



(ISO 9001:2015)

The Electric Merchants' Association

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

Phone : 22060625, 22088141, Talkfree : *7202 | *7203

E-mail: emamub@gmail.com | Website: www.emamumbai.com

Empowering Members' Aspirations



મિચ્છામી દુક્કડમ
Michhami Dukkadam




(ISO 9001:2015)



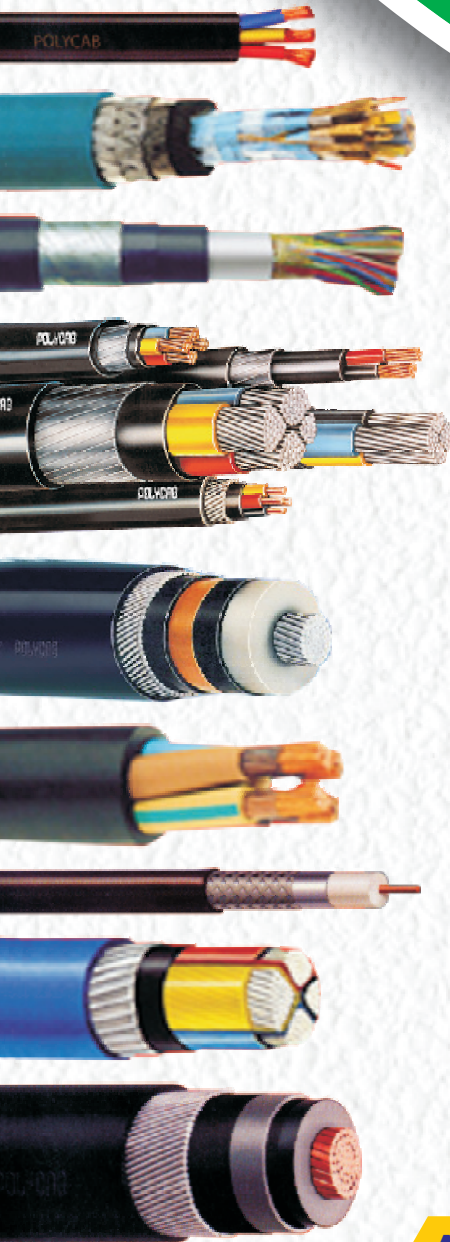
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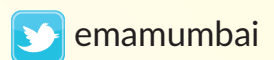
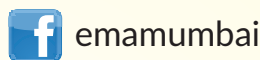
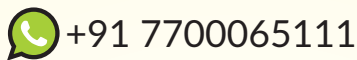
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Mumbai - 400 002. • Phone: 2206 0625, 2208 8141 • TalkFree.: *7202 / *7203
Email: emamub@gmail.com | Website: www.emamumbai.com

BANK DETAILS

BANK NAME : UNION BANK OF INDIA | BRANCH : PRINCESS STREET
A/C. No.: 319102010077272 | IFSC CODE : UBIN0531910

Available to download on the



AFFILIATION



UPCOMING EVENTS



SEPTEMBER 2019



NOVEMBER 2019



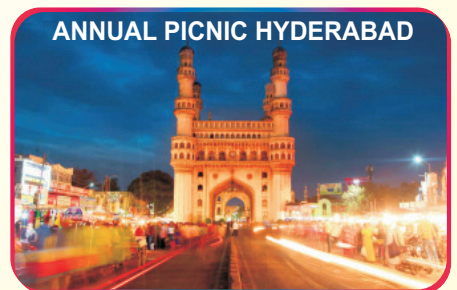
NOVEMBER 2019



DECEMBER 2019



JANUARY 2020



FEBRUARY 2020



JUNE 2020



(ISO 9001:2015)

MANAGING COMMITTEE 2019-2020

President

KETAN R. KADAKIA

Ex-Officio

NIREN K. DHARIA

Vice President

PRASHANT S. PARIKH

Hon. Secretary

NIRMOHI R. SHAH

Hon. Secretary

SHITAL C. KHAKHAR

Hon. Treasurer

AMEET N. SHAH

Hon. Joint Treasurer

MITEN P. PARIKH

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SAMIR I. MEHTA

SACHIN K GANDHI

DHAVAL R. SOMAIYA

KETAN M. THAKKER

PARIN R. PARIKH

MANAV J. DOSHI

AMISH N. DESAI

Co-opted Members

CHINTAN S. SANGHAVI

SANJAY R. SHAH

JAYESH H. SHAH

Advisors

VRAJESH N. DESAI

BHADRESH V. MEHTA

CHIRAG S. SHAH

BHAVIK A. PARIKH

JATIN J. MODI

NISHEL D. SHAH

FROM THE DESK OF **PRESIDENT**

It is a moment of pride not only for me, but for the entire International Trading Corporation family. I also want to thank my immediate family in advance for bearing with my long absence from home. I want to thank EMA members for reposing their faith in me by electing me as the 76th President.



Ketan Kadakia
President

The support and the guidance from the past presidents and seniors helped me to take varied responsibilities with ease. I also realized that the success of EMA is an ongoing process and for this I thank all the past 75 presidents for their enormous hard work in keeping EMA vibrant and young, even at the age of 80 years.

With a membership of over 1200 members, EMA, a combination of Merchants, Distributors and Manufacturers, has become a pillar of strength, a force to reckon with in the modern age. EMA has come a long way, with the emerging technology, it has adopted with all available networking tools to keep members abreast with relevant and important information. EMA is ready to spread its wings across India.

EMA now being ISO 9001 Certified Association, will support members with highquality service by taking regular feedback from them.

