



The Electric Merchants' Association

Shreeji Bhuvan, 2nd Floor, R. No. 7 & 12, EMA Chowk, 51-Mangaldas Lane, Lohar Chawl, Mumbai 400002.

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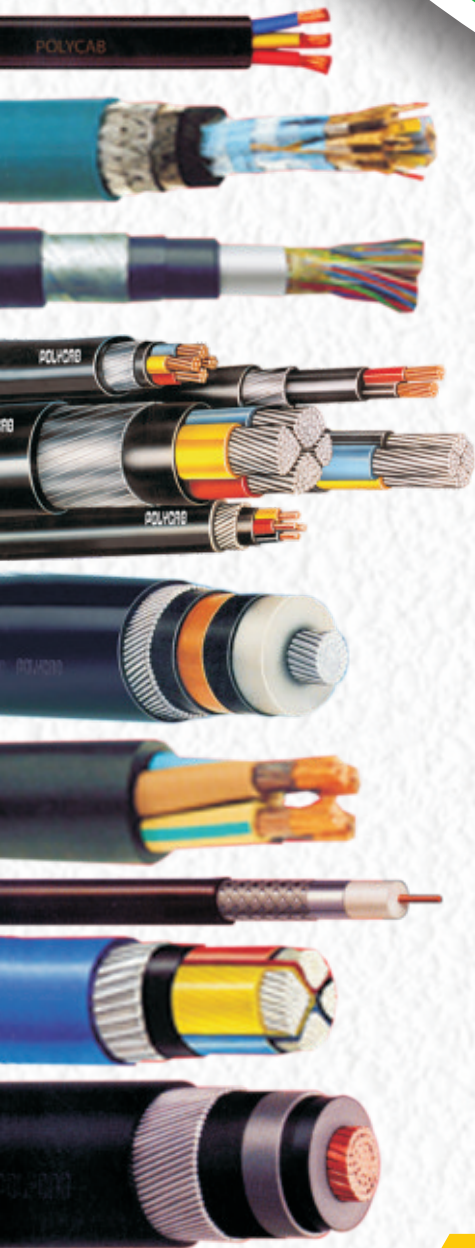
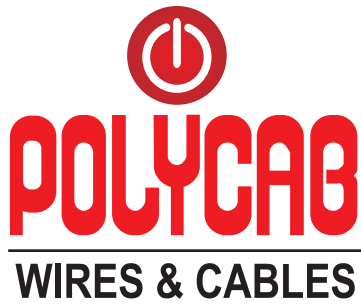
Happy 75th
Independence
Day



ARE YOU FED UP OF YOUR DEFAULTERS?

SEE PAGE NO.
10-11

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Mobile App : "EMA MUMBAI" available to download on the



EMA BANK DETAILS

Bank Name : UNION BANK OF INDIA

Branch : PRINCESS STREET

A/C. No. : 319102010077272

IFSC CODE : UBIN0531910

Bank Name : HDFC BANK

Branch : CRAWFORD MARKET

A/C. No. : 50200056831717

IFSC CODE : HDFC0000143

AFFILIATION



Defaulters?

Are you fed up of your defaulters?

If yes,

Download our
EMA MUMBAI APP



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UPCOMING EVENT



VACCINATION DRIVE
SEPTEMBER 2021

PRESIDENT MESSAGE

Respected Past Presidents, Seniors and my dear EMA members, hoping that you and your family members are all in best of the health.

We the business community have faced many consequences in the 1st wave as well as in the 2nd wave, but every day is a new day and we shall come up with all the challenges that comes to us. EMA committee is thankful to all the members for their support in this difficult times.

I request all the members and their supporting staff to take the vaccine rather it be 1st dose or 2nd dose. EMA already arranged for the 1st dose and is now going to arrange for the 2nd dose. There will be many upcoming events for the members and would request all to take the maximum benefits of those events.

A new feature has been introduced in our website & app wherein you can add your defaulters/dispute list. A dedicated team has been assigned for resolving the issues raised under this section.

I assure you that the same legacy will be continued during my tenure as the president and I will work towards the betterment of members and their staff with my fellow committee members.

Thank You,

Sd/-

Prashant Parikh
(President)



“ **SABKA
SAATH,
ASSOCIATION
KA
VIKAS** ”



— — —
*Happy
Raksha
Bandhan*
— — —



— — —
*Happy
Vinayak
Chaturthi*
— — —

RENDEZVOUS WITH PAST PRESIDENT

Dear Members,

Here we are having a one to one communication with our one of the most dedicated, determined and dynamic Past President, who has driven many upcoming president and committee members to work diligently, tirelessly and giving their 100% to EMA.

We present **Mr. Vrajesh Desai**.

Team EMA

Hello EMA members, fellow members and committee members, I had a wonderful journey in EMA and it has been 27 years that I have been associated to The Electric Merchant's Association.

I had joined EMA with support of my Past Presidents Mr. Kartik Kadakia & Mr. Jayesh Kadakia, and later it was my privilege to become President in the year 1999-2000.

I'm honoured for I was Chairman during Platinum Jubilee year, I had great experience & support not only from EMA members but as well as from Corporate Companies, small- and large-scale traders and manufacturers.

I could say not the decades but a century is changed in between. The working style has changed, technology has advanced, people perspective has changed, and new and young generations have started taking charge.

Communication is so fast in today's world that at a click of a button we get information easily, example our EMA mobile App. I appreciate the people behind it who had even made a lay man to get the information on a click of a button.

There are many new Presidents which I have seen done tremendous good work and have started many events, scaled them to a new height but maintaining them over a period of time is becoming difficult for them.

I have seen that there would be overwhelming response for our events such as New Year gets together, Picnic, Seminar, Sports etc. I would like to add that post Covid it has become more difficult for members to sustain/survive so to maintain them will be an uphill task.

I really congratulate EMA committee members/website committee for introducing section in the app/website to report your dispute/defaulters for EMA members.

This will surely help maintaining their business & distancing them from any dispute/defaulters. In today's scenario disputes are covering more part of our business than the actual business itself.

By introducing this feature will help our EMA members to do business smoothly & tension free.

EMA is taking such an effort is high appreciable and commendable.

Last, but not the least I'm thankful to my friend and our Past President Mr. Nitin Gandhi for his guidance and support and all the members for their support and love, and not forgetting my wife (Mrs. Jayshree) and Son (Mr. Tanmay)

Thank you,

Mr. Vrajesh Desai



EAGLE SALES CORPORATION
PARTNER

EMA PRESIDENT 1999-2000

LETTER FROM EMA



The Electric Merchants' Association

Empowering members' Aspirations

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Date : 19.07.2021

To,
SHRI. RAJ K. PUROHIT
(V.P. OF BJP MAHARASHTRA)
Sir,

On behalf of all the members of our Association, we extend our Heartiest Congratulations to you on being appointed as Vice President of BJP Maharashtra.

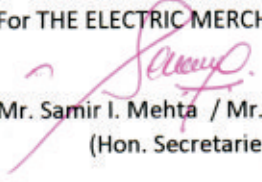
We at EMA extend sincere gratitude to you for sparing your valuable time to understand pertinent issues of the business community. As per your request following are the list of issues pertaining to our association located in Lohar Chawl (Princess Street), Marine Lines. Humble request to you to address the issues at the earliest.

