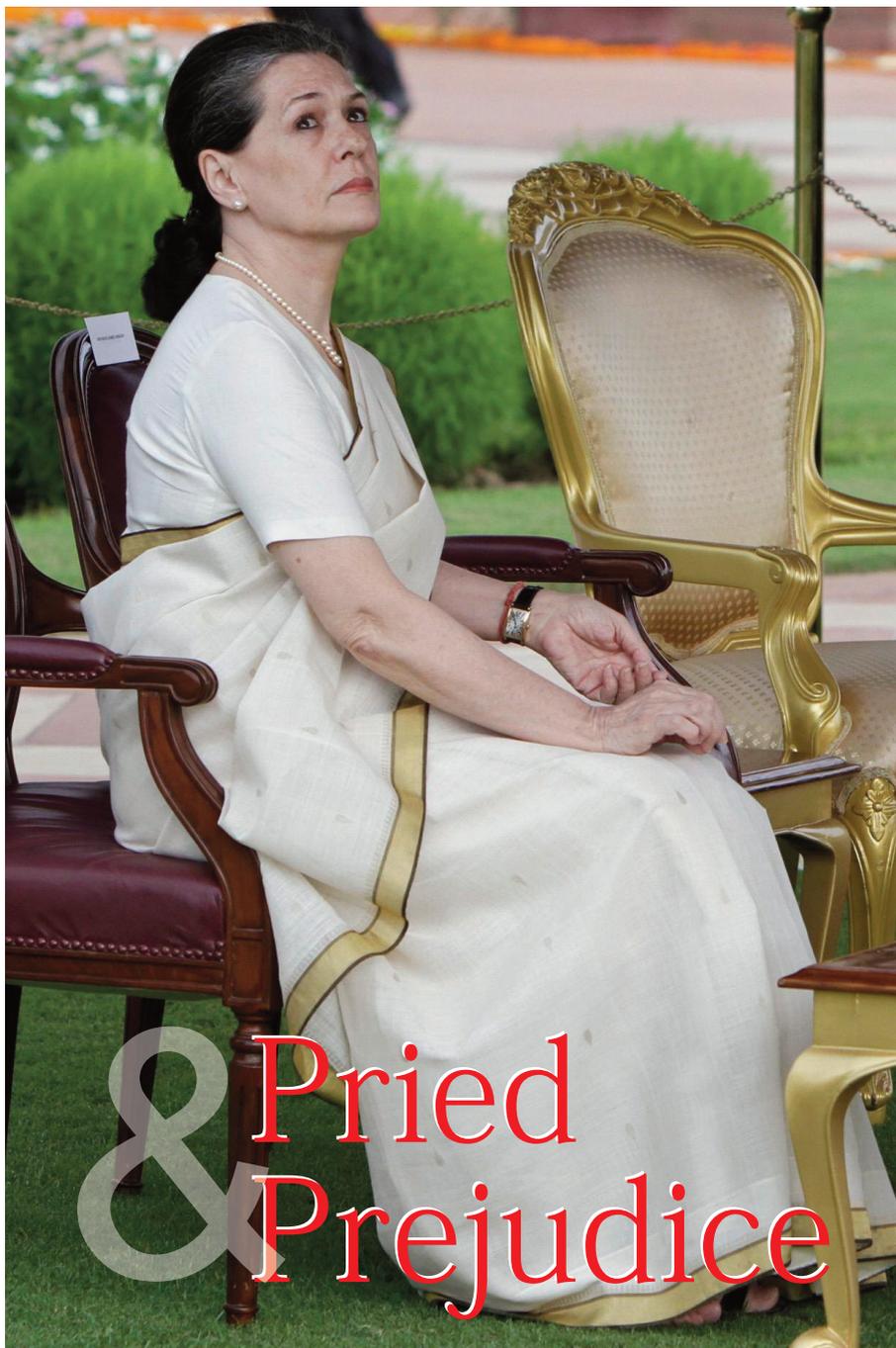
Amid the situation, the gentry of senior IAS officers is busy offering different propositions on the same issue. According to their basic argument, congested cities are never be advisable to be capitals.

“New York is not the capital for New York State, but it is Albany. Similarly, the capital for Australia is Canberra, but not either of the famous cities- Sidney, or Melbourne. In other words, it is difficult to procure land for capital in well established and overcrowded cities,” an official working on the logistics of new capital told INDUSTRIAL VIEW.

Showing the model of Naya Raipur, the new capital city of Chhattisgarh, the officials are proposing to build a new city, which would be equidistant either from Rayalaseema or from Coastal Andhra.

The IAS team also suggests de-centralising the power centres, while learning lessons taught by Hyderabad model of ‘disgruntled past’.

“Legislative Assembly of Karnataka runs its business in Bengaluru and also in Belgam and similar the case with Maharashtra. So, in the process of decentralizing the power centres, let the High Court of new residual Andhra Pradesh be at one place and other higher offices of policy-making would be somewhere else,” the bureaucrat said.



Telangana would be the 29th State of India and it is a signature away from coming into existence. Bifurcated from Andhra Pradesh, Telangana, with its creation, has once again proved that facts are obscure and boring, rather prejudices are easier and cuter. The prevailing prejudice about Sonia Gandhi in the minds of Telugus, particularly from the people of Coastal and Rayalaseema regions (Seemandhra region), which is now considered to be residual Andhra Pradesh, that she (Sonia) has personal vendetta with Andhras. Andhra Pradesh division, which was made in an unprecedented and also 'uncouth' means in the post- Independent India, reinforced the assumption that Sonia Gandhi ushered the process in a way to settle the scores with

Andhras.

"It is not merely a prejudice based absurdly on inadequate evidence that the Telugu people accuse Sonia of curse on us. It was during 1980s when she was given Indian citizenship and voting rights, Former Union Minister Parvathani Upendra, the then opposition MP, contended the decision. Sonia took it to personal level and went to an extent of intimidating Upendra of dire consequences. Her personal attack on the MP also kicked a row in Lok Sabha," Rajakumari Nannapaneni, an MLC from Coastal Andhra, representing TDP told Industrial View.

The Andhra people feel immensely the humiliation for the former Prime Minister, son of the soil, P V Narasimha Rao (PV), at being pulled off a minimum reciprocation to 'his yeomen services' to the nation and also Congress party. It was well known that the mortal remains of PV were denied the privilege of having Samadhi (tomb) in the national capital, the city of tombs and the denial was on the behest of Sonia.

"Sonia's anger on persons ironically turned vengeance on their ethnic group and it was evident when factuals were interpreted properly. Sonia had to resign as Chairperson of National Advisory Council and also as member of Lok Sabha, following a

contention by our MP, late Erram Naidu," C Narasimha Rao, a political analyst said.

"The pepper-spray MP, Lagadapati Rajagopal has been denied appointment with Madam (Sonia) ever since he took up an indefinite hunger strike against her 2009- decision of bifurcating Andhra Pradesh. Disloyalty is only a pretext to her, but the actual reason was the State he came from," an office-bearer of AICC from Andhra Pradesh told Industrial View, under the condition of anonymity. According to him, she also turned down the huge donation from Lagadapati to Rajeev Gandhi foundation.