As President of this esteem Association, I in my tenure would like to mainly concentrate on programs and ideas that will upgrade, improve, educate and safeguard the interest of my members by involving different Associations, Electrical goods manufacturing companies and Government Agencies. My team and I will endeavor to make Lohar Chawl and its surrounding area safer and cleaner. For this I require the wholehearted support of my seniors, colleagues and all the members.

I assure you that I commit myself to do all that is needed for
EMPOWERING MEMBERS ASPIRATIONS.

Finance Advisor

HASMUKH B. SHAH

Invitee

RAJUL M. PARIKH

PREM K. VORA

SAMIR M. MODY

ANUJ D. KHAMBATI

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 disputers 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.

INDEPENDENCE DAY CELEBRATION

|| **VANDE MATARAM** ||

Dear Members,

It is a pride for EMA Committee and members to be part of the great initiative of **GO GREEN** taken by **M/s. Schneider Electric Pvt. Ltd.** for the 73rd Independence Day Celebration in Lohar Chawl. Importance of the 73rd Independence Day was that for the first time, Indian flag was hoisted in Jammu & Kashmir. This added the required zing to the celebration.

GO GREEN: EMA Committee Members with the support of **M/s. Schneider Electric Pvt. Ltd.** and the EMA staff distributed 600 flags made of seed paper; a handmade/biodegradable type of paper that included different plant seeds. These flags (made from seeds) sprout when the paper is planted in soil, thus raising saplings. Distribution started from 12th August and EMA committee made sure that flags reached each of the registered members in the Lohar Chawl before 15th August. Along with the flag committee distributed pamphlet helping members to understand the process and the importance of this initiative.

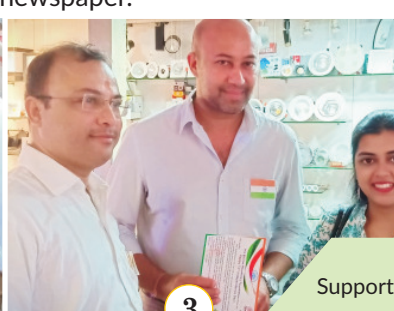
Last year EMA in association with **M/s. Schneider Electric Pvt. Ltd.** participated in the PLASTIC BAN initiative, educating members for the ill effect of the same on the marine life and environment.

On 14th August 2019, at 11.30 am, EMA Committee led by President **Mr. Ketan Kadakia**, **Mr. Dilip Shinde** (G. Manager - Sales of **M/s. Schneider Electric Pvt. Ltd.**) and his team visited shops on the ground floor and distributed flags. Entire EMA committee including Past presidents and Members were present. The process continued till 2 p.m. The initiative was covered live by SS news online Channel. Along with President **Mr. Ketan Kadakia**, Past Presidents, EMA Committee and members and Schneider team were interviewed for their views and feedback. President **Mr. Ketan Kadakia** and the Founder of **Saarthi Foundation** and the ex-corporator **Mr. Janak Sanghavi** visited **L.T. Marg Police station** and distributed these flags to Senior Inspector **Mr. Deepak Nigam**. **SI Mr. Nigam** lauded the efforts of EMA committee. Event ended at the junction of Princess Street and Lohar Chawl with the reciting of Patriotic song.

Members can check the below link for the live coverage of the event.
<https://www.youtube.com/watch?v=xQZm66MC2v0&feature=youtu.be>

Members who were unable to sow the flags were requested to return it at the collection center commissioned by **M/s. Schneider Electric Pvt. Ltd.** at the junction of Lohar Chawl and Princess Street On 17th August 2019. Pen set were distributed to all the members in the exchange of flags. More than 100 flags were collected and then sowed them under the soil by the EMA team.

President **Mr. Ketan Kadakia** of EMA thanked each committee member for their splendid support; team Schneider for giving opportunity to be a part of this great initiative and all the members for their motivation and support. President also extended gratitude to **Mr. Janak Sanghavi** for his relentless support to all EMA activities and the media partner Janmabhoomi for the extensive coverage of the event in their daily newspaper.



ESSEN ELECTRICAL ENTERPRISE



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EMA CELEBRATING 2ND OCTOBER 2019

150TH BIRTH ANNIVERSARY OF MAHATMA GANDHI

On Tuesday, 1st October 2019, EMA in association with BMC (C ward) and Saarthi Foundation has decided to celebrate 150th anniversary of Mahatma Gandhi, born on 2nd October 1869. EMA along with BMC workers and Saarthi volunteers will clean the bylanes of the Lohar Chawl in order to create awareness among EMA members, shopkeepers, buyers and the residence of the area to keep surrounding clean.



The concept of 'Sanitation' is a comprehensive one including effective management (collection, treatment and disposal/recovery, reuse or recycling) of human waste, solid waste (including biodegradable and non-biodegradable refuse/trash/rubbish), waste water, sewage effluents, industrial wastes, and hazardous (such as hospital, chemical, radioactive, plastic or other dangerous) wastes. The standards of sanitation in a society are closely inter-related to the levels of hygiene and public health in it and, hence, to the attainable standards of longevity and extent of diseases, and thus to the productive levels of the society. These also determine the levels of avoidable wastages of available resources and to what extent the so-called wastes are being recovered/reused/recycled as valuable resources. Lack of sanitation, which includes lack of cleanliness and causing dirt, filth and pollution, has not only vital economic consequences but also serious social consequences.