1. **Traffic and Parking issues:** The issue was raised several times to BMC 'C' ward, L T Marg Police and Traffic Police. Members and customers do not have any permanent parking space, event of which members of EMA loses business. As you are aware members have stiff competition from E commerce platform such as flip kart and Amazon.
2. **Hawkers:** Again, the issue of hawkers has been highlighted time to time to nearby L T Marg and BMC 'C' ward, but no results. Hawkers have occupied more space than they are allotted, resulting in traffic and commotion. Lots of Hawkers have occupied space in front of our member's shop. Hawkers have made lanes so narrow, that even pedestrian have no room to walk. Emergency use of fire fighting vehicles is not possible due to congestion. Our members and residents are always in danger.
3. **Fire fighting Certificate:** As you know our area is covered by no. of buildings which are more than 40 to 50 years old. Not a single building in Lohar Chawl have fire safety certificate. We intend to get the certificate for the benefit of the members and residents.
4. **Vaccine Certificate:** We all are passing through grave situation of Covid Pandemic, and banning business community to travel in trains has brought our business to standstill. We request you to allow members who have taken 2 doses of vaccine to travel in the train.

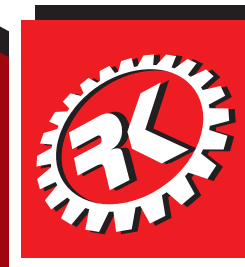
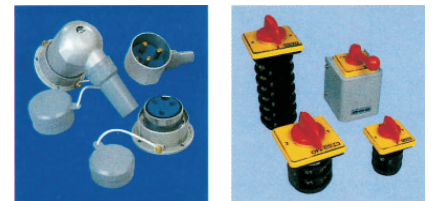
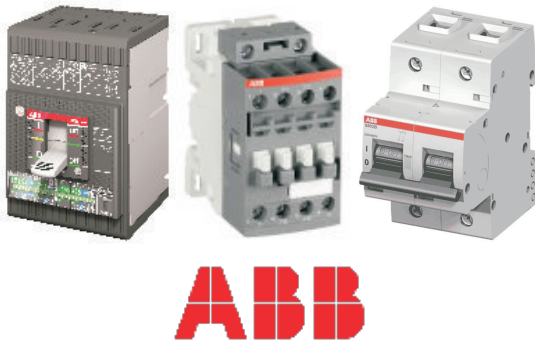
Business community are the backbone of the economy of the country contributing major chunk of Income tax. Sorry state of business in our area requires immediate action failing which would deter next generation to foray into the business.

We hope you will understand the gravity of the issues business community is suffering and Covid has further added setback to us.

For THE ELECTRIC MERCHANTS' ASSOCIATION


Mr. Samir I. Mehta / Mr. Sachin K. Gandhi
(Hon. Secretaries)

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Mobile: 98200 45111 / 98205 97149 / 9820140077

Email: dhrutan@gmail.com | kalpesh18189@gmail.com
sasadhya@gmail.com | sales@rkepl.co.in





The Electric Merchants' Association

EMA WELFARE COMMITTEE

ORGANISED

NOTEBOOK FOR STAFF

Dear Members,

We are happy to announce you that this year also we have arranged free notebook distribution for the children of EMA members staff. This year since the project is delayed due to COVID-19 and the schools have not yet started, committee has decided to distribute one dozen (01 Doz) Note Books per Member Firm. Members, please arrange to collect note books with written request on your letter head duly stamped and signed with following mandatory details

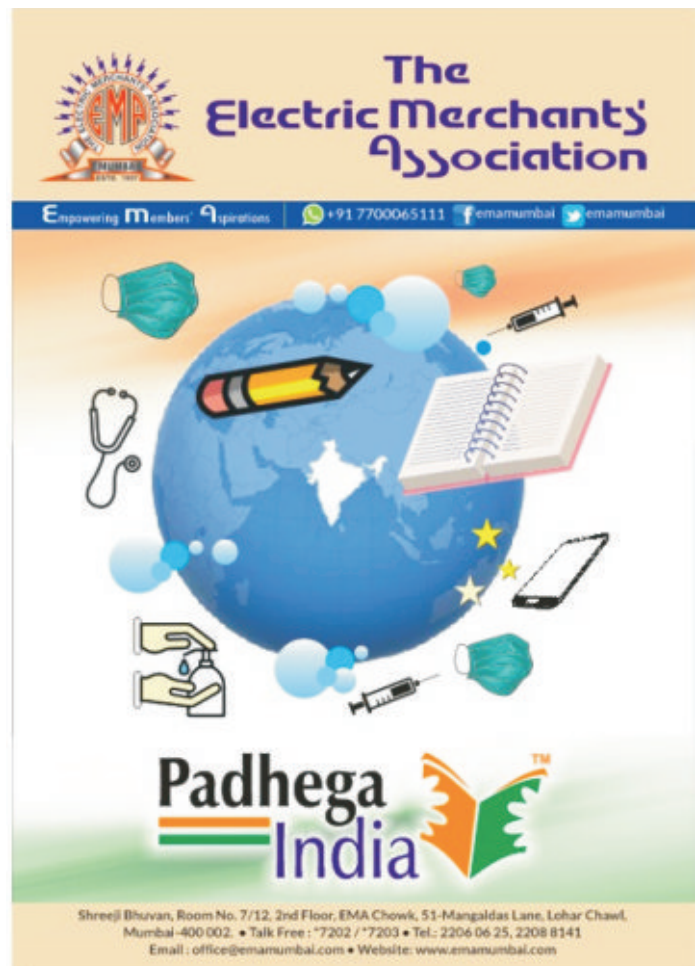
1. Name of staff member
2. Mobile number of staff member
3. Name of the student
4. Photocopy of last mark sheet of the student.

Please note: Distribution will be on first come first serve basis.

Distribution starts from : 09th Aug. 2021 onwards

Collection from: EMA Office, Shreeji Bhuvan, 2nd Floor

Timings : 12.00 noon to 4.00 pm



TECH KNOWLEDGE SINGLE PHASING AND SINGLE PHASING PREVENTER

In this topic, we are going to learn a very important topic in electrical engineering that is What is Single Phasing? Working and connection of Single Phasing Preventer.

Before going to read about Single Phasing Preventer, you must be known about What is single Phasing?

So basically, absent of one phase among the three phases is called Single Phasing.

Why we need Single Phasing Preventer?

You may think that as the motor will continue to run after single phasing, then why we need a Single Phasing Preventer. We need Single Phasing Preventer because as after single phasing the motor will draw current 2.5 times of the normal current so motor windings may get damaged even may burn.

There are many bad effects of single phasing, so we need a Single Phasing Preventer.

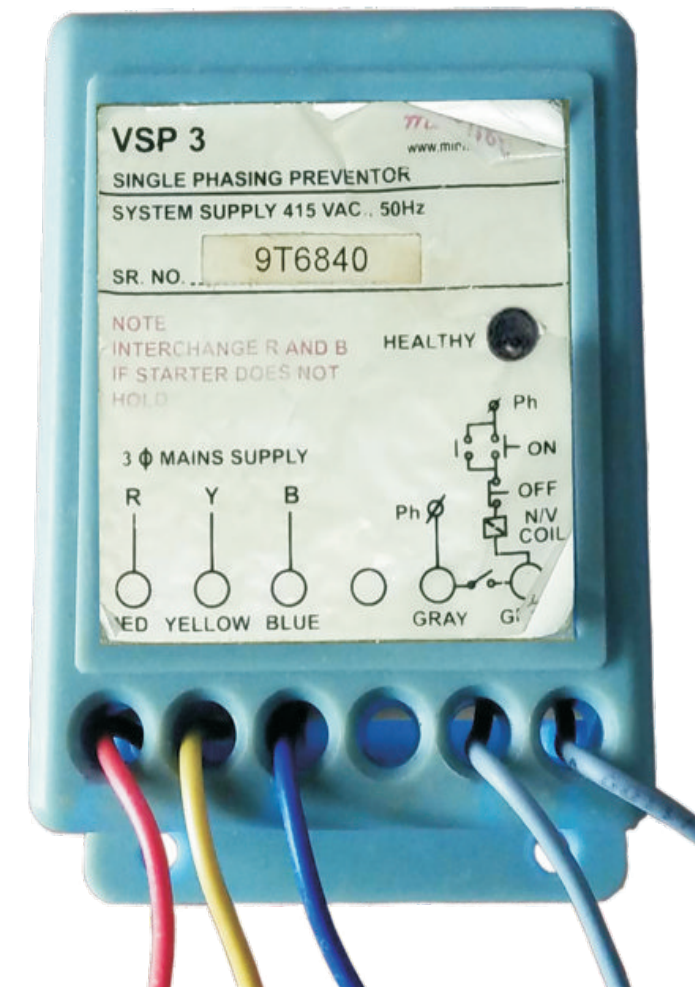
How a Single Phasing Preventer works?

