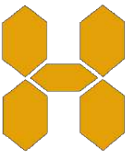


Vision from Village

SRIDHAR VEMBU FROM ZOHO CORP



SHORT STORY

Sometimes a story can teach much more than entire philosophical treatises

Once upon a time, there lived a stork who used to pick fishes from the pond beside him, and eat them. However, as he grew older, he found it difficult to catch a single fish. In order to feed himself, he thought of a plan. He told the fish, frogs, and crabs, that some men are planning to fill the pond and grow crops, and that's why there won't be any fish in the pond. He also told them how sad he felt about this and that he will miss them all. The fish were sad and asked the stork to help them. The stork promised to take all of them to a bigger pond. However, he told them, "As I am old, I can take only a few of you at one go." The stork would take the fishes to a rock, kill them, and eat them up. Every time he was hungry, he would take a few of them to the rock and eat them.

There lived a crab in the pond, who wanted to go to the bigger pond too. The stork thought of eating the crab for a change and agreed on helping him. On the way, the crab asked the stork, "Where is the big pond?" The stork laughed and pointed to the rock, which was filled with fish bones. The crab realised that the stork would kill him, and so quickly thought of a plan to save himself. He caught the stork's neck and did not let it go until the stork died.

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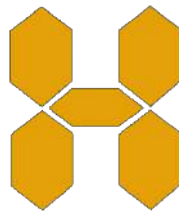
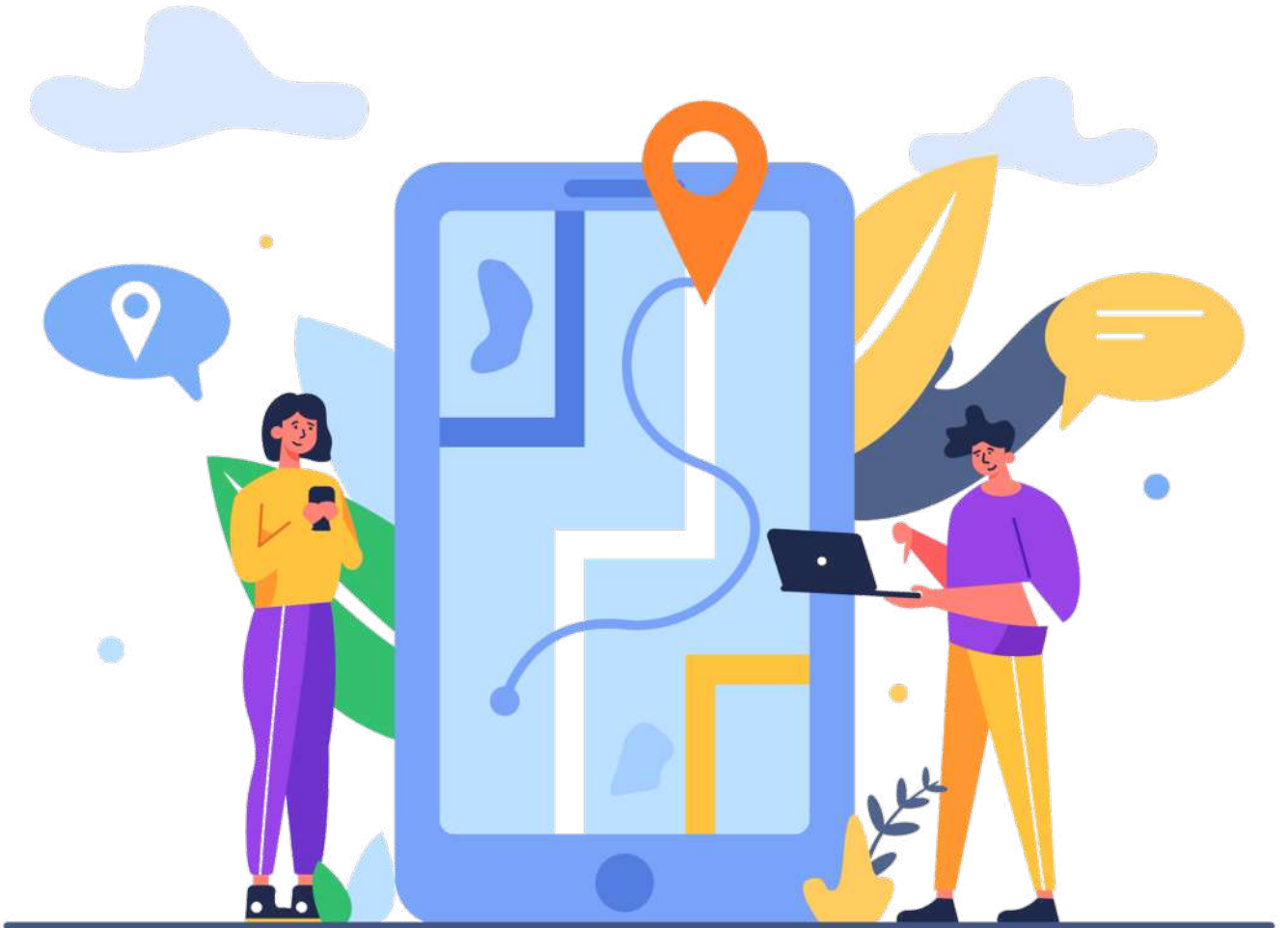
12 # By2Coffee