Whatever the fact, the hypothesis on Sonia's ire on Telugus further strengthened in the minds of the State with the division.





Succinct & Precise

*Chairman and Managing Director of Andhra Bank, C VR Raju
former Secretary General, FAPCCI, V B Sankar, former president*

A conference of AMIABLE





Rajendran addressing the conference, as APK Reddy, President FSME AP, M V Rajeshwara Rao, Advisor, FSME and President of FISME, C Chandra Mouli, Vice Chairman, Institute of Indian Foundrymen, Southern Region looks on.

POLEMICS



Federation of Small and Medium Enterprises, Andhra Pradesh (FSME-AP) recently hosted an interactive session with the Chairman and Managing Director of Andhra Bank, C VR Rajendran in Hotel Katriya, Hyderabad. Nestling in the heart of the city, Hotel Katriya's echo free conference hall with state-of-art facilities accommodated industrialists, particularly the customers of Andhra Bank. The echelons of the Bank also joined the enthusiastic entrepreneurs to take part in the interactive session.

The interactive session, kicked off a bit late with delayed arrival of the Chief Guest, provided a platform for dialogue, debate and amiable dissent. It widens the ambit of opinions, not only the participant entrepreneurs, but also to the chief guest, the CMD of

“It should be extended for two years, in view of the slowdown phase will change to growth phase in this period. Banks should clearly spell out their restructuring norms with clear time frames and ensure that these are available at all level of branches,” he said.

Another speaker of the occasion, V B Sankar, former president of FISME, urged the CMD of Andhra Bank to consider giving working capital term loans for the units having standing track record of 5 – 10 years at base PLR with repayment schedule of 36 months so that they can infuse capital for smooth working of the unit. In his power point presentation, C Chandra Mouli, Vice Chairman, Institute of Indian Foundrymen, Southern Region, explained the plight of Indian foundry industry, particularly of AP scenario.

Most entrepreneurs, who took part in the interaction session at the end of the speeches, shared their individual problems. Having a good business plan and financial and business performance records, according to them, they are often falling short in recognizing the value of the business banker as an adviser and an advocate. After giving a patient hearing to the entrepreneurs, the CMD assured on behalf of Andhra Bank that they invest in building relationships with customers, vendors. In turn he

appealed them to think of their interaction with the bank as a relationship rather than a transaction.

“Benefit from this relationship—let us know about your challenges as well as your goals,” Rajendran called upon the industrialists, concluding the healthy interactive session.

Andhra Bank. In a nutshell, the session indeed was polemical, a frank debate, but absolutely not partisan and belligerent, thanks to the president of FSME, AP, APK Reddy.

Speaking on the occasion, M V Rajeshwara Rao, Advisor, FSME and former Secretary General, FAPCCI requested for the extension of moratorium on loan repayments.



Delegates paying rapt attention

THANK YOU SIR for sharing Knowledge

APK Reddy's Welcome Address



In the modern paradigm it is quoted that – ‘Knowledge sharing is not merely an alternative strategic option: knowledge sharing is required for organizational survival’. I hope, this session will cater to our prime requirement of knowledge sharing with honourable CMD of Andhra Bank, Sri C VR Rajendran,” APK Reddy, the President, FSME-AP said in his welcoming address on the occasion of interactive session.

With his inaugural speech, APK Reddy paved way for a congenial atmosphere for the interaction.

“Immediately after assuming the apex post, the honourable CMD of Andhra Bank, Sri C VR Rajendran, made it clear that one of the areas of his focus

is retail lending, particularly to SME sector. So, I strongly hope that his dynamism and innovative ideas of banking and his presence of mind may definitely play a key role in bailing out our SME- sector, which has been in the doldrums persistently for four years,” APK Reddy said in an effort to get both sides ready for the session.

Apprising the Chief Guest of the ‘mission objective’ of FSME-AP, APK Reddy said the federation has been assisting SMEs in Andhra Pradesh in building capabilities to respond to changing external environment and exploit new opportunities by becoming market centric.

At the end, responding to the suggestion of the CMD of Andhra Bank on industry resolution committees, a Moinabad model, APK Reddy assured on forming such committee under the aegis of FSME-AP.

Excerpts from welcome-speech:

Since its formation, FSME is thriving hard to promote entrepreneurship and facilitating the creation of congenial conditions in Andhra Pradesh. It is also trying to improve the market access for MSMEs in our State.

FSME is also providing training facilities to the unemployed youth and carving them for the requirement of the industry. FSME is also played a key role in convincing the authorities to lend loans to artisans, women and other weaker sections of the society through Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE).

Our federation is also updating SMEs with new innovative tools of financing, and information on new laws and legislation having impact on our businesses. It is also trying to address the common constraints of SMEs, including their inability to access right information on new markets for their products, new emerging opportunities that are more profitable, and technologically viable. While identifying industries as clusters in three regions, our federation initiated Industrial parks for the benefit of entrepreneurs.

Understanding FSME’s yeomen services, 18 SME- associations have joined the federation. It is our privilege to have a broader membership base, with 800 members across the State.

TRAIL OF AN ENTREPRENEUR BANKER

CVR Rajendran, who is Chairman & Managing Director of Andhra Bank and took charge on 13th December, 2013, is an avid banker, who disputes Mark Twain's definition of banker- a fellow who lends you his umbrella when the sun is shining, but wants it back the minute it begins to rain. In his banking experience lasts more than 35 years, he tried to impart new friendly image to the banks, he worked for. He believes that bank has an obligation to promote the public good. He is more than a banker, an entrepreneurs' banker in true sense, as he knows the secret of offering help to an entrepreneur, who is desperately looking for financial assistance.

Prior to getting elevated to the coveted post of CMD- Andhra Bank, Rajendran, post graduate in Commerce, ICWA (Inter) and C.A.I.I.B, served for more than 21 months in Bank of Maharashtra in the capacity of Executive Director.

He began his illustrious banking career in Corporation Bank in 1978. He worked as Branch Manager in various Rural, Urban, and Metro Branches from the year 1985 to 1996 and headed Industrial Finance Branch at New Delhi & Bengaluru. He worked as Zonal Manager of Maharashtra Zone and was Managing Director, Corp Bank Securities, Mumbai during 2004 to 2006. Next he took up as Dy.General Manager, Investment & International Banking and Collection & Payment services from 2006 to 2008.

He was elevated as General Manager of IIBD in May 2008 and worked as General Manager, Information Technology Division from May 2011 to February 2012. Later, he was appointed as Executive Director Bank of Maharashtra on 01st March 2012.

He is highly experienced in International Banking, Investment Banking, Merchant Banking, SSI/SME/Agricultural Lending, Industrial Finance, Commercial Lending, Infrastructure Financing & Information Technology. During his eventful career, he has received several accolades and Awards like Chairman's Club Membership, Super Productivity Award, SOGian Award, Millennium Award and Best Branch Award.



“We lend for projects and perseverance, not for securities”

We, representing the Andhra Bank, are lenders, but not the conventional money-lenders, who lend money against pledging. We lend for project, we lend while understanding the social importance of every offering.”