Basically, a Single Phasing Preventer works like a switch, but it automatically closes the circuit in normal condition and opens the circuit in the fault condition that is single phasing.

For better understanding see the below circuit diagrams. There two circuit diagram is given. One diagram for normal condition and other for the fault condition.

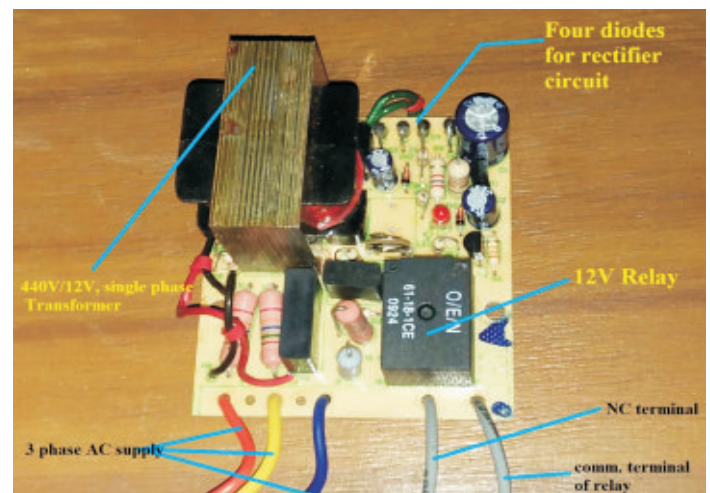
Types of Single Phasing Preventer :

- (1) Voltage sensing Single Phasing Preventer.
- (2) Current sensing Single Phasing Preventer.

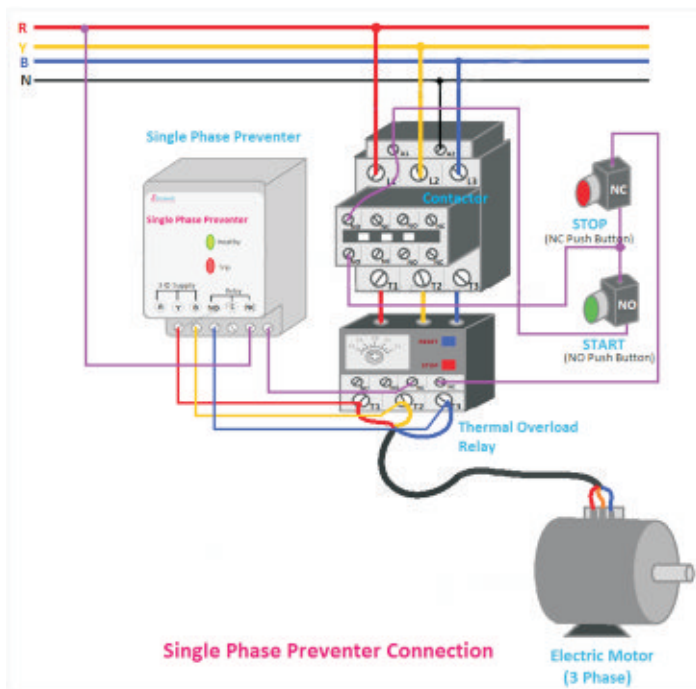


What is Single Phasing?

When a three-phase motor is running, if one phase among three phase open circuited then it is called Single Phasing. We know that a three-phase motor is more efficient than a single phase motor. Each three-phase motor has either star or either delta connection. So if one of phase is open they will continue to run but they will be drawn approximately 2.5 times the normal current during single phasing condition.

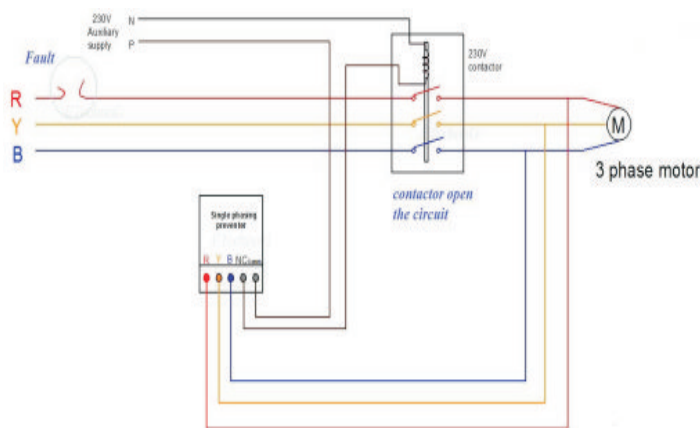


TECH KNOWLEDGE ➤ SINGLE PHASING AND SINGLE PHASING PREVENTER



What inside a Single phasing Preventer?

Here a voltage sensing single phasing preventer is shown. as you see in the below picture it consists of a 12V Relay, a 440V/12V transformer for operating the Relay, PN junction diodes for the bridge rectifier, some capacitors, transistors, Zener diodes, resistors, variable resistors.

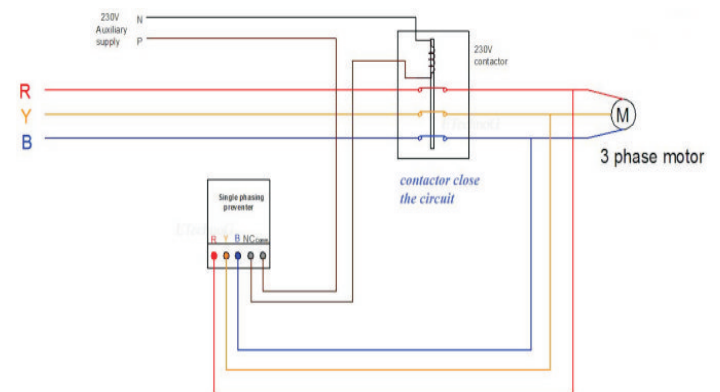


Connection of single phasing preventer with 'R' phase fault

Connection diagram of the Single Phasing Preventer:

The Single Phasing preventer which is shown in pictures has Five terminals, three terminals red, yellow, and blue for three phase supply which are to

be connected before the motor and after the contactor. The remaining two gray terminals are the 'Common terminal' of the relay and 'Normally closed (NC) terminal' of the relay. As you see in the below connection diagrams the Contactor having the rating 230V. So an auxiliary supply of 230V is given to the Contactor through the two terminal of



connection of single phasing preventer without any fault

the Single Phasing Preventer.

Under Normal Condition:

In normal condition the preventer act as a closed switch therefor the contactor is connected to 230V supply and holds the circuits closed so the motor will be run.

Under Fault Condition:

When the 'R' phase gets disconnected or single phasing occurred the preventer sens the fault and act as an opened switch therefor the Contactor not get supply and it breaks the circuits so the motor will be stopped.

This was the single phase preventer circuit and connection diagram with three-phase motor and Contactor.