Mahatma Gandhi had realized early in his life that the prevalent poor state of sanitation and cleanliness in India and particularly the lack of adequate toilets, in the then largely rural India, needed as much attention as was being devoted toward attainment of swaraj. He said that unless we "rid ourselves of our dirty habits and have improved latrines, swaraj can have no value for us." Along with the struggle for India's independence, he led a continuous struggle for sanitation, cleanliness, and efficient management of all categories of wastes throughout his public life in South Africa and then in India. He dealt with nearly all aspects of sanitation-technical, social and economic-and its various aspects-personal, domestic and corporate.

During the fight for Independence, Gandhi had once said that he would give priority to cleanliness over independence. "An unclean environment, if not cleaned, leads to a situation where one starts accepting circumstances. On the contrary, if one cleans up dirt in the surroundings he gets energised and then does not resign himself to existing adverse circumstances,"

We thank Assistant Commissioner of BMC-C Ward for his support and co-operation. We also thank Ex-Corporator and Founder of Saarthi foundation Mr. Janak Sanghavi for being instrumental in helping all the permissions with BMC and Police. EMA have also decided to install LOHAR CHAWL MAP and E-waste collection centre at Pathakwadi. MAP will enable our customers and our members to locate important utilities (Toilets, ATM, Hospitals, Police Station, Banks, Religious Places, Restaurants and Hotels, Buildings, EMA office, Emergency services etc.

We the Managing Committee request all members to join for this event and make it a grand success. Let us all together celebrate and respect our bapuji by creating pollution free environment.



ELECTRONIC WASTE AND ITS EFFECTS

Electronic-waste or electronic waste is created when an electronic product is discarded after the end of its useful life. The rapid expansion of technology and the consumption driven society results in the creation of a very large amount of e-waste every minute.



The European WEEE Directive classifies waste in ten categories: Large household appliances (including cooling and freezing appliances), Small household appliances, IT equipment (including monitors), Consumer electronics (including TVs), Lamps and Luminaires, Toys, Tools, Medical devices, Monitoring and control instruments and Automatic dispensers. These include used electronics which are destined for reuse, resale, salvage, recycling, or disposal as well as re-usables (working and repairable electronics) and secondary raw materials (copper, steel, plastic, etc.). The term "waste" is reserved for residue or material which is dumped by the buyer rather than recycled, including residue from reuse and recycling operations, because loads of surplus electronics are frequently commingled (good, recyclable, and non-recyclable). Several public policy advocates apply the term "e-waste" and "e-scrap" broadly to all surplus electronics. Cathode ray tubes (CRTs) are considered one of the hardest types to recycle.

WHAT CAUSES ELECTRONIC WASTE?

The main cause or rather reason for the increasing e waste is the increased number of products (because of development, technology, human mentality and population) because of which disposal problems are caused as excess of anything is not good

WHAT HAPPENS TO ELECTRONIC WASTE?

After obsolete or unused electronics are thrown away as trash, two things can happen: the E-waste can either sit in a landfill or it can be recycled and used to create new products. As the demand for smart electronic products grows, so does the amount of E-waste.

WHAT IS ELECTRONIC WASTE MANAGEMENT?

ENVIRONMENTAL JUSTICE

E-waste is a popular, informal name for electronic products nearing the end of their "useful life." Computers, televisions, VCRs, stereos, copiers, and fax machines are common electronic products. Many of these products can be reused, refurbished, or recycled.

WHAT ARE E WASTE EXAMPLES?

Examples of electronic waste include, but not limited to: TVs, computer monitors, printers, scanners, keyboards, mice, cables, circuit boards, lamps, clocks, flashlight, calculators, phones, answering machines, digital/video cameras, radios, VCRs, DVD players, MP3 and CD players.

WHAT IS E WASTE WHAT IS SO DANGEROUS ABOUT E WASTE?

E-waste-connected health risks may result from direct contact with harmful materials such as lead, cadmium, chromium, brominated flame retardants or polychlorinated biphenyls (PCBs), from inhalation of toxic fumes, as well as from accumulation of chemicals in soil, water and food.

HOW DOES E WASTE AFFECT GLOBAL WARMING?

By recycling raw materials from discarded electronics, natural resources are conserved and air and water pollution caused by hazardous disposal is avoided. Recycling e-waste from landfills reduces methane emissions, which are 25 times more potent than carbon dioxide at trapping heat in the atmosphere.

THE STATUE OF UNITY

182M TALL TRIBUTE PRIDE OF THE NATION

The development comprises of a 182-metre high Statue of Sardar Vallabhbhai Patel on Sadhu Island, a bridge connecting Sadhu Island to the mainland and a 3.5 kilometres highway connecting Sadhu Island to Kevadia Town and Hotel, Convention Centre, Memorial Garden and Visitor Centre building.



TECHNICAL VISIT

THE BIRTH OF *Amul*

It all began when milk became a symbol of protest. It was founded in 1946 to stop the exploitation by middlemen and inspired by the freedom movement.

The seeds of the Amul industries were sown more than 65 years back in Anand, a small town in the state of Gujarat in western India. In 1946, the farmers of this area went on a milk strike refusing to be cowed down by the traders. Under the inspiration of Sardar Patel, and the guidance of leaders like Morarji Desai and Tribhuvandas Patel, they formed their own cooperative in 1946.

INDUSTRIAL VISIT AT AMUL INDUSTRIES

Amul Industrial visit will be a great experience to those who want to understand, how a small cooperative movement began in the year 1973 with just 16 member team and rose up to a 2.5 Billion company.

It is the Apex organisation of the Dairy Cooperatives of Gujarat, popularly known as 'AMUL', which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money. Its success has not only been emulated in India but serves as a model for rest of the World. It is the exclusive marketing organisation of 'Amul' and 'Sagar' branded products.

THE AMUL MODEL

The Amul Model of dairy development is a three-tiered structure with the dairy cooperative societies at the village level - federated under a milk union at the district level - and a federation of member unions at the state level.