These were the opening remarks of C.VR. Rajendran, Chairman and Managing Director of Andhra Bank, on the occasion of interactive session convened by FSME-AP. He explained the bankers’ perspective of lending, while calling upon the small and medium entrepreneurs to come up with zealous commitment on their projects, before seeking lending from the bank.

Excerpts from his speech:

It is the faith and commitment of the promoter that propel us to come in mutual terms with the entrepreneurs, but not the securities they pledge.

If the promoter is good, there is no need for documents; if he is bad, there is no use of mere documents, which are lying bundles in our premises.

Andhra Bank is ready to restructure troubled loans of industries where it sees enough commitment from the promoters.

What the promoter is bringing to the bank's table is very important for me. A company like GMR Infra is now willing to sell anything in the portfolio today. Even IVRCL Ltd, after seeing NPA troubles, had sold some of its core assets to bring liquidity into the system.

As a banker I would prefer to restructure loans and extend fresh working capital requirements in cases like this. But, I would not support a promoter who comes in Maruti 800 during borrowing, but would drive in a Benz before the BFIR.



The echelons of Andhra Bank, alike their counterparts in other banks, are under tremendous pressure. However, the bank continues to sail with SMEs, as their area of passion is MSME.

Andhra Bank, which has huge exposure to infrastructure and power, is still bleeding with gross non-performing asset (NPA) ratio rose sharply in the previous 18 months to 6 per cent and our total restructured standard advances were high at 13 per cent of total advances.

I have enough troubles as 19 per cent of my assets do not yield anything.

Small industries have to figure out problems related to bad loans to the respective resolution committees of industry bodies. The bank would then arrive at a meaningful solution at its meeting with the industry resolution committees.

I believe every recession brings tremendous growth. Andhra bank did not see any growth this year. We opened 90 branches from the planned 220 new branches this year. Of these, around 50 per cent are coming outside Andhra Pradesh. Nevertheless, I don't believe that bifurcation of the State will have its impact on Andhra Bank. Either way it would not affect Andhra Pradesh.



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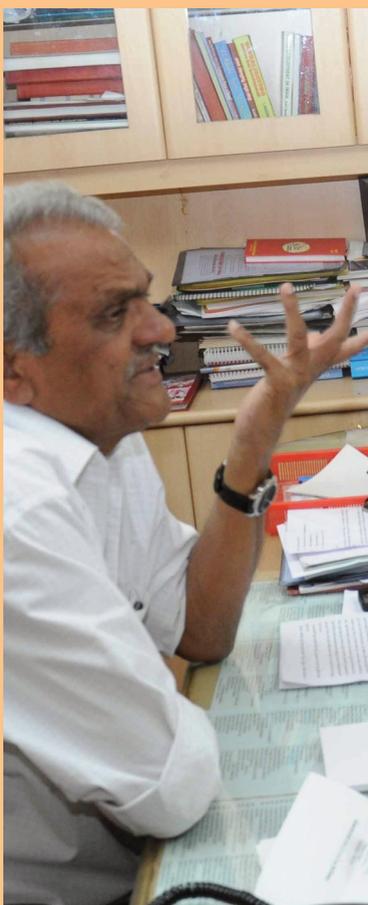
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tête-à-tête

MSME erases boss-worker hierarchy



The aptitude to call a spade a spade, own up mistakes and take quick corrective action is something that is a key characteristic of **Dr K Narayana**, **State Secretary of Communist Party of India (CPI)**. Assertive but not aggressive, his voice says it all. Outspoken, he hits the nail on its head when he deals with the issues of public interest.

With the word 'fear' giving always a miss in his lexicon, Narayana emerged a crucial cog in the student movements, not only in his native mandal Nagari, but also in his Chittoor district. Habituated to face the danger and surge ahead of adversaries, Narayana, a qualified physician, involved immensely in several mass struggles and widely admired by rank and file of the party and even also outside the party. It is always exciting to speak to the leader like him, who is spending his life fighting and speaking against the economic disparity, civil unrest, marginalisation and corruption.

APK Reddy, **Editor-in-Chief, Industrial View**, met Comrade Narayana to discuss many issues related to the industrial crisis, particularly in MSME sector.





APK Reddy, Industrial View Editor-in-Chief, in a tête-a-tête with Dr K Narayana, State Secretary, CPI.

Our State is now bifurcated and consequently Special Category Status (SCS) is promised to Seemandhra for 5 years. But, SCS to 'affluent' Seemandhra is being opposed in Telangana. How do you look at the issue?

The two regions are not rivals to compete for special privileges without thinking of practical feasibilities. Virtue must prevail out of teeth of emulation. We, the CPI, stood solid for the cause of Telangana people. It fought for the rights of the people, for special allocations to the region. When they agitated for their own rule to get their problems solved and develop their region, we supported the separate Telangana movement.

On the other side, the apprehensions of the people of Seemandhra also should be understood, particularly on the issues like water. Godavari and Krishna rivers flow through Telangana. Though it was the upper riparian region, it did not able to use the water with lack of lift irrigation projects, as the farming lands in Telangana are in higher elevation. Late Chief Minister Y S Rajasekhara Reddy made some effort on projects. In Seemandhra, the people are longing for the completion of irrigation projects like GaleruNagari, HandriNeeva, Velugodu which were

based on surplus waters of the Krishna river. Thousands of crores were spent on them. But, the recent interim judgment by Brijesh Mishra tribunal preventing Andhra Pradesh from utilizing surplus water put the fate of all the unfinished projects in jeopardy.

Amid this situation, separate Telangana definitely adds up to their apprehensions. Therefore, their demand for the continuity of special category status for 10 years, is also understandable and genuine. All these opinions are being incorporated in CPI's representation with Centre and also with Group of Ministers (GoM). Moreover, the oral assurances of the PM in RajyaSabha on SCS have no relevance, unless it is constitutionally processed.

Seemandhra's concentration on Hyderabad was also an offshoot of the centralized development in the capital. The movements with regional aspirations generally arise when the region lags behind in development. Let Hyderabad experiment should not be repeated in future.

Telangana community fears de-industrialization of Telangana for Seemandhra being given SCS. What is your stand on it?

Before dealing with those hypothetical problems,



I would like to advise the industrialists of Seemandhra not to flare up the tensions with their provoking statements. Their imprudent statements on shifting their headquarters to residual AP leave a negative impression in the minds of Telangana people that they are leaving to evade tax benefits to Telangana, the place where their businesses were flourished. The provokers are the corporate players, not the small entities.

What is your policy on small and medium entrepreneurs?

Of late, we realized that MSME sector wiped off the hierarchy between the employer and employee. Earlier, the management of industry was seen in conventional terms. I used to take harsh stance equally against the managements of big and small entities. There were incidents of strikes, which led to the closure of the small units. Later on, I, as well as my party also realized that the employers of small and medium industries are semi-workers. They also join the workers with the same tools of manufacturing.