Single Phase Preventer Connection and Wiring Diagram

**ESSEN
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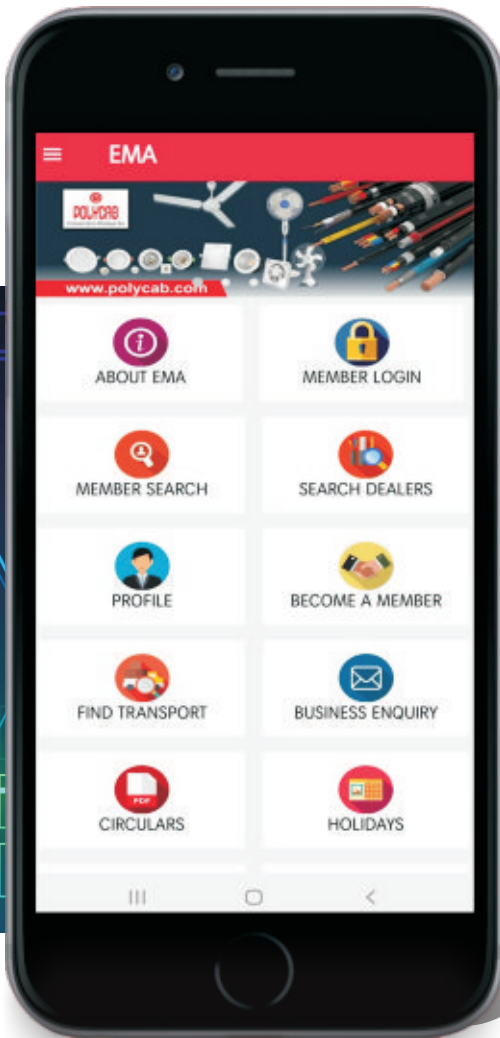
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APP FEATURES

REPORT YOUR DISPUTES / DEFAULTER REQUEST

STEPS TO REPORT YOUR DISPUTES / DEFAULTER REQUEST –

STEP 1

Collect all documentation relating to disputes

STEP -2

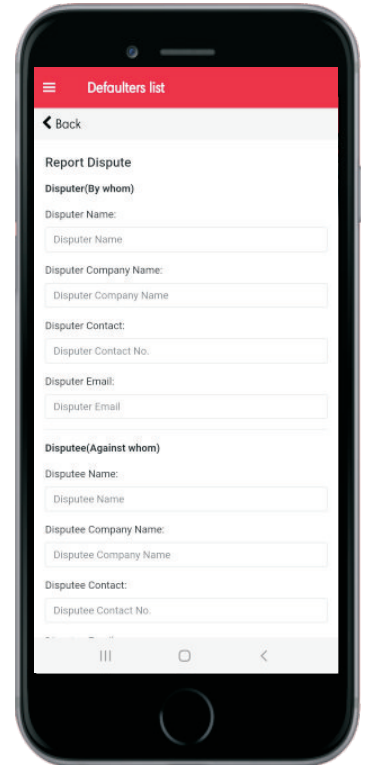
Do Member Login through – Website Member Login or EMA Mobile App

STEP – 3

Go to - Defaulter List Tab, click on report issue and submit your details along with supporting documents.

STEP – 4

EMA Dispute Committee will review the issues and make suggestions accordingly.



SEARCH AND TRACKING OF TRANSPORTATION AND COURIER

Now you can SEARCH AND TRACK YOUR TRANSPORTATION/COURIER DETAILS IN one touch

ON WEBSITE :

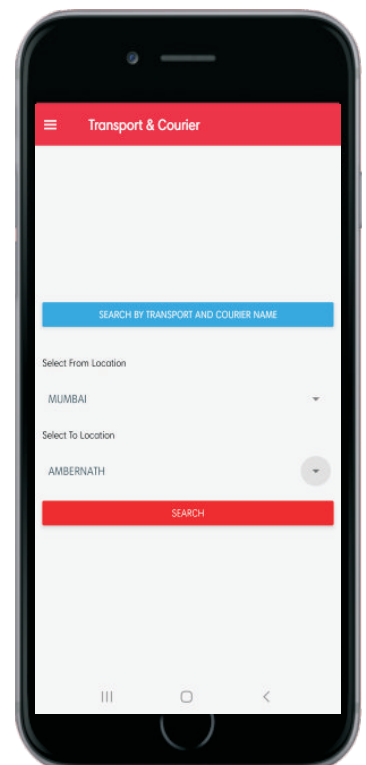
Click On Useful Links on Website

Go To Transport and Courier Tab

ON MOBILE APP :

Click On EMA App

Go To Transport and Courier Tab



APP SUPPORT NUMBER

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022-28667766



DIGITAL MULTIMETERS



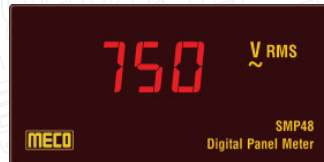
HOLSTER WITH
MAGNET

TORCH LIGHT

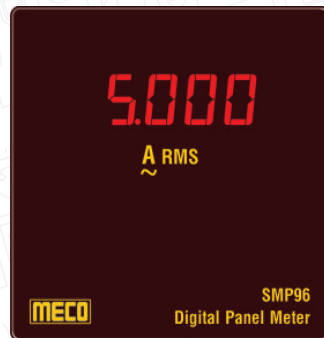
TEST LEAD
GRIPPER

- 3½ Digit 6000 Counts (801 JUNIOR)
- 3½ Digit 1999 Counts (603 JUNIOR)
- LCD with Backlight
- TRMS Auto Ranging (801 JUNIOR)
- Manual Ranging (603 JUNIOR)
- Upto 1000V DC
- Upto 750V AC (TRMS in 801 JUNIOR)
- Upto 10A DC / AC (TRMS in 801 JUNIOR)
- 600Ω ~ 60MΩ (801 JUNIOR)
- 200Ω ~ 20MΩ (603 JUNIOR)
- Transistor Test [hFE] (603 JUNIOR)
- 60.00nF ~ 100.0mF (801 JUNIOR)
- 60.00Hz ~ 10.00MHz (801 JUNIOR)
- 1% ~ 99% Duty Cycle (801 JUNIOR)
- -20°C ~ 1000°C [-4°F ~ 1832°F] (801 JUNIOR)
- Data Hold, APO, NCV (Buzzer & Red LED), Diode Test (801 JUNIOR), Continuity Test (Buzzer & Red LED), Holster with Magnet, Torch Light, Test Lead Gripper

PROGRAMMABLE DPM'S - TRMS



SMP48



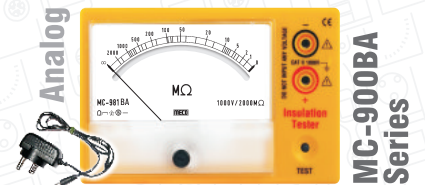
SMP96 / SMP72

- TRMS Using Micro-Controller
- 4 Digit / 9999 Counts (Max.) High Resolution Display
- User Programmable Display (Primary CT / PT & Shunt Value)
- Auto Selection of Decimal Point
- Red LED Super Bright Display
- High Accuracy Across the Entire Range
- Auxiliary Supply : 85 ~ 265V AC / DC @ 50 / 60Hz

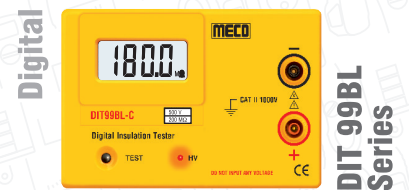
Ranges

Input		Range (Any One Only)
DC	mV	0 - 50
		0 - 60
		0 - 75
		0 - 100
		0 - 150
		0 - 200
	V	0-20, 200, 1000
AC	mA	0 - 2, 20, 200
	A	0 - 2, 5, 20
	V	0 - 110 (PT Operated) 0 - 20, 200, 750
	A	0 - 1, 5, 20