MILK PRODUCER



VILLAGE DAIRY CO-OP.



DIST. MILK CO-OP UNION



STATE CO-OP MILK
MKTG. FEDERATION



THE CONSUMER



Amul

The Taste of India

MECO®

SINCE 1962

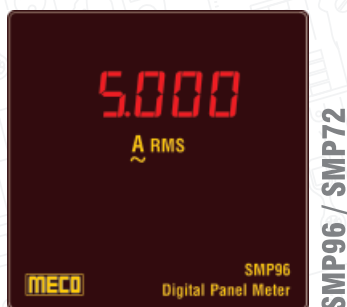
DIGITAL CLAMPMETERS - TRMS



3½ Digit 6000 Count LCD with Backlight

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- 600mV ~ 750V AC TRMS
- 600µA ~ 1000A AC TRMS (1008-TRMS)
- 600µA ~ 1200A DC (1080-TRMS)
- 600µA ~ 1200A AC TRMS (1080-TRMS)
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- 9.999nF ~ 9.999mF
- 99.99Hz ~ 20.00MHz
- 0.1% ~ 99.9% Duty Cycle
- -20°C ~ 1000°C (-4°F ~ 1832°F)
- K Type Thermocouple (Upto 260°C)
- Jaw Opening 30mm
- Diode Test, Data Hold, Audible Continuity, Low Battery Indicator & Auto Power Off

PROGRAMMABLE DPM'S - TRMS



- TRMS using Micro-Controller
- 4 Digit / 9999 Counts (Max.) High Resolution Display
- User Programmable Display (Primary CT / Shunt Value)
- Auto Selection of Decimal Point
- Red LED Super Bright Display
- High Accuracy Across the Entire Range
- Auxiliary Supply : 230V AC ± 20% @ 50 / 60Hz

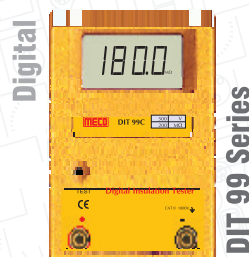
Ranges

Input		Range (Any One Only)
DC	mV	0 - 50
		0 - 60
		0 - 75
		0 - 100
		0 - 150
		0 - 200
	V	0-20, 200, 1000
	mA	0 - 2, 20, 200
AC	A	0 - 2, 5, 20
	V	0 - 20
		0 - 200, 750 (3 Digits)
	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 99A	0 - 20 M Ohms	100 V
DIT 99B	0 - 200 M Ohms	250 V
DIT 99C	0 - 200 M Ohms	500 V
DIT 99D	0 - 200 M Ohms	1000 V
DIT 99E	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

Kanji Gokuldas Building, 2nd Floor,
158, Lohar Chawl, Mumbai - 400002

Tel : (022) 22057088 / 22092847

E-mail : gcjain1958@gmail.com

SKYKING INSTRUMENTS

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IMPORTANT NEWS

THE NEGOTIABLE INSTRUMENTS (AMENDMENT) BILL, 2017

- The Negotiable Instruments (Amendment) Bill, 2017 was introduced in Lok Sabha on January 2, 2018. It seeks to amend the Negotiable Instruments Act, 1881. The Act defines promissory notes, bills of exchange, and cheques. It also specifies penalties for bouncing of cheques, and other violations with respect to such negotiable instruments.
- **Interim compensation:** The Bill inserts a provision allowing a court trying an offence related to cheque bouncing, to direct the drawer (person who writes the cheque) to pay interim compensation to the complainant. This interim compensation may be paid under certain circumstances, including where the drawer pleads not guilty of the accusation. The interim compensation will not exceed 20% of the cheque amount, and will have to be paid by the drawer within 60 days of the trial court's order to pay such a compensation.
- **Deposit in case of appeal:** The Bill inserts a provision specifying that if a drawer convicted in a cheque bouncing case files an appeal, the appellate court may direct him to deposit a minimum of 20% of the fine or compensation awarded by the trial court during conviction. This amount will be in addition to any interim compensation paid by the drawer during the earlier trial proceedings.
- **Returning the interim compensation:** In case the drawer is acquitted (during trial or by the appellate court), the court will direct the complainant to return the interim compensation (or deposit in case of an appeal case), along with an interest. This amount will be repaid within 60 days of the court's order.

NEFT CAN BE DONE ROUND THE CLOCK NOW, SAYS RBI

The Reserve Bank of India said the National Electronic Funds Transfer would be available round the clock from December 2019.

"The Reserve Bank will make available the NEFT system on a 24x7 basis from December this year. The is expected to revolutionise the retail payments system of the country," said **RBI governor Shaktikanta Das**.

The National Electronic Funds Transfer (NEFT), a digital payment system by RBI, operates from 8.00 am to 7 pm on all working days. However, the payment system is not available on every second and fourth Saturday.

Currently, people have to wait or schedule their payment for the next working day.

RBI has been taking several steps to boost the digital payment system in India. Earlier, the Reserve Bank of India removed charges levied on transactions conducted through Real Time Gross Settlement (RTGS) and NEFT. The waiver in NEFT, IMPS and RTGS charges will attract more customers towards digital transactions, the central bank had noted.



1. Right to file a complaint from anywhere.
2. Right to seek compensation under product liability
3. Right to protect consumers as a class
4. Right to seek a hearing through video conferencing.
5. Right to know why a complaint was rejected.

Source : Times of India

High Court of Bombay in case of Income Tax u/s vide its Court Case No.95 dated 25.04.2019 on held that prosecution can be launch in case delay in deposit TDS.