I knew personally many cases, where the young, educated and talented youth were attracted by the government to start their own firms and later were ditched. Nicely placed engineers had to forgo their secured jobs after being encouraged by the government policies and later, they were left in lurch. With the objective to empower youth of the rural area and provide them with employment opportunities in the industry at a location near to them, government made big promises on free land, infrastructure and other facilities, including en-



The young, educated and talented youth were attracted by the government to start their own firms and later were ditched. Nicely placed engineers had to forgo their secured jobs after being encouraged by the government policies and later, they were left in lurch.

ured marketing of their products. But, government did not keep its promises, resulting in bankruptcy of the industries by young entrepreneurs. The banks, which gave the birth to the industries, played devastating role in confiscating the same industries.

It is generally opined that unless the policy of encouraging young entrepreneurs is mandated with an enactment, it is difficult to implement it. In other words, legislation must be passed in the lines of SC ST Sub plan or Protected Tenancy Act, for strict implementation of youth entrepreneurial ventures. What is your comment?

- CPI supports the idea. Our governments are not making use of the most of our young talent. So, the talent is pushed into large, established MNCs. This is not what we need over the longer term. What we need for the next decade are thousands of new companies that will focus on developing and launching products and services needed to tap the massive opportunities in our own land

and also around the world. Therefore, youth entrepreneurship policies must be introduced. The units of the small and medium entrepreneurs, including of youth teams, must be made ancillaries to the big corporate players. The big hurdle, marketing of the products must be taken care of.

I believe that SMEs cannot survive all on their own. There has to be specific intervention by the government for this sector to survive. It intends to reverse the neo-liberal paradigm of the past few years and have a renewed focus on the growth of public sector and SMEs.

State government routinely provides policies to the SMEs. But, they are untimely and not coming in the rescue of SMEs. Do you take active role in getting constitutional obligation to the policies? Does your party advocate the cause of SMEs? Do your MLAs and MPs fight for the welfare of SMEs in the State and Centre houses of legislation?

Our party will definitely strive hard for a comprehensive legislation in Parliament for welfare of SMEs. From the beginning, we supported SMEs and opposed the monopolist corporate industries. Our party already waged a battle against Foreign Direct Investments (FDI) in the interests of small and medium industrialists.

We are opposing FDI in retail tooth and nail because, it wipes off the small-scale industries and also causes soaring inflation rates. We demanded the government to implement encouraging policies for SMEs in the labour intensive sectors. We seek relief packages for sectors affected by recession like textiles and garments, gems and jewellery, leather, handicrafts, coir, cashew, marine products, software and IT, particularly the small and medium enterprises. Providing adequate incentives, infra-

structure support and ensuring sufficient credit from banks and financial institutions are the major thrust areas for CPI.

SME sector is severely hit by irregular power cuts and improper power policies of the government. Statistically 6 units per hour are being shut down due to the restrictions imposed on legitimate power consumption and levying hefty penalties for exceeding prescribed limits. How do you perceive this power problem?

Power is the major source of input to the industry. Since the government is only supplier of power and it is bound to supply necessarily, it has to look out for its resources for the stipulated power supply. Industry has nothing to do with the problems of the government in power generation, including lack of water in reservoirs, dearth of coal, or shortage of other resources. Therefore, like in insurance policy, the government should take the responsibility for the losses of industry due to power shortage. The industrialist must not be burden for the government's mistake. Law must be amended, enacted to make the government responsible for improper power supply.



Since hereditary professions and conventional occupations of washer men, cobblers, barbers and weavers are heavily hit by the changed lifestyles, what do you demand the government on their behalf?

The communities you referred to were virtually self-sufficient in the villages. Later, they were displaced by gadgets and they are misplaced. For example, washer man community faced severe hardship with the advent of latest electrical and electronic washing machines. Their plight ushered them to towns and cities to become working labour for a dry-cleaning units of a capitalist.

The government must be proactive to supply washing plants and modern laundering machines, besides ensuring them free power supply to face the competition from the muscled capitalists.

Similar exercise must be followed for all those engaged in their traditional occupations. While encouraging registered societies, the government should allocate some corpus fund for disbursement of loans.

It is equally important to one and all to see the welfare schemes, brought into the level of implementation after relentless struggles, not to get inflicted by corruption.

By the latest statistics, the banks have added Rs 63,386 crores of bad loans during the nine months ending December 2013, which represents a growth of 35.2% over the March 2013 number. Gross non-performing assets (NPAs) of 40 listed banks rose 35.2% to cross the Rs 2.4 lakh crore mark. Basically, what is your stand on the NPA norms of RBI, particularly when it comes to SMEs?

I have my reservations on NPA norms on SMEs. The 90-day overdue norm for a loan account to be



Credit should not be a constraint for viable projects in the MSME sector. However, the major problems faced by the MSME sector are related to the availability of loans without collateral, delays in loan sanctions, high cost of funds, delayed payments, marketing problems, sickness, etc.

ordinary citizen could not repay a couple of car-loan installments, the bank is uncouth to snatch the car. MSMEs might struggle to even get a loan. If they manage to get a loan, the bankers prowl around the small industries till they are crumbled down to earth.

Credit should not be a constraint for viable projects in the MSME sector. However, the major problems faced by the MSME sector are related to the availability of loans without collateral, delays in loan sanctions, high cost of funds, delayed payments, marketing problems, sickness, etc.

But, banks show enthusiasm to hide bad loans of corporate players. Instead of writing off loans or forcing anyone to pay up, they offered an ingeniously named scheme: Corporate debt restructuring; they are given a moratorium, maybe a year or two, on payments. Suddenly, the blacklist of incorrigible business defaulters falls into oblivion, because, they might have arranged for new loan. It is particularly galling in a poor country where banks immediately blacklist poor and middle-class defaulters, particularly the SMEs.

It is also come to my notice that a lobby is active

treated as non-performing asset (NPA), should be repealed for small and tiny enterprises, in view of the fact that payments to small scale Industry suppliers are delayed beyond 180 days as a rule, sometimes even to 210 to 270 days, notwithstanding the Delayed Payment Act.

The 90-day norm for a loan account to be treated as NPA is counter-productive, because, if a particular bill is not honoured on the 90th day, not only the drawing power of the borrower gets reduced, but it also sets off a chain reaction, as a result of which the account itself slips into the status of an NPA. Now, I was told that 90-day period is going to get reduced further to 30 days, which is outrageous. If an or-

to get the units in the industrial belts declared as 'sick units' so that the land could be sold to the land mafia on that pretext. Bank higher officials are allegedly ganging up with the mafia and everything is done in connivance of bureaucrats. We are seriously thinking to wage a war against the mafia.

I, on behalf of FSME- AP, am very grateful to you, your party for standing strong in our solidarity. I hope, you will further extend same kind of support for SMEs' cause.

We are richly endowed in entrepreneurial talent. The economic censuses demonstrate the huge size and growth of entrepreneurial activity with SMEs. In my opinion, the SME sector is inherently more efficient than the corporate. The SMEs tend to have lower capital to labour ratios. The small scale industries are one of the major sources of employment in the Indian economy.