INSULATION TESTERS



Model	Range	Test Voltage DC
MC-901	0 - 20 M Ohms	100 V
MC-903	0 - 100 M Ohms	500 V
MC-904	0 - 500 M Ohms	500 V
MC-941	0 - 1000 M Ohms	500 V
MC-906	0 - 200 M Ohms	1000 V
MC-907	0 - 500 M Ohms	1000 V
MC-981	0 - 2000 M Ohms	1000 V



Model	Range	Test Voltage DC
DIT 99BL-A	0 - 20 M Ohms	100 V
DIT 99BL-B	0 - 200 M Ohms	250 V
DIT 99BL-C	0 - 200 M Ohms	500 V
DIT 99BL-D	0 - 200 M Ohms	1000 V
DIT 99BL-E	0 - 2000 M Ohms	1000 V



Specification	Test Voltage / Range
Insulation Resistance	1000V / 2500V / 5000V 0.1mΩ to 200GΩ
AC Voltage Measurement	0 - 600V AC (50 - 60Hz)
Phase Sequence Test	100V - 450V (Phase - Phase) 40 - 60Hz

Authorised Dealers

DELUXE ELECTRICAL CORPORATION

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MOHNOT INSTRUMENTS

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Vashi Plaza, Vashi, Navi Mumbai - 400705
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E-mail : mohninst@gmail.com

IMPORTANT NEWS

TDS and TCS on Goods – Analysis

The Finance Act, 2020 had introduced Section 206C (1H) for levy of Tax collected at source (TCS) on sale of goods by a seller from a buyer & thereafter the Finance Act, 2021 has introduced Section 194Q to provide for deduction of tax (TDS) by a buyer from the purchase of goods.

1. TDS on purchase of goods under Section 194Q (01/07/2021)

As per Section 194Q of the Income Tax Act, 1961, any person, being a buyer who is responsible for paying any sum to any resident for purchase of any goods of the value where aggregate of such value exceeds Rs. 50 Lacs in any previous year, shall at the time of credit of such sum to the account of the seller or at the time of payment thereof by any mode, whichever is earlier, deduct an amount equal to 0.1 per cent of such sum exceeding Rs. 50 Lacs as income-tax (TDS).

Buyer means a person whose total sales, gross receipts or turnover from the business carried on by him exceed Rs.10 crores during the financial year immediately preceding the financial year in which the purchase of goods is carried out.

Further it is clarified that where provisions of both TCS on sale of Goods u/s 206C(1H) and TDS on purchase of Goods u/s 194Q are applicable, provisions of TDS u/s 194Q shall prevail.

2. TCS on Sale of Goods under Section 206C(1H) (01/10/2020)

As per Section 206 C (1H) of the Income Tax Act, 1961, every person, being a seller, who receives any amount as consideration for sale of any goods of the value or aggregate of such value exceeding fifty lakh rupees in any previous year, other than the goods being exported out of India or goods covered in sub-section (1) or sub-section (1F) or sub-section (1G) shall, at the time of receipt of such amount, collect from the buyer, a sum equal to 0.1 per cent of the sale consideration exceeding fifty lakh rupees as income-tax (TCS)

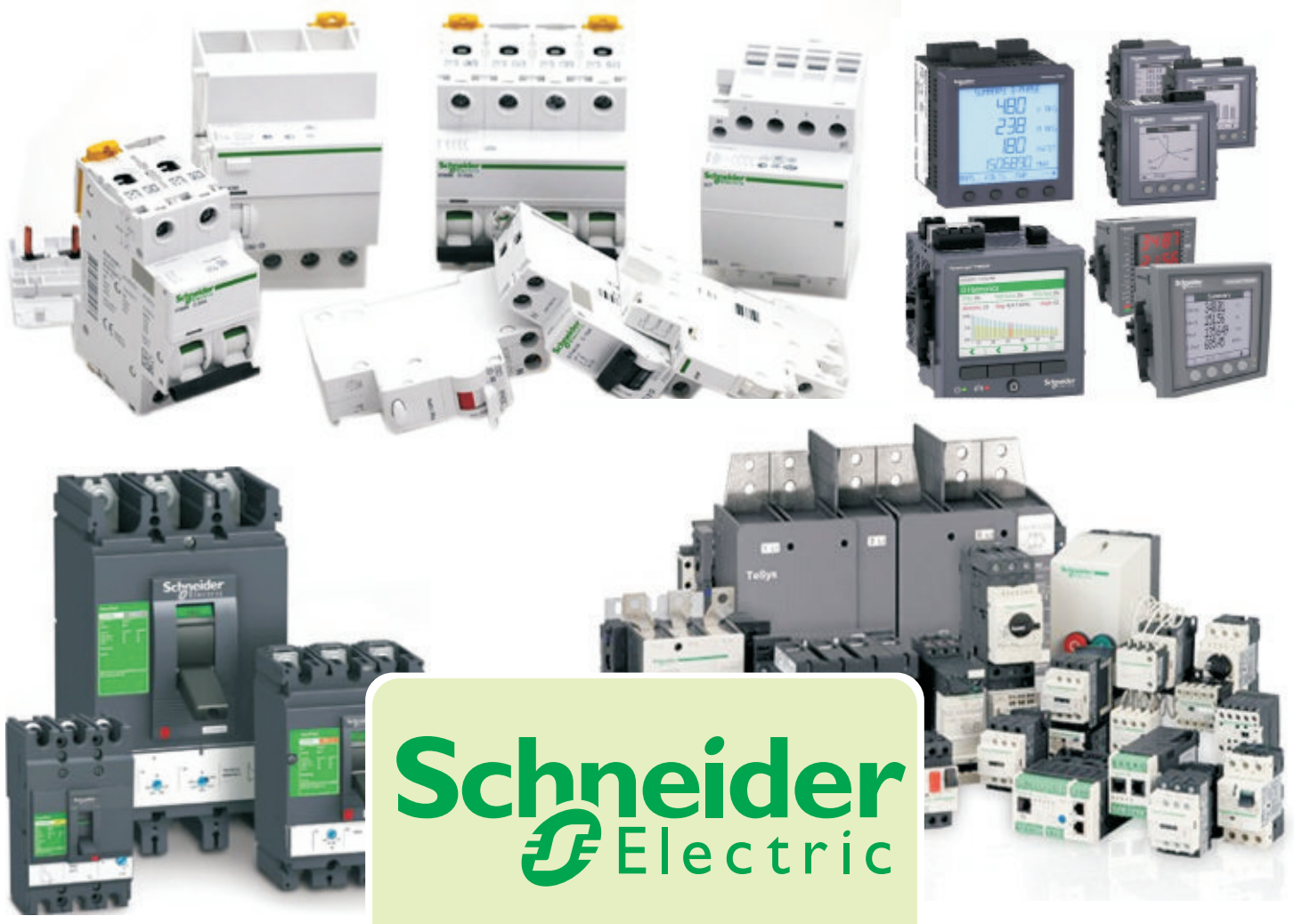
Seller means a person whose total sales, gross receipts or turnover from the business carried on by him exceed ten crore rupees during the financial year immediately preceding the financial year in which sale of goods is carried out.

3. Points to Ponder & Compliance in Section 194Q / 206C(1H)

- In case the buyer fails to comply with the tax deduction provisions covered under section 194Q, then, as per the provision of section 40a(ia), there would be disallowance of expenditure up to 30% of the value of the transaction.
- No adjustment on account of sales returns, discounts or indirect taxes is required to be made as per CBDT circulars & press release.
- Provisions of section 194Q apply to the purchase of both types of goods i.e. capital as well as revenue as not specifically mentioned.
- Turnover details for vendors & customers has to be maintained for TDS / TCS.
- Declaration has to be obtained from vendors / customers every year in respect of income tax return filing & TDS/TCS exceeding Rs. 50,000/- but as per latest Circular No. 11 of 2021 dated 21/06/2021 by CBDT these compliance burden has been reduced by new functionality called Compliance Check for Sections 206AB & 206CCA available at Income Tax Portal.
- Accounting System / ERP has to be updated for every customer / vendor masters.