WE HAVE MOVED

Please note that we have relocated to the following address:

Hive Consultants LLP
#351, Ground Floor, 7th Cross, 8th Main,
Padmanabhanagar,
Bengaluru - 560070
Landmark: Opp. To Carmel School Grounds



CONTACT US:

CALL: 080-4202 4038
WEBSITE: www.hiveconsultants.in
EMAIL: info@hiveconsultants.in

Vision from Village

SRIDHAR VEMBU



Snuggled within the Western Ghats in southern Tamil Nadu, almost on the absolute edge of India, is the newly formed district of Tenkasi predominantly filled with agricultural hamlets, with paddy occupying the largest area of cultivation. Nine years ago, a Chennai-headquartered software products firm purchased 4 acres of land in one of the villages, Mathalamparai, to begin operations from the district— roughly 650 km from the Tamil Nadu capital.

Sridhar Vembu, 53, founder and CEO, Zoho Corp

Founded Zoho in 1996, in Chennai. It was known as AdventNet, and was renamed in 2009

Before that: Graduated from IIT, Madras in 1989. He studied for an MS and a PhD at Princeton University. He worked in Qualcomm: lived in and around the Bay Area in California till 2019

Now works out of: A village in Tenkasi district, 650 km from Chennai

First connect with Tenkasi: Bought around 4 acres in Mathalamparai village in 2011 to set up an office

Rural vision: To create small offices in rural areas and attract more local talent; through Zoho University, he plans to train and employ rural youth

Away from work: Farming, swimming in the village well, spotting and even catching snakes, reading

Its founder, born in a village in Tamil Nadu's Thanjavur district into a family of farmers who later went on to study at Princeton University, New Jersey, work at Qualcomm in San Diego, California, and later live in and around the San Francisco Bay Area, had a vision: To take Silicon Valley to the village.

Its, Mr. Sridhar Vembu who, in his late 20s, founded AdventNet in 1996 to make software products at a time when IT services were the rage. In 2009 he renamed the company Zoho Corp to reflect the transition from a software company serving network equipment vendors to an innovative online applications provider.

Zoho today provides cloud-based customer relationship management (CRM) solutions and over 40 apps for, among other activities, online accounting, human resource and inventory management. A few of those products, including Zoho Desk, a customer service software, were built out of the Mathalamparai office, vindicating Vembu's vision that you didn't have to be in the urban hubs to develop world-class products.



Mr.Vembu in front of his office in Mathalamparai village of Tenkasi

LIFE IN A VILLAGE

He lives in a village about 20-30 km from the town of Tenkasi, which recently became a district. They have had this office for 10 years now and have put down deep roots in this area. The main goal is to reach even smaller villages. Vision of Mr.Vembu is to get all employees to live in unhurried pace of life. Mr.Vembu says that, the broadband connection at remote places are even better than California.

LEARNING FROM EARLY MISTAKES

It's a general tendency of people to think too small. People either think too large or too small. Initially people are too timid, and not sufficiently ambitious. That is because, either they are doing it for the first time, had no VC or money. Second is that, Mr.Vembu didn't grasp the full potential of the Internet early on. He says, they could have been on cloud in 97, but took us 4-5 more years.

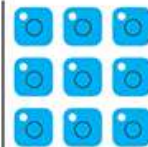
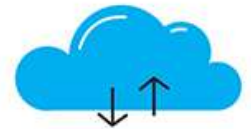
STAYING CALM IS THE KEY

According to Mr.Vembu, if one is calm in his life, he would stay calm in business too. Look at role models who are calm in general, who stay calm under a lot of pressure. They are the Buddhas whom we come across every day.

About Zoho Corp

What it does

Provides a single cloud platform with all the applications needed to run a business entirely from the cloud.