But, SME sector has been several institutional bottlenecks ranging from marketing, finance, infrastructure, technology, particularly lack of support from policy makers, who

are unfortunately encouraging domestic big business houses and the MNCs. CPI will definitely in forefront to oppose anti- MSME attitude of governments and will agitate for the cause of MSME sector.



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Bolt From the Blue **FSME Contends DISCOMs tariff**

it is rightly said- electricity is just an organized lightening from the skies of welfare States. The proposed power tariff by the four state-run electricity distribution companies (DiScomS) of Andhra Pradesh is no lesser than a bolt from the blue. With the huge tariffs, the Discoms are taking the customers to the past, to the days of discovery, when electricity was considered very Satanic thing for utilization.



Federation of Small and Medium Enterprises-AP (FSME- AP), the apex body of small and medium enterprises in Andhra Pradesh, filed its objections on the power tariff hike proposals made by all the four discoms in Andhra Pradesh, before Andhra Pradesh Electricity Regulatory Commission (APERC). FSME- AP lodged a strong protest with the APERC against its decision to impose restrictions on power consumption and levy huge 600 per cent penalties for exceeding prescribed limits.

It has been proposed to increase tariff by Rs.1,800 crore, leaving a deficit of Rs.815.74 crore. When it comes to the domestic consumers, the per-unit cost would go up by Rs.1.59 and the average hike would be 31 per cent.

“In fact, Andhra Pradesh used to be one of the States with low power tariff; later, there was a gradual increase, the new proposals, AP would emerge as one of the States with the highest power tariff,” APK Reddy, President- FSME AP, on behalf of small and medium enterprises (SMEs) said in the letter submitted to the Chairman of APERC.

He advocated tariff rationalisation on the basis of efficiency and performance of Discoms. He said T&D losses were less than 6 per cent in APEPDCL, whereas it was around 14 per cent in APCPDCL (Hyderabad area).

He expressed concern that consumers would be burdened to the extent of Rs. 17,000 crore if the hike proposed by the power utilities was allowed.

Referring to the political crisis in the State, APK Reddy further said this was not the opportune time for taking major decisions that could have a long term impact on power consumers.

“Regulatory bodies like APERC ought to take decisions for the benefit of the general public and not in favour of the government or discoms. But against all the rules, and also against all sections of the public, including our MSMEs, the present proposals are made,” he said in the statement, while accusing discoms of fudging their accounts to show losses.

According to him, APERC is not sincerely taking decisions in favour of electricity consumers. Skyrocketing power charges in the state are the best example of the mistakes of APERC, which should seriously consider the suggestions and objections of the public at these public hearings, he opined.

It may be recalled that the four discoms of the

State submitted recently their Annual Revenue Requirement (ARR) for the financial year 2014-15 to the APERC, in which they have proposed to burden the 2.5 crore consumers to the tune of Rs 9,339 crore. In the way to clear the proposals the APERC is holding public hearings.

In its submission, FSME- AP averred that APERC can't determine the retail tariff without evaluating the generating cost of Power by AP GENCO to Distribution Licensees, the transmission cost of Power and the wheeling charges of power. It further argued that the evaluation of Retail Supply Tariff has to be taken-up in the last, because generating tariff, transmission Tariff and wheeling charges will form part of Retail Supply Tariff. But, contrary to the Act, the Commission is taking-up Retail Supply Tariff, which is illegal, FSME contended.

Regulatory bodies like APERC ought to take decisions for the benefit of the general public and not in favour of the government or discoms. But against all the rules, and also against all sections of the public, including our MSMEs, the present proposals are made

It further said that the determination of Generation Tariff for the 5 year control period i.e., FY 2009-10 to FY 2013-14 is not yet taken-up by the Commission even after a lapse of 5 years, although the Act stipulate that Commission shall within 4 months from receipt of an application, after considering all suggestions and objections received from Public, either issue a Tariff Order or Reject the application. Pending Determination of Generation Tariff, the Commission determined the Retail Supply Tariff for the above 5 years allowing DISCOMS to collect more than Rs.36,000 Crores from the Consumers on provisional basis, which is a clear violation of Act.

FSME demanded the Commission to withdraw the proposal to continue with the above violation for the half year of 2013-14 and 2014-15 (full year). It ushers discoms to Rs .25,000 Crore from the Consumers.

Focusing its argument on MSME sector, FSME-AP apprised APERC the facts and figures.

“The Union and State Governments have evolved separate policies exclusively for MSME Sector offering various subsidies including supply of Power at reasonable tariff . Accordingly, the erstwhile APSEB accorded utmost priority to MSME Sector after the Agriculture and allowed a reasonable Power Tariff to all Small Scale Industrial Units covering them under L.T.Category,” it said.

Referring to the changed scenario under discoms, FSME said: “Gradually, DISCOMs have started shifting their stand on Small Scale Sector by dividing

SSI units up to 75 HP connected load under L.T.category, above 75 HP up to 150 H.P. under LT-IIIB category and above 150 HP under H.T.Category up to the financial year 2012-13. Commencing the financial year 2013-14, the SSI units under L.T.IIIB category have been merged with H.T.Category with exorbitant hike in the Tariff. Major percentage of SSI Industries in the State are having the connected load of 150 HP and below. Due to steep increase in the Power Tariff as well as abolition of LT-IIIB category, Small Scale Industries are facing acute financial crunch and are at the verge of closure.”

At the outset, FSME-AP requested the Regulatory Commission to suspend the process of the determination of Retail Supply Tariff until the Generating Cost, Transmission Cost and Wheeling Charges are determined on actual.



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XIVE Enterprising in ERP

As builders we have to deal with purchase orders, deliveries, receipts and invoices simultaneously to monitor the cost of projects. Now, we have finally succumbed to the charms of information technology. Enterprise resource planning (ERP) solutions of XIVE group is a big relief. ERP product- ReaLMS (Real estate Lead Management System) of XIVE has really come in handy to simplify the transaction process. It also addressed the current challenge of effectively managing the leads for each property," Saida Chary Aila, Vice President of Alapana Constructions told Industrial View.

"XIVE's ERP integration of our core and back-end activities such as architecture, engineering, purchases, invoices, payments, vendor selection, tax calculations and employee salaries has resulted in a significant time and cost saving for the company. The introduction of ERP has also ushered in higher discipline in the organisation, besides making statutory compliance a hassle-free affair," Vineela Vaishnavi Talavalapu, an Architectural head in a city based building promoters said.

While market size figures or growth rate for the ERP vertical within the construction industry are unavailable, Abhisek Mazumdar, CEO, XIVE Group, said the percentage of builders adopting IT has increased considerably. He further said that ERP of XIVE Group has not confined to single product-ReaLMS; but also has XIVATO, a proprietary framework, a cross-functional enterprise system, driven by an integrated suite of software modules, supporting the basic internal business processes of its users; and also XIVYTICS, a proprietary business analytics framework, a suite of descriptive, predictive and operational intelligence modules that correlate the real-time analysis of data in motion with historical data. When contacted by Industrial View, Mazumdar showed keen interest to share his experience in dealing with ERP solutions with our readers.