4. Comparison between Section 194Q and 206C(1H)

Basis of Distinction	TDS on Purchase of Goods – Section 194Q	TCS on Sale of Goods – Section 206C(1H)
Who is Liable	Buyer is liable to deduct the tax	Seller is liable to collect the tax
Effective Date	01/07/2021	01/10/2020
Turnover Limit	T/o > 10 Cr during preceding FY	T/o > 10 Cr during preceding FY
Threshold Limit	Purchases from Seller > 50 Lacs during FY	Sales to buyer > 50 Lacs during FY
Rate	0.1% of Purchase Value > 50 Lacs during FY	0.1% of Sales Receipts > 50 Lacs during FY
Time of deduction	Credit or Payment – whichever is earlier	At the time of receipt
PAN not available	5%	1%
Quarterly Statement to be filed	26Q	27EQ
Certificate to be Issued	Form 16A	Form 27D



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WEBINAR REPORT

MSME AND STARTUP FORUM

By **Niranjan Kumar Jain**

We had a wonderful and enduring knowledge of new policy for MSME and related act for our trader brothers to take maximum advantage and benefits for their business growth and prosperity.

Here are the key highlights of the webinar held on 30/07/2021.



1. NEW DEFINITIONS : w.e.f. 1st July 2020

- **MICRO** : Investment not exceeding 01 Crore & turnover not exceeding Rs.05 Crore
- **SMALL** : Investment not exceeding 10 Crore & turnover not exceeding Rs.50 Crore
- **MEDIUM** : Investment not exceeding 50 Crore & turnover not exceeding Rs.250 Crore

2. UDYAM REGISTRATION

Who can apply?

- Manufacturing aspiring & existing units
- Service providers aspiring & existing
- Traders (classified whole sellers & retailers)
- Deemed manufacturers/resellers
- For registration visit www.udhyamregistration.gov.in
- Existing Udyog Aadhar can get the Udyam certificate by re-registering at the above portal
- No registration fees required, Aadhar number compulsory

3. BENEFITS HAVING UDYAM REGISTRATION

- Concessional electricity, subsidy on bar code registration fee, reimbursement of ISO certification fee, patent/trade mark registration, NSIC performance and credit ratings, Zero defect zero effect scheme-ZED
- credit guarantee scheme, loan up to 2 Crore, 100% collateral free, concessional interest rate, incentives and subsidies
- Waiver in S.D. in government tenders, delayed payments protection, trade receivables e-discounting system-TREDS
- Public procurement policy, 15% weight age in price preference
- International co-op scheme (participation in trade fairs), stand up India scheme

4. SINGLE WINDOW CLEARANCE SYSTEM (MAHA PARWANA)

- Providing clearances from multiple department with assurance letters also to apply to Maharashtra Industry, Trade and Investment facilitation cell (Maitri) on maitri.mahaonline.gov.in/registration & get online permission within 48hrs
- 25 odd statutory permissions and clearances within 30days and if not then will be deemed cleared if not done within 30days
- Waiver of stamp duty i.e. 100% on acquiring land, assignment of lease & rights & on term loan agreements. In case of taluka A&B waivers are offered to IT & BT production units in IT and BT parks
- Electricity duty exempted on 100% MSME export oriented IT & BT units for 7 years

5. MAHARASHTRA EV (ELECTRIC VEHICLE) POLICY 2021

- 25% electrification of intra city public transport vehicles by 2025, conversion of 15% existing fleet to electric
- Policy for lithium ion batteries and manufacturing of advanced batteries in the state
- Charging stations proposed city wise
- Ensuring 10% of the total registration of vehicles to be EV by 2025
- To make highways design for EV ready by 2025 and to become leading manufacturers of internal combustion engines and EV

6. SUBSIDIES

- Reimbursement against Energy conservation measures
- Subsidies against capital equipment and technology up gradation
- Reimbursement against expenses such as quality certification and patent registration
- Interest subsidy on term loan
- Eligible fixed assets /FCI for land commercial use and for building including administrative or residential building as part of facilities in manufacturing process
- Infrastructure development including plant and machinery tools
- Installation and pre-operating expenses with benefit for R&D units
- To new and existing units under expansion would eligible for refund of 100% gross SGST payable

7. SIDBI

- Online application on website of www.sidbi.in or www.udyamimitra.in
- Click on the tab "Borrowers corner"
- Revolving working capital term loan maximum up to 200lakh
- Interest @5% & repayment 5 years
- Loans without collateral properties & delivered within 48hrs
- SIDBI emergency response schemes against Corona virus(SAFEPLUS)
- To meet extra working capital against Govt. orders
- Loan schemes SMILE, CHAMPIONS, MSMESAMADHAAN

8. GeM

- Website www.gem.gov.in
- Public procurement policy for MSEs order 2012 notified under section 11 of MSMED Act, 2006
- Policy mandates 25% of procurements of goods & services from MSEs including 4% from MSEs owned by SC/ST and 3% from MSEs owned by women out of total annual procurements
- For MSEs tender sets free of cost, exemption from EMD (Earnest Money Deposit)
- Purchase preference for minimum 25% of quantity to MSEs against L1+15% on matching L1
- 358 items/products reserved exclusively for MSEs
- Under clause 149 of general financial rules (GFR) it is now mandatory for all govt. dept. To procure their requirements through GeM
- Fully paperless, cashless, transparent & system driven e-market place enables procurement with minimal human interface
- Scheme extended until March 2021, applicable for working capital and term loans of up to Rs.100 Lakhs
- Interest relief per annum is 2%, should not have been a Non Performing Asset (NPA)

9. STANDUPINDIA SCHEME 2021

- A fund of Rs. 10,000 Cores, target to sanction 2.5 Lakhs in next 36 months
- Financial aid vary between Rs.110 to Rs.100 Lakhs, repayable in 7 years, moratorium period of 18months
- 100% relaxation in income tax for first 3 years
- 80% rebate on the Patent Application Fee, visit portal www.standupmitra.in to apply online.
- Biggest beneficiary under the scheme were women with 81% of the account holders as compared to 17 February, 2020

10. OTHER CENTRAL GOVERNMENT SUBSIDY POLICIES

List of technologies is available at www.dcmsme.gov.in

11. BENEFITS FROM STATE

- Offer special schemes, exemptions & rebates, power, special and additional subsidies, industrial promotion subsidy/interest subvention, offering single window system
- Industrial extension support and services, developed sites for warehouse construction, plots/land in industrial estates at concessional price