Source : Times of India

RELINQUISHMENT

One of our Member **M/s. S. V. Enterprise**, 13, Picket Cross Road, First Floor, Room No. 106/107, Lohar Chawl, Mumbai – 400 002 has informed us that their employee, **Mr. Ajay Lohar** had left their firm w.e.f. 21.05.2019. Please note that Mr. Ajay Lohar does not represent the said firm anymore and as such no one should deal with him on behalf of M/s. S. V. Enterprise.

One of our Member **M/s. Central Electro Traders**, R. No. 10, Tawawala Building, 1st Floor, Lohar Chawl, Mumbai – 400 002 has informed us that their employee, **Mr. Anil Potle** had left their firm w.e.f. 06.05.2019. Please note that Mr. Anil Potle does not represent the said firm anymore and as such no one should deal with him on behalf of M/s. Central Electro Traders.

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d sine - **DZ1 MCCBs** 16A to 160A MCCBs in 3P & 4P



Ics=100% of Icu
36kA (D-Version)
50kA (N-Version)

Adjustable Overload
Setting from 0.67 in
TM & 0.25 in iTRP1

Transparent
Release Cover

Compact Size

Highest
mechanical life of
30,000 operations

Plug-in type
of MCCBs
available

Short Circuit setting from
6 to 12In in Thermal Magnetic*
and from 1.5 to 12Ir in
Microprocessor based iTRP1 release

Various types of terminations
like - Rear terminals,
Box clamp, Spreaders, etc.

Rating	TM			
	36kA		50kA	
	3P	4P	3P	4P
16-100 A	7730	9620	9920	12310
125 A	8880	10920	12510	15020
160 A	11810	14030	14510	16850

Rating	iTRP 1			
	36kA		50kA	
	3P	4P	3P	4P
40-63 A	13240	16960	15780	21670
100 A	13240	16960	15780	21670
160 A	16910	23500	20070	26030

Accessory	Aux or TAC	Shunt	UVR	Spreader		Rotary Handle	
				3P	4P	Direct	Extended
MRP	730	1800	2100	1190	1340	1010	1505

The All New Standard Duty **PRIME** Capacitor



Features :

- Longer, more productive life, thanks to:
 - Overcurrent withstand: 1.6 x In
 - Peak inrush current withstand: 200 x In
- 6000 switching operations per year
- Operating life - 115000 hours

Cat no. Series	kVAr rating	Voltage (V)	MRP (₹) per kVAr
LTCCV	1 - 25 kVAr	440 V	240

Customer Interaction Centre (CIC)

BSNL/MTNL (Toll free): 1800 233 5858 Reliance (Toll free): 1800 200 5858
Tel: +91 22 6774 5858 Fax: +91 22 6774 5859 E-mail: cic@Lntebg.com

TECH KNOWLEDGE - AC DRIVE

WHAT EXACTLY IS AN AC DRIVE AND JUST HOW DOES IT WORK?

An ac drive is a device that is used to control the speed of an electrical motor. The speed is controlled by changing the frequency of the electrical supply to the motor.



The three-phase voltage in the national electrical grid connected to a motor creates a rotating magnetic field in it. The rotor of the electrical motor will follow this rotating magnetic field.

SPEED OF MOTOR

An ac drive converts the frequency of the network to anything between 0 to 300Hz or even higher, and thus controls the speed of motor proportionally to the frequency.

The technology consists of:

RECTIFIER UNIT: The ac drive is supplied by the electrical network via a rectifier. The rectifier unit can be uni- or bidirectional. When unidirectional, the ac drive can accelerate and run the motor by taking energy from the network. If bidirectional, the ac drive can also take the mechanical rotation energy from the motor and process and feed it back to the electrical network.

DC CIRCUIT: The dc circuit will store the electrical energy from the rectifier for the inverter to use. In most cases, the energy is stored in high-power capacitors.

INVERTER UNIT: The inverter unit takes the electrical energy from the dc circuit and supplies it to the motor. The inverter uses modulation techniques to create the needed three-phase ac voltage output for the motor. The frequency can be adjusted to match the need of the process. The higher the frequency of the output voltage is, the higher the speed of the motor, and thus, the output of the process.

THE BENEFITS OF AN AC DRIVE

The types of motors that ac drives control are normally operating at constant speed. Enabling the user to control the speed of motor potentially gives him various benefits in terms of process control, system stress and energy savings.

PROCESS CONTROL: controlling the process output to match the need; synchronising different parts of the main process to secure smooth flow between subprocesses; easily changing the setup when the process requirements change.

IN SYSTEM STRESS: Reducing the start-up current, which allows use of smaller fuses and supply connections and reduces peak loads on the electrical network; Reducing the mechanical shock in start and stop situations.

Energy: Saving electrical energy compared to traditional methods of process control. For instance in pump and fan applications, energy savings are typically 20-50 per cent

HVAC APPLICATIONS

In heating, ventilation and air conditioning (HVAC) applications the main processes are related to heating,

cooling, drying and circulating air. Supporting processes are mostly related to taking the extra heat out of the building or providing additional heat energy to the building.

The majority of HVAC applications where ac drives are used are fans, pumps and compressors.

FANS AND PUMPS: Using an ac drive to control the fan or pump output rather than using dampers, vanes, valves or on/off control brings substantial energy savings, if the required output is less than nominal most of the time.

The ac drive controls the speed of the pump and fan by changing the electrical energy supplied rather than damping the air- or water flow. It is like reducing the speed of a car by pressing less on the accelerator instead of using the brake to slow down the speed. The payback time of an ac drive is typically one year or less.