Activities

CRM solutions, developed over 40 apps, including Zoho People, Zoho Books, Zoho Inventory, Zoho CRM; operates Zoho University

Vembu's stake

88%, valued at \$1.6 billion by Forbes in 2019



Workforce strength

9,300 globally (across 12 offices), with 8,800 of them in India

Number of non-urban offices

2 with 400 employees



Other family members in the business

Radha Vembu (sister), Manikandan Vembu (brother), and Rajendran Dandapani (brother-in-law)

2019 top and bottom line

A profit of ₹516 crore on total revenue of ₹3,410 in 2019





ADVICE TO ENTREPRENEURS

The advice is to focus on some immediate relevant opportunities, so that one can get a foothold. It is like climbing a cliff in a way, one needs to find their footing, have to find something to hold on to. When the path is too steep, one has to think of alternate pathways. Take calculated risks but don't take stupid risks. Must have a temperament to stay calm during difficult times, navigate the course.

WHY ZHO SHUN INVESTORS

Funding always comes with strings attached. The biggest expectation is that one will have an exit or liquidity event. That is often a very difficult guarantee for any entrepreneur. A lot of unknowns are already present on the path and, on top of that, one has a finite clock ticking. Some people can take it, and some cannot. Some entrepreneurs sell simply because they can't take the pressure. Don't think of funding as a celebratory event—you are in a sense borrowing. Funding itself should be a quiet event.

"Finance is the most seductive mistress, and several startups have been seduced by it. It is like a drug and its addiction destroys the patient."

- Sridhar Vembu

PRO TIPS FOR MILLENIALS

Mr.Vembu says, if you are in your twenties, opportunities to educate yourself are enormous today. Get in deep, in whatever area you are good at. The ability to manage your own time is the biggest thing, ability to manage yourself is the biggest skill. We set goals but are not committed to them. If your goal is something to gratify the ego, you will find yourself not satisfied in the long run.

At a time when almost all companies are moving from the suburbs to the cities to make a name for themselves, Zoho is busy reversing that trend to prove that you don't really need to be in Silicon Valley to build a world-class product.



OVERVIEW - STPI

FSSAI is an authority to provide a food license to every food business in India. FSSAI makes sure that the food business runs with appropriate license and a quality check. The food businesses are required to follow the FSSAI rules and guidelines. FSSAI is entirely responsible for setting the standard and principles and controls for the welfare of food businesses in India.



WHAT IS FSSAI REGISTRATION

FSSAI - Food Safety and Standards Authority of India is an autonomous body established under the Ministry of Health & Family Welfare, Government of India. The FSSAI has been established under the Food Safety and Standards Act, 2006 which is a consolidating statute related to food safety and regulation in India. It is an organization that monitors and governs the food business in India. FSSAI License is responsible for protecting and promoting public health through the regulation and supervision of food safety.

FSSAI License or FSSAI Registration is mandatory before starting any food business. FSSAI Registration is required for all food related businesses such as manufacturers, traders, restaurants, small eateries, grocery shop, importers, exporters, home based food businesses, dairy farms, processors, retailers, e-tailers . who are involved in food business must obtain a 14-digit registration Number or a Food license number which must be printed on food packages or Displayed in Premises. This 14 digit FSSAI license number gives data about the producer's permit or enrollment subtle elements, and the assembling state.

FSSAI REGISTRATION FEES

As per the Food Safety and Standards (Licensing & Registration of Food Businesses) Regulations, 2011, the guidelines were laid down regarding the fee structure for the Food Business Operators.

FSSAI registration is segregated in three different types such as Basic registration, State registration and Central registration, the FSSAI fees for these registrations are mentioned below:

Category	Annual Turnover	Fees
Basic License	<12 Lakhs	Rs.100/- per year
State License	12 Lakhs – 20 Crores	Rs.2000/- to Rs.5000/- per year
Central License	>20 Crores	Rs.7500/- per year



ADVANTAGES

Following are the advantages of FSSAI Registration:

- The food business can get several legal benefits
- Creates consumer awareness
- You can use FSSAI logo, which can build a goodwill among the customers.
- Set down science-based principles
- Regulate manufacture, storage, distribution, sale and import of food
- To facilitate food safety
- The research and development sector is responsible to maintain the safety.
- New guidelines are introduced which are compatible with international organization
- Set up evidence proof studies for building policies.
- There is a huge chance of business expansion.

LICENSE VALIDITY & RENEWAL

FSSAI license validity reaches out from 1 to 5 years and it relies on the number of years which is picked by the nourishment administrator. The expense of the permit anyway increments with the number of years which he has connected for.