*Abhisek Mazumdar*

Ten reasons why an ERP solution can improve your business's efficiency

An Enterprise Resource Planning (ERP) solution drives the flow of information between all internal business functions while managing outside stakeholders.

The main objective of an ERP solution is to accelerate the flow of information across all business operations through a shared database that supports multiple functions to manage the basic requirements of a business, such as: planning, inventory/materials management,

purchasing, manufacturing, finance, accounting, human resources, marketing and sales, services etc.

Listed are 10 reasons why an ERP solution can improve business efficiency:

- Better integrated management - An ERP solution allows its users to connect various parts of the business into one single platform enabling managers to access an organized database which consists of in-

ventory, orders, invoices and client information allowing its users to update and implement changes in real time. All the information is streamlined and maintained accurately without it getting lost across spread sheets and other applications.

- Save time and money—An effective ERP solution can help its businesses identify and reduce downtime; the solution can significantly reduce the costs involved in administrative errors and inventory. Communication across all departments is made more efficient as it's easy to exchange information across all levels.
- Reduced operating costs – An ERP solution merges all business channels into one single enterprise information system. The key advantage of this function is that it allows organizations to organizational efficiency by automating business operations. This significantly reduces operating costs, inventory and control costs as well as marketing and help desk support cost. The cost of supporting large data centers also reduces.
- Increased strategic planning support - Allows an organization to support the resource planning function resulting in users attaining the ability to identify their target market and what their goals and objectives should be. Access to all the data in real time allows businesses to address problems proactively.
- Assist day to day activities - An ERP solution empowers the management to have fast and easy access to all information they require in order to make better decisions.
- Reporting made easy - An ERP simplifies business reporting and allows its users to generate reports within a click of a button. An integrated database of information allows managers to generate reports easily.
- Improved financial management - Provides an extensive visibility of how the accounts and finance department is performing and view accounts func-



tionality in real time coupled with business analytics. This helps organizations enhance profitability, improve financial control and manage risks better.

- Increased precision and consistency - Allows organizations to maintain precise and accurate data within all departments, allowing its end users to view information through a single system. Key business stakeholders can view how productive and efficient each employee is within their department and as a result, better visibility can dramatically increase organizational performance and staff efficiency.

- Improved resource management – Most ERP solutions have embedded tools and the capacity to allow its users to allocate beneficial resources more efficiently. This reduces response time during emergencies.

- User friendly—With the enablement of simplified solutions, ERP solutions are now made very user friendly and can be customized for specific industries and also for unique business requirements.

To summarize, an ERP solution can play an important role within an organization if implemented correctly. It helps boost an organization's strategies and operations, increases productivity and help companies cut down on cost. An ERP solution can increase an organization's security as it allows companies to keep their customer and company information in a secure environment.

The level of communication across different departments in any organization can be drastically improved with an effective ERP solution; thus allowing managers to make better decisions. The latest solutions also consist of various web based Cloud applications that are fast and easy to use.

***-Abhisek Mazumdar
CEO, XIVE GROUP***




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*APK Reddy, president, FSME AP
felicitating Arun Jaitley, senior BJP leader*

To Regain Lost Inc





As various pre-poll surveys indicate the comeback of NDA government with more than three-fifths of Indian voters favour the opposition BJP in the upcoming general elections, the recent visit of the senior Bharatiya Janata Party (BJP) leader, leader of Opposition in Rajya Sabha, Arun Jaitley to Hyderabad and his interaction with industrial community rekindled the hope of the industry. It was clear that the contours of the new industrial policy of BJP seem entirely different from the sort of policies followed by UPA. Jaitley agreed the need of building competitive enterprises and indicated that their industrial policy that will be emerging will not have much of the old statist and protectionist policy mix. However, his tone could not escape the political overtures as general elections are round the corner,

Industrial View Bureau reports.

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To revive global investor confidence, cleaning up 'the mess created by the UPA government' in the power sector and comprehensive policy initiatives for making the country a low-cost manufacturing hub for generation of mass jobs are among the first steps the new government at the Centre needs to take, senior BJP leader Arun Jaitley said recently while indicating his party's priorities for getting the economy back on a high growth path.

"If we do things to utilise our potential, hopefully we will have happier days ahead," he said in an interaction in Grand Kakatiya, hosted by "Mission at Grassroots" (MAG), an NGO, on "BJP's Vision for Nation Building with Focus on Economic Policies", an event attended by members of various industry bodies, including Federation of Small and Medium Enterprises- AP, represented by its president, APK Reddy.

According to Jaitley, the NDA government had left the legacy of 8.5 per cent growth rate; but the successor government that would come to power was going to inherit a 4.5 per cent growth rate, which is unacceptable to the present generation.

"The country's GDP growth which was at 8.5 per cent in 2004 when the Congress-led coalition Government assumed office has dropped to 4.5 per cent. If we are looking at this kind of growth, there may not be need for any Government," he quipped.

Poor decision making has resulted in about Rs. 7 lakh crore worth projects being held up, he added. He said the UPA Govern-

ment was found wanting in decision making which had resulted in major scams, he analysed.

"The Prime Minister should be the tallest leader who has the ultimate power to approve or veto a decision for the good of the nation. Unfortunately, this was not the case under the UPA."



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The scams not only resulted in loss to the exchequer but dented the investor confidence, he claimed. The Government changed laws retrospectively, a very retrograde step, sending wrong signals globally.

The global investing community, too, have very low expectations from the Indian judiciary and therefore they have now begun to have arbitration clause in other countries, which their Indian partners find it hard to contest due to their high costs.

While the country is home to huge coal reserves, it is now caught in a series of scams resulting in power capacity being stranded.

The first charge-sheet has been filed and many more involving bureaucrats, politicians and companies will follow soon, he said.

Outlining the BJP's vision, he said nearly 60 per cent of the country's population depends on the agriculture sector which accounts for barely 18 per cent of the GDP.

This needs to be changed. While India has managed to become an attractive low-cost hub for the services sector, it has to turn into a low-cost hub for manufacturing.

Therefore, Jaitley cautioned that things may go from bad to worse if the country gave a fractured mandate in the ensuing general elections.

"As we run-up close to the polls, I think the foremost issue in this election will be as to who can provide a stable Government to India. We have gone through a lot of upheavals. And the kind of po-

litical forces which are emerging...the kind of polarisation...re-polarisation...division taking place... almost makes the choice very clear.

"India cannot afford a fractured mandate. "...God forbid, if you got a fractured mandate - the general pessimism which has overtaken us in the last few years will not be tackled," the key BJP election strategist maintained.

"I think India today has to realise that mere governance of populism, governance through doles, political slogans that sound attractive is not at all adequate or provide a winning formula in politics," he further opined.