OTHER BENEFITS OF USING AC DRIVE TO CONTROL THE SPEED OF FAN OR PUMP ARE:

Smooth ramp up and down causes less stress to the mechanics of fans and pumps and to air ducts and water piping.

Slowing down the speed rather than damping the output will result in lower noise levels.

Tuning the HVAC system during and after the commissioning is easier when the flexibility of an ac drive is used

Compressors in HVAC are often used in chillers for cooling water, which again is used for cooling air. Utilising ac drives in compressor applications will potentially bring energy savings compared to on/off control.

Energy savings are achieved by optimising the system setup of compressor, chilled water circulation and condenser water circulation. The optimum set point for chilled water temperature and condenser water temperature is based on outdoor and indoor temperature and humidity.

ENERGY SAVINGS

The energy savings are most effectively achieved by tuning the system rather than optimising individual functions.

The ac drive gives the flexibility of tuning the setup of the system to operate in the most energy efficient operational point.

OTHER BENEFITS INCLUDE:

- Reduced number of starts and stops reduces the wear of the compressor.
- The piping and mechanics are stressed less in ramp up or down situations.
- Reduced noise level in low load situations.
- Possibility to use high speed compressors.

SUMMARY

The biggest share of this energy is consumed in HVAC applications. With the rising energy cost and concerns about the CO2 levels and global warming, it is crucial to use all means available to reduce the energy consumption in HVAC applications. The savings potential is big.

The key thing is to start looking more at lifetime costs of heating, ventilation and air conditioning system, where energy cost plays a big role, rather than the initial investment in HVAC system. To give an example, 90 per cent of the lifetime costs of the pump or fan is energy.

BOMBAY CITY EYE INSTITUTE AND RESEARCH

IN ASSOCIATION WITH



The Electric Merchants' Association

Did you know ?

One person goes blind in the world every five seconds.

A child goes blind in the world every 1 minute!

The good news is that 80% of the blindness can be prevented / treated.

Dr. Kulin Kothari, an esteemed ophthalmologist with an extensive experience under his belt is driven by the desire to remove all preventable / treatable blindness from the country. He established the **Bombay City Eye Institute and research center** in the year 1992, an institute which is one of the pioneering institutions in eye care in the city. It houses world-class, technologically advanced, state of art equipment, a well-trained team of ophthalmologists and the core value of human touch in medicine. The institute provides personalized high quality care and serves across all specialties of eye care.

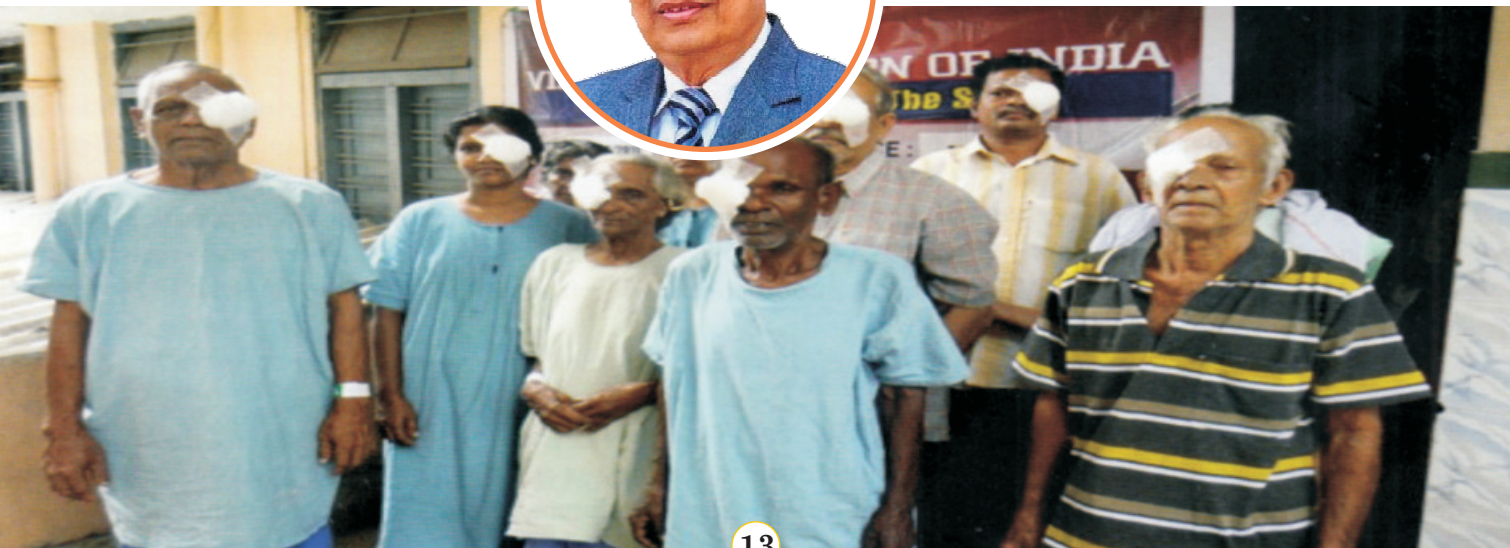
But, not many in the country have access to quality eye care. With the objective to serve the underprivileged sections of society, **Vision Foundation of India (VFI)** the brainchild of **Dr. Kulin Kothari** was established in 1993. VFI has conducted a total of 3,23,020 free eye surgeries all over the country. **Dr. Kulin Kothari** firmly believes that lack of money should never be the reason to have poor eyesight. Through various projects, VFI serves the eye health needs of the Mumbai police, underprivileged children, slum dwellers, people staying in far away pockets of the country and other marginalized sections of the society.