According to the FSSAI rules, the food business operator needs to apply for the renewal of the license within 30 days before its expiry. Any FSSAI Renewal Application filed beyond the expiry date is subjected to a late fee of Rs.100 for each delayed day.

TYPES OF BUSINESS – FOOD LICENSE IS MANDATORY

- | | | |
|--|---|--|
| <ul style="list-style-type: none">○ Dairy units○ Slaughtering units○ Every food processing unit including re-labellers and re-packers○ Storage (Cold/ Refrigerated) | <ul style="list-style-type: none">○ Wholesaler○ Distributor○ Dhaba, Food catering○ Hotel○ Transporter○ Vegetable oil processing unit | <ul style="list-style-type: none">○ Meat processing unit○ Storage (Controlled & cold)○ Retailer○ Supplier○ Club/ Canteen○ Restaurant |
|--|---|--|

BENEFITS TO CUSTOMER

The representative of the consumer organizations are members of the Food Authorities and Central Advisory Committee. So with the fear of legal actions there is very less chance of food quality being poor amongst the sellers having food safety license. Thus having a Food Business registration gives you a clear advantage to increase the consumer base at a faster rate. In case of injury or death of consumer there is a provision for compensation to the consumer.

Maximum penalty for breach of regulations related to the labelling of food items - Rs.10 lakhs.

Additional Read : Food Safety Management System

Food Safety Act



Arpit Khairari v. ITO [Jaip Trib]

Assessee claimed deduction under section 54F of Rs. 23.76 lakhs as said amount was stated to be incurred in construction of residential house, however, assessee himself explained that said house was owned by his father who inherited same through Will and there was a probate order from Court. Ownership of house through Will by father of assessee proves fact that such residential house was exclusively owned by father of assessee and not a HUF property. Assessee had no right or share in said house thus the Investment linked deduction U/s.54F claimed by assessee is not allowed.



Visakhapatnam Metropolitan Region Development Authority v. CIT [Vish Trib]

IT department did not place any material to show that assessee was engaged in commercial activity, registration granted to assessee under section 12AA cancelled on presumptions and assumptions without having proper material, thus the Registration to be restored.

Reliance Corporate IT Park Ltd. v. DCIT [Mum Trib]

Comparables for Computation of ALP U/s 92C : Assessee engaged in providing captive business support services to its AE, could not be compared with a company which was involved in several complex risk management, process improvement, public policy and transaction advisory services

Swiss Re Global Business Solutions India (P.) Ltd. v. DCIT [Blr Trib]

Comparables for Computation of ALP U/s 92C: Where a company was involved in high-end KPO services whereas assessee was providing IT enabled services by rendering remote data processing in field of reinsurance, said company could not be functionally comparable with a BPO service provider like that of assessee

Anil Kumar Nuwal v. ACIT [Jodh Trib]

Exemption U/s 54B cannot be denied, if certificate issued by Revenue Dept. provided that sold land was agricultural land

PCIT v. Red Chillies Entertainment (P.) Ltd [Bom HC]

No disallowance should be made under section 14A, read with rule 8D, if no exempt income had been earned in relevant previous year





K. Srikanth v. ACIT [Chen Trib]

Where in a company assessee's minor sons held 99% shares and assessee held only 125 shares, when entire shareholding was sold, sale proceeds would belong to minor sons of assessee and same was required to be brought to tax by invoking provisions for clubbing income of minors.

Pernod Ricard India (P.) Ltd. v. DCIT [Del Trib]

Assessee was a company engaged in the business of manufacture and trading of Indian made foreign liquor (IMFL). Transfer Pricing Officer (TPO) observed advertisement campaign of the assessee showed that it was promoting the brands in its advertisement and not the actual products. Thus, he opined that the AMP expenditure of the assessee had a direct bearing on the promotion of brands of its AEs. TPO made addition by allocating 50% of AMP expenditure to foreign AE, i.e., the brand legal owner.

Tribunal said the allocation of 50% of such AMP expenditure to foreign AE without any basis was not justified.

Abdul Azeez Haroon v. DCIT [Mad HC]

Assessee was a non-resident Indian. Assessment in case of assessee was completed. Subsequently, Commissioner (International Taxation) issued a reopening notice against assessee at its address at Madurai as PAN address of assessee was in Madurai and accordingly transferred case of assessee to Assessing Officer at Madurai.

High Court held that returns of income were processed and intimations were issued wherein address of assessee was stated to be Shimoga. Thus, appropriate officer to assess assessee was officer at Shimoga. Therefore, impugned reopening notice issued at its address at Madurai was not valid.