EMA MANAGING COMMITTEE 2021-22

Sr. No.	Name	Designation	Company Name
1	Mr. Prashant S. Parikh	President	Apex Services
2	Mr. Ketan R. Kadakia	Ex-Offico	International Trading Corporation
3	Mr. Nirmohi R. Shah	Vice President	Nirmohi International Enterprises
4	Mr. Samir I. Mehta	Hon. Secretary	A. Harilal & Co. Pvt. Ltd.
5	Mr. Sachin K. Gandhi	Jt. Hon. Secretary	Gandhi & Company
6	Mr. Ketan M. Thakkar	Hon. Treasurer	Elite Corporation
7	Mr. Manav J. Doshi	Jt. Hon. Treasurer	Manav Enterprises
8	Mr. Parin R. Parikh	Member	Rajesh Enterprises.
9	Mr. Chintan S. Sanghavi	Member	Chintan Corporation
10	Mr. Prem K. Vora	Member	Roopketan Engineering Co
11	Mr. Sanjay R. Shah	Member	Shah & Shah Enterprise
12	Mr. Samir M. Mody	Member	Industrial Engineering Services
13	Mr. Nirav A. Jariwala	Member	Sunil Electric Company
14	Mr. Nayan S. Pandya	Member	Bhagwati Trading Corporation
15	Mr. Tarang P. Rathod	Co-opted Member	Varun Electricals
16	Mr. Hozefa F. Topiwala	Co-opted Member	E. A. Poonawala
17	Mr. Nilesh N. Desai	Co-opted Member	Enkay Enterprises
18	Mr. Vrajesh N. Desai	Advisor	Eagle Sales Corporation
19	Mr. Bhavik A. Parikh	Advisor	Essen Electrical Enterprise
20	Mr. Jatin J. Modi	Advisor	J. Modi & Sons
21	Mr. Niren K. Dharia	Advisor	R. K. Engineering Pvt. Ltd.
22	Mr. Hasmukh B. Shah	Finance Advisor	Bijal Engineering Co.
23	Mr. Chirag S. Shah	Invitee	Aayushi Enterprises
24	Mr. Nishel D. Shah	Invitee	XL Electricals Private Limited
25	Mr. Rajul M. Parikh	Invitee	East End Industrial Corporation



ACTIVITY COMMITTEE 2021-22

CONSTITUTION REVIEW COMMITTEE	
Mr. Kamallesh Mody	Chairman
Mr. Jatin Modi	Jt. Chairmen
Mr. Nirmohi Shah	Jt. Chairmen
DISPUTE COMMITTEE	
Mr. Chirag Shah	Chairmen
Mr. Bhavik Parikh	Chairmen
Mr. Nishel Shah	Chairmen
FAM COMMITTEE	
Mr. Kamallesh Mody	Chairman
Mr. Niren Dharia	Jt. Chairmen
Mr. Prashant Parikh	Jt. Chairmen
OFFICE PROCEDURE COMMITTEE	
Mr. Ketan Thakkar	Chairman
Mr. Nilesh Desai	Jt. Chairmen
Mr. Tarang Rathod	Jt. Chairmen
ISO COMMITTEE	
Mr. Prem Vora	Chairman
Mr. Nirmohi Shah	Jt. Chairmen
Mr. Nirav Jariwala	Jt. Chairmen
MEMBERSHIP GROWTH COMMITTEE	
Mr. Samir Mody	Chairman
Mr. Sanjay Shah	Jt. Chairmen
Mr. Nayan Pandya	Jt. Chairmen
Mr. Hozefa Topiwala	Jt. Chairmen
PICNIC & TECHNICAL COMMITTEE	
Mr. Chirag Shah	Chairmen
Mr. Bhavik Parikh	Chairmen
Mr. Niren Dharia	Chairmen
Mr. Ketan Kadakia	Jt. Chairmen
Mr. Rajul Parikh	Jt. Chairmen
PUBLICATION COMMITTEE	
Mr. Ketan Thakkar	Mentor
Mr. Parin Parikh	Chairman
Mr. Nirav Jariwala	Jt. Chairmen
Mr. Tarang Rathod	Jt. Chairmen

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Mr. Jatin Modi	Chairman
Mr. Samir Mody	Jt. Chairman
SPORTS COMMITTEE	
Mr. Manav Doshi	Mentor
Mr. Parin Parikh	Chairmen
Mr. Tarang Rathod	Jt. Chairmen
WEBSITE COMMITTEE	
Mr. Prem Vora	Chairmen
Mr. Chintan Sanghavi	Chairmen
Mr. Nirav Jariwala	Jt. Chairman
WELFARE & MEDICAL COMMITTEE	
Mr. Chintan Sanghavi	Chairman
Mr. Sanjay Shah	Jt. Chairmen
Mr. Nayan Pandya	Jt. Chairmen
Mr. Hozefa Topiwala	Jt. Chairmen
FINANCE COMMITTEE	
Mr. Hasmukh Shah	Chairmen
Mr. Jatin Modi	Chairmen
Mr. Samir Mody	Jt. Chairman
PROGRAMME COMMITTEE	
Mr. Vrajesh Desai	Chairmen
Mr. Jatin Modi	Chairmen
Mr. Ketan Kadakia	Chairmen
Mr. Chintan Sanghavi	Jt. Chairman
SEMINAR COMMITTEE	
Mr. Manav Doshi	Mentor
Mr. Parin Parikh	Chairmen
Mr. Nayan Pandya	Jt. Chairmen
Mr. Sanjay Shah	Jt. Chairmen
JOURNAL COMMITTEE	
Mr. Samir Mehta	Chairman
Mr. Sachin Gandhi	Jt. Chairmen
Mr. Prem Vora	Jt. Chairmen
Mr. Nayan Pandya	Jt. Chairmen

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www.aayushienterprises.com



CHANGE OF ADDRESS**Old Address****M/s. Nangia & Company**80, Mangaldas Road,
Lohar Chawl, Mumbai – 400 002.**Old Address****M/s. Kesbo Agencies**Room no 14, 1st floor, Carmellos Bldg,
63/87, Pathakwadi, Opp BEST substation,
Near G. T. Hospital, Lohar chawl
Mumbai – 400 002**Old Address****M/s. Manglik Electricals**98, Mansoor Estate Bldg., Ground Floor,
odown No. 05, Opp. N. K. Electricals,
Princess Street, Mumbai – 400 002.**Old Address****M/s. Vishal Electricals**A125, First Floor, Damji Shamji Industrial Complex,
Mahakali Caves Road, Opp. Nelco Company,
Andheri (E), Mumbai – 400 093.**New Address****M/s. Nangia & Company**2nd Floor, Plot 546, Kalpana Bulding,
33rd Road, Khar (W), Mumbai – 400 052.**New Address****M/s. Kesbo Agencies**Govind Bldg., Room 12A, 1st Floor,
140, Princess Street, Next to Mahalaxmi Chivda,
Near Dawaa Bazaar, Mumbai – 400 002.
Tel No. 02266331630 • Mob. No. 9820378755
Email Id.: kesbo7@rediffmail.com
GST No. 27AABPV7084J1Z4**New Address****M/s. Manglik Electricals**111, Lohar Chawl, Ramji Thakersy Bldg.,
Ground Floor, Mumbai – 400 002.
GST No. 27AABPK4443Q1ZC**New Address****M/s. Vishal Electricals**42, Ground Floor, Damji Shamji Industrial Complex.
Mahakali Caves Road, Opp. Nelco Company,
Andheri (E), Mumbai – 400 093.
Tel. No. 022-49622014/49622015
Mob. No. 9820711660/9820590609
GST No. 27AAHFV7492G1ZM**CHANGE OF NOMINEE****M/s. Varun Electricals**32/8, Devkaran Mansion, Vithaldas Road,
Lohar Chawl, Mumbai – 400 002.**GST No. 27AAAPR9260P1ZZ****Old Nominee – Praveen Rathod****New Nominee- Tarang Rathod****M/s. Sunil Electric Company**158, K.M. Sharma Marg, Lohar Chawl,
P.B. No. 2794, Mumbai – 400 002**GST No. 27ABJFS6738F2ZR****Old Nominee – Dhaval Jariwala****New Nominee- Nirav Jariwala****CHANGE OF COMPANY NAME****Old Company Name****M/s. J. P. Electrical****New Company Name****M/s. J. P. Switchgear Distributors P. Ltd.**2/10 Gopal Niwas, 133 Princess Street,
Mumbai – 400 002.**GST No. 27AACCJ0052A1ZB****Old Company Name****M/s. Sikhar Industrial Supplier****New Company Name****M/s. Shikhar Industrial Suppliers**20, Lawyers Chambers, Picket Cross Road,
Lohar Chawl, Mumbai – 400 002**GST No. 27ACYPS0649H2ZV****NEW ANNUAL MEMBERSHIP****M/s. ICMS INCORPORATION**Shop No. 26/B - Siddesh Deep Building,
Pathe Babu Rao Marg, Grant Road, Mumbai – 400 008.**Mr. Shubham Shah**