Bombay City Eye Institute and Research center is happy to support the eye health of the members of **The Electric Merchant Association** by providing eye care service/visit at **special charges at Rs. 500/-**



VISION FOUNDATION OF INDIA
PROVIDING COMMUNITY EYECARE

Dr. Kulin Kothari



EMA LOGO ON YOUR COMPANY'S LETTER HEAD

Dear Members,

The Electric merchants' Association in the recent past has made its brand not only in Mumbai but all over Pan-India. The circulation of the Proud Member Certification to all the members has created much required awareness among the members in regards to the strength and unity of EMA members. To make it a more powerful brand and to give more protection to the members from the defaulting customers, committee requests all members to print the EMA logo on their letter head along with **PROUD MEMBER OF EMA**.

EMA's prime objective is to work for the betterment of the members. We at the Managing Committee, request members to support the initiatives and give us valuable feedbacks to serve you.

For any clarification, feel free to contact office bearers of the Electric merchants' Association.



If you require CDR file of logo please apply in writing to EMA office.
EMA will provide you logo in CDR Format.

NEW GST RETURN FORMATS : IMPLEMENTATION SCHEDULE

Tax Period	GSTR 3B	GSTR PMT 08	GSTR 1	GSTR RET 1	GSTR ANX 1	Invoice Upload
LARGE TAXPAYER (> 5 CRORE)						
October 2019	✓	✗	✗	✗	✓	✓
November 2019	✓	✗	✗	✗	✓	✓
December 2019	✗	✗	✗	✓	✓	✓
January 2020	✗	✗	✗	✓	✓	✓
SMALL TAXPAYER (< 5 CRORE)						
October 2019	✗	✓	✗	✗	✗	✓
November 2019	✗	✓	✗	✗	✗	✓
December 2019	✗	✗	✗	✗	✗	✓
January 2020	✗	✓	✗	✓ (October - December Quarter)	✓ (October - December Quarter)	✓

REVOKING ARTICLE 370

BEFORE	NOW
Special power exercised by J & K	No special power now
Dual citizenship	Single citizenship
Separate flag for Jammu & Kashmir	Tricolour will be the only flag
Article 360 (Financial Emergency) not applicable	Article 360 will be applicable
No reservation for minorities such as Hindus and Sikhs	Minorities will be eligible for 16% reservation
Indian citizen from other state cannot buy land or property in J&K	People from other state will now be able to purchase land or property in J&K
RTI not applicable	RTI will be applicable
Duration of Legislative Assembly for 6 years	Assembly duration in Union Territory of J&K will be for 5 years
If a women from J&K marries out of state, she would lose the citizenship of the state.	If a women marries out of state or country, she will still retain all her right and Indian citizenship
Panchayat did not have any rights	Panchayat will have the same rights as in other state
Right to Education (RTE) was not applicable	Children in the state will benefit from RTE

NEW LIFE MEMBER

M/s. Electro Power Solutions

Shop No. 1, Neelkanth Heights, BPS Road,
Devidayal Cross Road, Mulund (W), Mumbai – 400080.

Shri. Nilesh P. Doshi

Tel. : 25624455 / 25624466 • Mob. : 9323915447
Email : sales.epsmumbai@gmail.com

M/s. Bhavya Electricals

Shop No. 4, Ismail Building, Pathakwadi,
Lohar Chawl, Mumbai – 400002.

Shri. Dharmendra Ajay Gilitwala

Mob. : 9322229070
Email : bhavyaelectrical@yahoo.com

M/s. Adisha Enterprises

48/50, Laji Chiba House, Room No. 5 4th Marin Street,
Dhobitalao, Marine Lines, Mumbai – 400002

Shri. Bharat Himmatlal Shah

Tel. : 22080220 • Mob:9323799575/9930681238
Email : adishaents@yahoo.com

ANNUAL MEMBERSHIP

M/s. Sushil Corporation

Shop No. 1, C-12/13, Anjali Shanti C.H.S. Ltd.,
Mira Road (E) - 401107.

Shri. Sushil K. Gupta

Mob. : 8698662737
Email : corporation.sushil@gmail.com

M/s. Amit Sales Corporation

Old Hira Building, R. No. 31, 1st Floor,
1st Parsiwada Lane,V. P. Road, Mumbai-400 004.

Mr. Amit K. Shah

Tel. : 23889548 / 23889648 • Mob.: 9833689767
Email : amitsales123@gmail.com

M/s. Reliable Systems

27, Avijan Bldg, 3rd Floor, Jambul Wadi,
Near Metro Cinema, Mumbai – 400002.

Mr. Peter Fernandez

Tel. : 22064202 / 40052018 • Mob. : 9967664202
Email : 2733relisystmumb@gmail.com

M/s. Desai Hardware Mart

50 Nagdevi Street, 23, Shripal Bhavan,
Mumbai – 400003.

Mr. Dhiren K. Desai

Tel. : 23424315 • Mob.: 9322201057
Email : desaihw@hotmail.com

M/s. Design Technics

308, Bldg. No.9, Balaji Indl. Premises, Jogani Indl. Easte,
V. N. Purav Marg, Off Eastern Exps. Highway,
Chunabhatti (E), Mumbai – 400 022.

Mr. Andan S. Angadi

Tel : 24052534
Mob : 9892221232
Email : designtechnics@gmail.com

M/s. Jdianm Lighting Pvt. Ltd.

Plot No. 6/7, Golani Complex, Agarwal Hospital Rd.,
Waliv, Vasai (E), Palghar – 401208.