Anant Raj Ltd v. ACIT [Del Trib]

If either the assessee has offered income or the Assessing Officer in the earlier assessment year has assessed the income under particular head which originally was assessable under different head, i.e., capital gain even though the same was liable to be assessed under the head business or profession, then there is no embargo either on Assessing Officer or on the assessee to show income or loss under head business or profession in subsequent year. The assessee can always point out in subsequent year in which it is claiming any deduction or loss, that income offered in earlier year was not shown under correct head and in this year same is assessable under correct head which is income or loss from business or profession. Thus, the claim regarding allowability of the business loss has to be determined by the Assessing Officer in year in which loss has been claimed in profit and loss account and assessment of corresponding income as capital gain in an earlier year will not be binding on the assessee and it is always open to assessee to point out that it is to be assessed under correct head, i.e., business



FORM DRC-03

WHAT ?

In the process of filing a GST return, some of the GST liabilities come on the surface which was initially missed out by a taxpayer. These additional liabilities that a taxpayer need to pay can be paid via option given on the GST portal which allows us to do so.

DRC-03 is a payment form in which a taxpayer can pay the tax by raising its liability voluntarily or in response to the show cause notice (SCN) raised by the Department.

APPLICABILITY

A taxpayer can self ascertain the tax before issuance of SCN or within 30 days of SCN determination to avoid the hassles of demand and recovery provisions.

Section 73 – cases of non-payment/under-payment of tax without any intention or invocation of fraud

Section 74 – deals with cases where there is non-payment/under-payment of tax with intention or invocation of fraud

PRE-CONDITIONS

- In case, voluntary payment is made before issue of SCN u/s 73 or 74 of CGST Act, 2017
 - *Show Cause Notice under determination of tax should not have been issued*
- In case, voluntary payment is made after issue of SCN /s 73 or 74 of CGST Act, 2017 or statement
 - *30 days time has not lapsed since SCN is issued*

HOW TO MAKE VOLUNTARY PAYMENT

To make voluntary payment against the liability (tax, interest & penalty) based on self-ascertainment of tax, navigate to Services > User Services > My Applications > Intimation of Voluntary Payment – DRC – 03 option.

CAUSE OF PAYMENT

Payment through Form DRC-03 can be made for any causes like Audit, Investigation, Voluntary Payment, SCN, Annual Return, Reconciliation Statement or Others

PARTIAL PAYMENT

GST Portal does not allow for making partial payments against a liability raised in a SCN. Complete payment of the amount being demanded in SCN has to be made.

EFFECT OF FILING

Electronic Liability Register, Electronic Cash Ledger and Electronic Credit Ledger will be updated upon filing of Form GST DRC-03 i.e. Debit/Credit (both) entry will be posted simultaneously and PRN will be generated accordingly.

App of the Month -



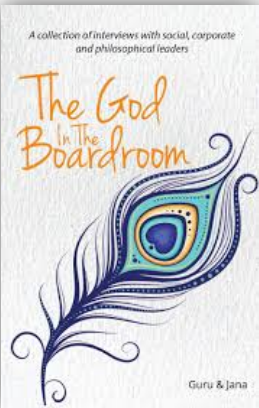
This app caters to a niche audience. The app is offered by the Ministry of External Affairs (MEA). It pertains to consular services that are provided by Indian embassies in foreign locations. The app can be used to launch grievances regarding a situation that involves imprisonment in a foreign land, worker abuse, repatriation, etc. Note that issues related to passport and visa will not be handled by the app.

Click of the Month



Book of the Month -

THE GOD IN THE BOARDROOM



“Change the world by being yourself”

- o 100 pages
- o Published in 2016
- o BTF Publishing Pvt Ltd

"The God In The Boardroom" is a collection of interviews of leaders in business and industry. The interviews focus on their core philosophy and the principles that drive them.

The power of these individuals to influence thousands of lives - and equally, the nation's economy - by their decisions.

As is their norm, Guru & Jana plan to use the proceeds from the The God In The Boardroom, under the aegis of Mahatria Guru & Jana Foundation, for the continuing education of underprivileged children, to any level of education that their efforts merit.

The book is also a series of videos published on the website www.TheGodInTheBoardroom.com/videos

Doctor's Diary

SESAME SEEDS



They are good source of energy due to high fat content. They contain high fat like, polyunsaturated, fatty acids and omega 6. They also contain fiber, iron, calcium, magnesium and phosphorus that helps to boost energy levels. They help in curing cough, constipation, diarrhea, menstrual cramps and sleep problems.

Trivia

The original copies of the Indian Constitution were written in Hindi and English. Each member of the Constituent Assembly that drafted the Constitution, signed two copies of constitution, Hindi & English.