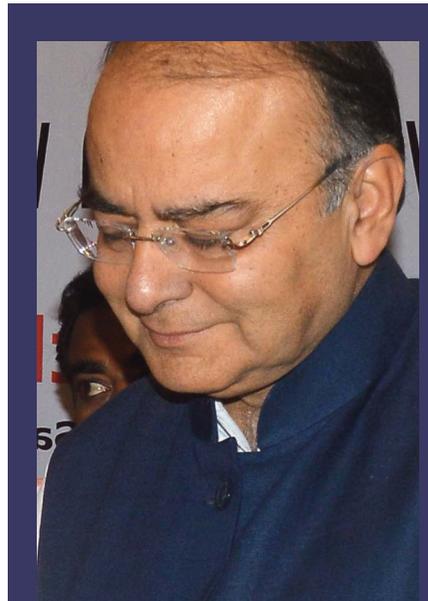
During his interaction with the industrialists, he emphasized the need for an explicit industrial strategy. According to him, their government will choose which industries need encouragement and design suitable policies. Physical and social infrastructure will also be developed, a process that should lower transaction costs and raise the rates of return on investment.

"What we need now is a larger mandate and we are the only party that can possibly provide a stable government, where you have to have a lot of decisiveness in decision making," he said. Being the world's largest democracy, India needs to be run by the tallest leader or the leader of the tallest party of the time unlike the UPA model where its tallest leaders were sitting outside the govt.

Jaitley accused the UPA of its flawed model of governance, its flawed policies that, according to him, led to corruption and blockage of national resources resulting

in a loss of global investor confidence and slower economic growth. Over Rs 7 lakh crore of investments had remained stuck in the country due to lack of proper decision making in place, he said.

Had the country's PM stopped spectrum auction or coal block allocations initiated on the basis of some flawed policies when he



The way industrial growth has been declining in the last few years and cost of production has been enhanced, India is not in the position to compete in international manufacturing arena

came to know of it, things like arrest of civil servants, industrialists would not have happened in the first place, he said. Coal imports added \$20 billion to the current account deficit even though the country has 200 years of reserves as the government messed up the coal and energy sector, according to him. Besides suggesting a host of steps to help revive the economy, Jaitley also said there was a lot of scope to correct and correctly target the welfare subsidies. These include aligning social schemes like the national employment guarantee programmes with asset creation to improve the living standards of rural masses.

On the bifurcation of AP, he said the division would offer enormous challenges and as well as opportunities for its people and governments.

He further said, the country was not in a position to compete in the international market in view of declining industrial growth and enhanced production cost.

"The way industrial growth has been declining in the last few years and cost of production has been enhanced, India is not in the position to compete in international manufacturing arena," he said.

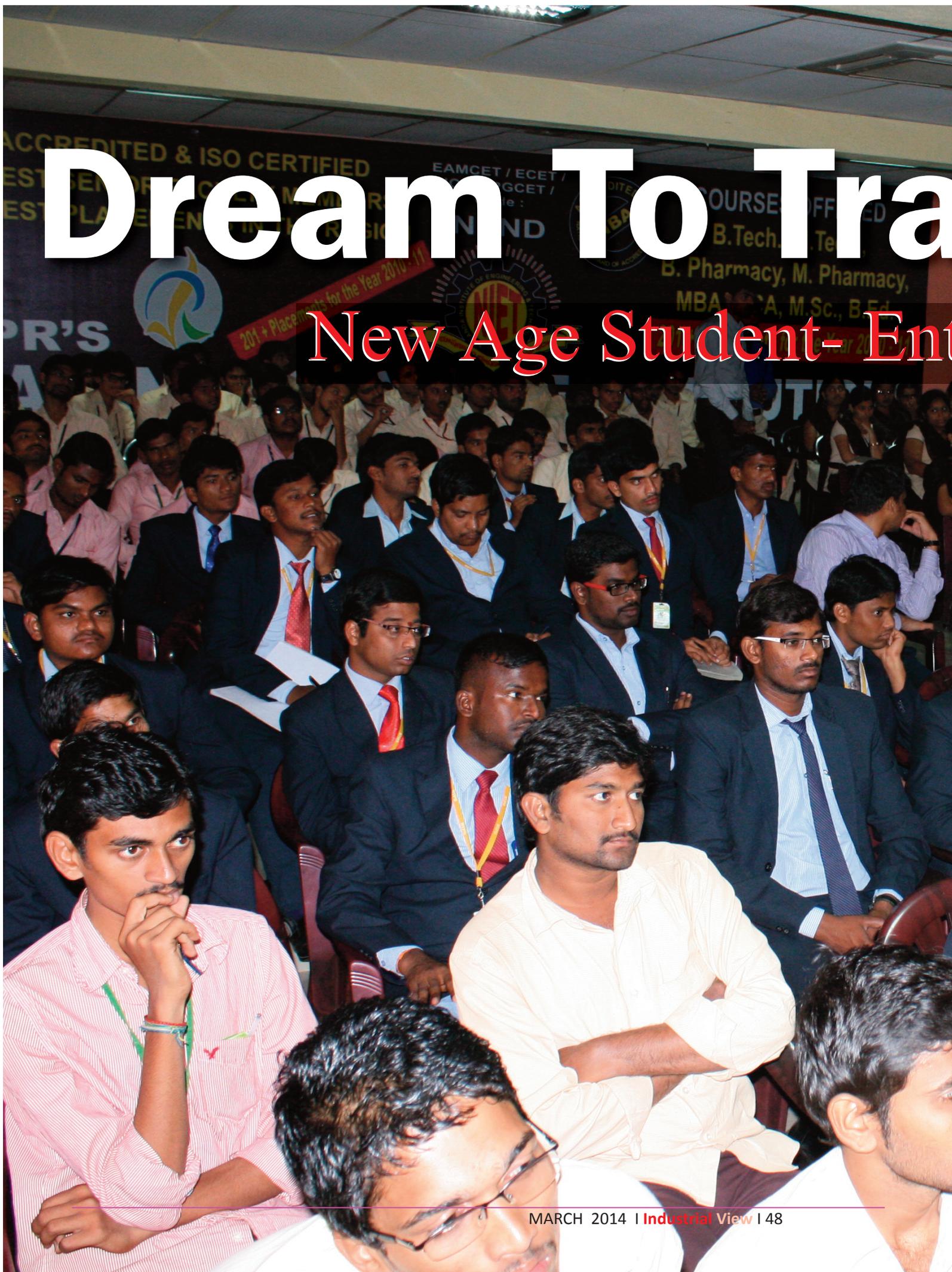
If BJP was voted to power, necessary steps like lowering of interest rates for finance, better road and other infrastructure, speedy clearances for export-related documents and reasonable taxation system will be taken.

Responding to demands of local industrialists, he assured that the excise limit will be extended from Rs 1.5 crore to Rs 5 crore which will boost small scale industries.



Dream To Tra

New Age Student-Ent





Transcend Time

Entrepreneurship by FSME





The secretary of Nalanda college, Dr Vijaya Sarada Reddy addressing the student community, as the Chairman, FSME cell development programme, Ramana Rao, APK Reddy, President FSME AP, Chairman of Nalanda group of colleges, Arimanda Varaprasada Reddy, MSME director Sudheer Kumar are a few on the dais.

Entrepreneur development cell, aims to put the students in the shoes of an entrepreneur whose initial work was supported by the FSME AP. The pilot project, a forerunner of industrialization of Coastal Andhra, allows undergraduate students of Nalanda Engineering College, Kantepudi- Sattena-palli near Guntur, to make decisions based on the inputs by APK Reddy, President, FSME AP, starting with his decision to become an entrepreneur and following the bumps in the road that he had to overcome or work around on his way to strive hard.