Tel No.: 66633388 • Mob. No.: 7977021414

Email Id.: icms2k@gmail.com

GST No. 27KSCPS8638L1ZP**M/s. Cee - Pee Enterprises**12A, Gr. Floor, Devkaran Mansion Compound,
Pathak Wadi, Lohar Chawl, Mumbai – 400 002.**Mr. Jatin P. Kadakia**

Tel. No. 022-22037207 | Mob. No. 9323922184

Email Id.: ceepeeent@yahoo.com

GST No. 27AAEFC6149G1ZG**NEW LIFE MEMBERSHIP****M/s. Matchwell Electric Co.**Gr. Flr., "C" Bhangwadi, Kalbadevi Road,
Mumbai – 400 002.**Mr. Sanjiv Kirit Dharia**

Tel. No.: 22080067/22063916

Mob. No.: 9820131333

Email Id.: matchwellelectric@gmail.com

GST No. 27AAFHS7766G1ZM

TARIFF FOR EMA HALL

The Association is please to inform all members that EMA Hall is available on Rent. The tariff for the same has been fixed against refundable Deposit Rs. 2500.00 (Two thousand five hundred only)

IDEAL FOR : SEMINAR | EXHIBITION | DISPLAY | MARKETING EVENTS | MEETING CONFERENCE

Hall booking will be subject to availability of date

Time for 11:00 am to 6:00 pm	
One Day	₹ 6,050/-
Two Day	₹ 10,000/-
Three Day	₹ 15,000/-
Time for 11:00 am to 2:00 pm or from 3:00 pm to 6:00 pm	
For 3 Hours Sessions	₹ 3,000/-

TARIFF FOR PRICE LIST DISTRIBUTION

The Tariff for the Distribution of Price List / Business Promotional Material / Information / Brochure / Pamphlets leaflets etc have fixed as under

No. of Pages	One Page	Two Pages	Three Pages	Four Pages	Five Pages
Tariff Rates	₹ 1,500	₹ 2,000	₹ 2,500	₹ 3,000	₹ 3500

Beside, if there are more than 5 pages, the Additional cost will be ₹ 1,000 per pages. Pls send 1250 copies for Distribution purpose.

WEBSITE ADVERTISEMENT TARIFF FOR ONE YEAR

No	CATEGORIES	PRICE	NO.	CATEGORIES	PRICE
1	Premium Position Advt. on Home Page	₹ 1,10,000/-	5	Category Sponsorship	₹ 5,000/-
2	Big Banner Advt. on Home Page	₹ 60,000/-	6	Brand Listing on Just Click + 1 Co. Listing	₹ 1,500/-
3	Small Banner Advt. on Home Page	₹ 15,000/-	7	Company Listing under Category	₹ 700/-
4	Prime Just Click Sponsorships	₹ 50,000/-	8	Price List on Just Click	₹ 1,500/-

TARIFF FOR ADVERTISING IN BIMONTHLY JOURNAL

No	CATEGORIES	PRICE
1	Full Page	₹ 5,000
2	Half Page	₹ 3,000
3	Article + Advertisement (Full Page)	₹ 7,000
4	Article + Advertisement (Half Page)	₹ 5,000
5	2 Full Page Advertisement	₹ 9,000
6	2 Half Page Advertisement	₹ 5,000
7	3 Full Page Advertisement	₹ 12,000
8	3 Half Page Advertisement	₹ 7,000
9	6 Full Page Advertisement	₹ 24,000
10	6 Half Page Advertisement	₹ 14,000
11	Inside Front Full Page For 1 Year	₹ 1,25,000
12	Inside Back Full Page For 1 Year	₹ 1,00,000
13	Back Cover For 1 Year	₹ 2,00,000
14	Plastic Folder (Front & Back) For 1 Year	₹ 2,50,000



PLEASE NOTE :


Non-Members will be charged 25% extra on all the above tariffs.

18% GST will be charged extra as applicable on all above tariffs.

FEEDBACK FORM



The Electric Merchants' Association

EMA  +91 7700065111

Name of the firm : _____

Name : _____

Mobile No.: _____ Email : _____

1 Do you feel protected being a member of EMA?

Yes ☐ No ☐ If no, why? _____

2 Do you get relevant information from EMA on time?

On Time ☐ Sometimes Late ☐ Often Late ☐ Not Receiving ☐

3 Do you get Bi-Monthly Journal on time?

On Time ☐ Sometimes Late ☐ Often Late ☐ Not Receiving ☐

4 Do you get Bi-Monthly Journal informative and interesting?

Yes ☐ No ☐ If No, then why? _____

5 Would you like to support EMA's green initiative for circulars through E-mail?

Yes ☐ No ☐ Not sure ☐

6 How effective EMA is in resolving Members' disputes & grievances?

Very effective ☐ effective ☐ Not so effective ☐ Not effective at all ☐

7 Did you install and use the EMA App recently launched ?

Yes ☐ No ☐

8 Is the app user friendly and did you like the contents ?

Yes ☐ No ☐ Not Sure ☐

9 What initiative should EMA take for betterment of Members / App ?

8 Any other suggestions? _____

Stamp & Signature:

Our website www.emamumbai.com

Your's Truly,

Mr. Samir Mehta / Mr. Sachin Gandhi

EMA POLICY, VISION & OBJECTIVE

POLICY

We at EMA care committed to achieve satisfaction of our members by all such means as may be deemed necessary within legal framework and acceptable to all interested parties. We will try to achieve our objectives by adhering to applicable requirements and try to continually improve the effectiveness of the quality management systems

VISION

- 1) To become a one stop solution for the members to resolve all their business related issues.
- 2) To be associated with other similar institution and other allied associations across the globe for the betterment of the members.

SCOPE

Safeguarding interest of the Members, keeping them up to date with relevant information, providing a platform to the members for exchange of ideas, resolving trade disputes of the members providing them with legal administrative and technical support, engaging them in various recreational activities.

ACHIEVEMENTS

Provided a meeting place for conference, exhibition, demonstrations, lectures, seminars and other relevant functions for exchange of views of members and other interested parties.

PURPOSE

To promote co-operation among persons, firms, companies connected with the electric trade and industry in India, whether as importers, exporters, wholesale or retail dealers, manufacturers, contractors, consultants or commission agents. With a view to their adopting a common policy and collectively taking such steps as may be considered necessary or expedient to further and safeguard the interest of trade and industry.

To frame and from time to time update and try to enact rules and bye-laws for the benefit of and binding on the Association and/or its members and non-members dealing with the members to promote and safeguard the interest of the Association and its members.

To elevate standard of business moral and promote system of preferential treatment to the members of the Association.

Providing facilities and machinery for the settlement of disputes by arbitration.

To take such steps which may be deemed necessary for promoting, supporting or opposing legislation or actions by the Government or any departments thereof or by any local body or bodies and in general to take the initiative to safeguard the interests of the Electrical Trade and Industry.

OBJECTIVES

To Organise in a calendar year at least one:

- Excursion
- Social Family Gathering
- Medical Seminars
- Technical Seminar
- Factory Visit
- Sports Event
- Medical Camp for Members and Staff.
- Taxation Seminar

To acquire, verify and circulate relevant notifications issued by regulatory authorities among the members within two weeks of their receipt.

To educate general public including members by all suitable means on the advantages and the utilities of electricity, electrical appliances and articles used for domestic, commercial and industrial purpose twice a year.

Establishing, equipping and maintaining a library for the benefits of the members.



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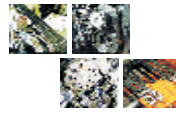
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