Students are taken through seven decision points that reflect the kinds of dilemmas APK Reddy faced. His speech and the initiation inspired students by showing them one of their own who turned obstacles into opportunities, and gain wisdom from the lessons he learned.

According to a latest study on student entrepreneurship, nearly 92 per cent of Indian engineering students have not attended any course in entrepreneurship. The survey also revealed that 57 per cent of engineering students in India want to start their own ventures in the short to medium term. In China and the US, this percentage is 50 per cent and 65 per cent respectively. Out of those, only three per cent of Chinese and 22 per cent of US students actually ended up joining a start-up or launching one of their own. In India, however, this is probably below 1 per cent.

After the bifurcation of Andhra Pradesh, Federation of Small and Medium Enterprises, (FSME AP), under the aegis of its president APK Reddy, started to get itself involved in reconstruction of AP, particularly in industrial sector. When it is found that the Andhra Pradesh with record number of engineering colleges in India, witnessed no institutions with

entrepreneurship cells (e-cells), FSME AP took the initiation in that direction with a pilot project at Nalanda Engineering College, Kantepudi- Sattenapalli near Guntur.

Attending the programme as chief guest, APK Reddy called upon the students to dream high to become a successful entrepreneur. India needs a large number of young entrepreneurs, who can be nurtured at the college level, he said.

“The opportunities in India for youth are not increasing at the same scale at which India is adding young people to its fold,” he affirmed.

Engineering colleges should allow students to start a business in the second year to run it for the next three years. By this, students can combine real-life problems as an entrepreneur while pursuing their degree, he said.

According to him, college is a safe place to fail as 99 per cent of students will not come out with a product or a solution but would know what it means to start a business, paying salaries, raising money, creating bank account and dealing with profit and loss account – everything about doing business than just reading textbooks.

He mooted the model to be made part of their curriculum. He also proposed for giving 20 per cent waiver in attendance to the students to run a business, and 4 per cent grace marks. He opined that the entrepreneurship starting at the academic institution is the lever with which we can turn this situation around.

“As every student now wants to

be a start-up engineer, it is safe to fail when you are a student because there are no implications in real life, less people are dependent on you and this is the time you can experiment and risk failure,” he said.

For a venture capitalist, it is cheaper to fund a student whose expectations are lower. Icons such as Bill Gate and Mark Zuckerber started their business as students, he said.

“Colleges should make classrooms more interesting for stu-

becomes a lab.

APK Reddy said: “We need a better model for everything in our life not just about information technology. We have to rethink what we are doing today. We have to reengineer, reinvent for the 21st century. I believe India can contribute back to the world new models, new pedagogy and new solutions.”

Interacting with the speakers, most of the students said that their efforts to meet the successful entrepreneurs to take guidance, re-



dents. Challenge the students to solve real-life problems so that they can contribute back to the society,” he said.

In the 20th century, teachers were transferring knowledge from printed material. In this 21st century, a student has lot more knowledge than teachers and both have access to the same source available on the Internet, he said.

Focusing his concentration on the faculty, he urged the lecturers to help students apply knowledge to solve real-life problems. That’s how one can bring knowledge together in a classroom, which then

mained futile. They managed to meet interact with entrepreneurs hardly a couple of times. In his response, the Chairman of Nalanda group of colleges, Arimanda Varasada Reddy, assured the students that the management will cooperate and provide all facilities to the students to become entrepreneurs.

The secretary of Nalanda college, Dr Vijaya Sarada Reddy, the Chairman, FSME cell development programme, Ramana Rao, MSME director Sudheer Kumar were also present.



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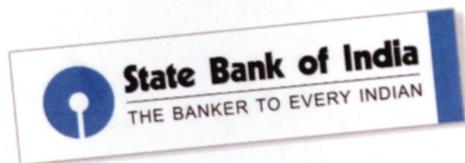
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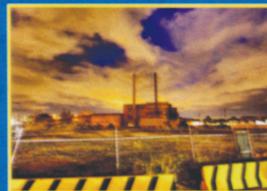
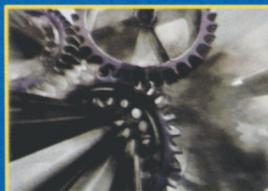
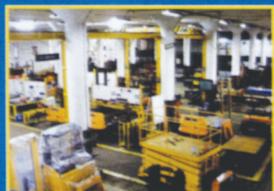


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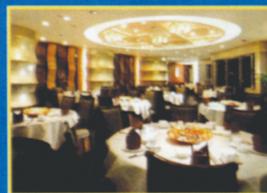
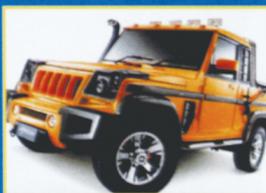
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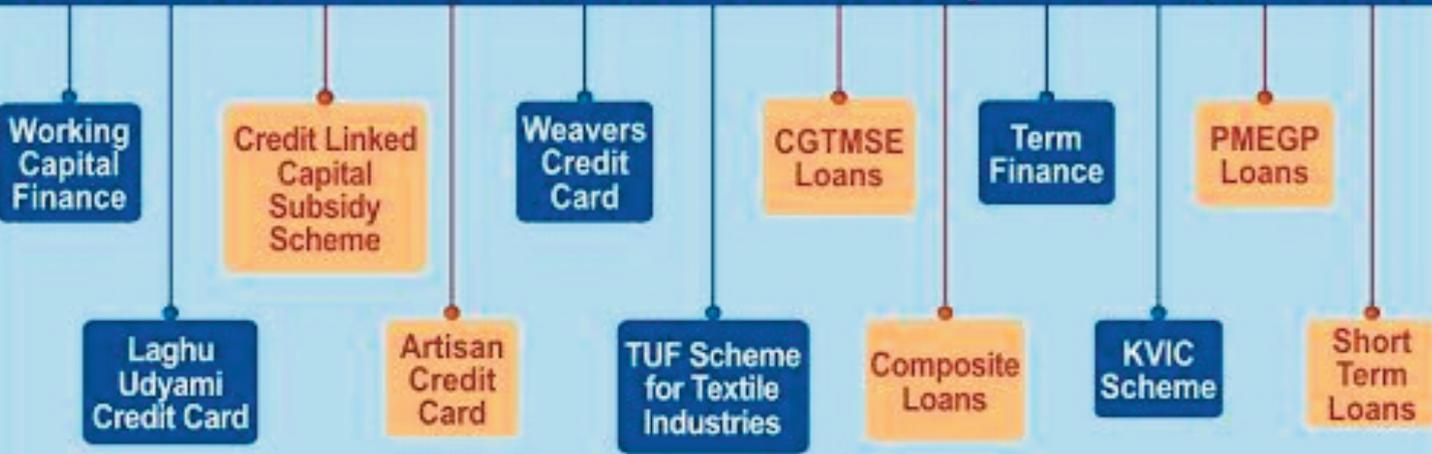
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