Mr. Nayan Jagmohan Lalani

Mob : 7066017123 / 9820143092
Email : nayanlalani@jdianms.com

CHANGE OF ADDRESS

Old Address

M/s. CRP Control Engineers

2/2 Bijal Apartment, New Link Road,
Evershine Nagar, Malad (W), Mumbai – 400064.

New Address

M/s. CRP Control Engineers

A Wingunit No. 202B, Jaswant Allied Business Center,
Near Hotel Khwaishh Presidency, Ramchandralane,
Kanchpada, Malad (W), Mumbai – 400 064.

M/s. Roopen Electricals

R. No. 7, Nirmal Niwas, Near ICICI Bank,
Above Maitry Beauty Parlour, Liberty
Garden Road No. 3, Mumbai – 400 064.

M/s. Roopen Electricals

Shop No. 4, Shree Ganesh Co-op Society,
Opp. Trimurti Apts. & Karande Chawl, Near Shivaji
Chowk, Jakaria Road, Malad (W), Mumbai – 400 064.

M/s. M. R. Engineer

201, Darshan Mandir CHS Ltd., Chikan Vill Road,
Opp. Soni Wadi, Shimpoli, Borivali, Mumbai – 400092.

M/s. M. R. Engineer

Gala No. 1, Mitesh Indu. Estate,
Plot No. 115, Navghar, Vasai (E) - 401210

CHANGE OF COMPANY NAME

Old Name

M/s. Industrial Engineers

Gopal Niwas, Ground Floor, 182, Lohar Chawl
Mumbai – 400 002.

New Name

M/s. Industrial Engineers Distributors Pvt. Ltd.

Gopal Niwas, Ground Floor, 182, Lohar Chawl
Mumbai – 400 002.

M/s. Yogesh Enterprise

240, Gala Complex, Dindayal Uphadaya Marg
Dumping Road, Mulund (West) Mumbai – 400 080.

M/s. Yogesh Switchgears & Cables Pvt Ltd.

240, Gala Complex Dindayal Uphadaya Marg
Dumping Road, Mulund (West), Mumbai – 400 080.

R. N. Enterprise

New Irani Chawl No. 271, R.No. 39 Rambhau
Bhogle Marg,Ghodapdeo, Mazgaon, Mumbai-400 010

R. S. Enterprise

New Irani Chawl No. 271, R.No. 39 Rambhau Bhogle Marg,
Ghodapdeo, Mazgaon, Mumbai – 400 010.

M/s. Dhara Enterprises

2 A/B, Building No. 6, Takwadi, Kalbadevi Road,
Mumbai – 400 002.

M/s. Dhara Cables LLP

2 A/B, Building No. 6, Takwadi, Kalbadevi Road,
Mumbai – 400 002.

CHANGE OF CONSTITUTION & NOMINEE

Old Nominee : Girish C. Parikh

New Nominee : Roopen Girish Parikh

M/s. Roopen Electricals

Old Constitution : Proprietor

New Constitution : Partnership

APPEAL

As you aware that EMA organises various events such as Social Gatherings, Technical & Medical Seminars, Factory visit and Picnic to safeguard the interest and betterment of members and staff of EMA members. This also enables us to bridge gap between Corporates and the Members.

We the Managing Committee 2019-20 request you all to contact Companies or Individual who is interested to sponsor Diwali New Year Get together 2019 (to be organised at Birla Matushri in the First week of November 2019), Annual Event may be Movie / Drama or any technical seminar and Factory visit.

PLEASE CONTACT FOLLOWING FOR ANY CLARIFICATION :

FOR DIWALI GET TOGETHER & ANNUAL EVENT

Programme Committee

Mr. Vrajesh Desai	9820039304
M/s. Eagle Sales Corporation	022-40670999
Mr. Jatin Modi	9821095898
M/s. J. Modi & Sons	022-22085122
Mr. Bhavik Parikh	9967516302
M/s. Essen Electrical Enterprise	022-22070018

FOR TECHNICAL / MEDICAL SEMINAR

Seminar & Exhibition Committee

Mr. Ketan Thakkar	9820547650
M/s. Elite Corporation	
Mr. Dhaval Somaiya	9820818084
M/s. R. D. Automation Electrical (I) Pvt. Ltd.	
Mr. Samir Mody	9833173715
M/s. Industrial Engineering Service	

FOR FACTORY VISIT / PICNIC

Picnic and Technical Committee

Mr. Jatin Modi	9821095898
M/s. J. Modi & Sons	022-22085122
Mr. Amish Desai	9820178767
M/s. Vishal Electric Corporation	
Mr. Shital Khakhar	9320029522
M/s. Shiv Shakti Enterprise	

FOR ADVERTISEMENT IN JOURNAL

Publication Committee

Mr. Dhaval Somaiya	9820818084
M/s. R. D. Automation Electrical (I) Pvt. Ltd.	
Mr. Ketan Thakkar	9820547650
M/s. Elite Corporation	
Mr. Bhavik Parikh	9967516302
M/s. Essen Electrical Enterprise	

MEDIA COVERAGE BY



પ્રિન્સેસ સ્ટ્રીટની ઇલેક્ટ્રિક માર્કેટમાં

૧૫ ઓગસ્ટની અનોખી ઉજવણી થશે

ફૂલ છોડનાં બીજવાળા ઝંડા વિતરિત કરીને પર્યાવરણ રક્ષાનો સંદેશ અપાશે

અમરા પ્રતિનિધિ તરફથી મુંબઈ, તા.૮ : પ્રિન્સેસ સ્ટ્રીટમાં લાંબા સમયથી ચાલતી મુંબઈની ઇલેક્ટ્રિક માર્કેટમાં આ વર્ષે સ્વાતંત્ર્ય પર્વ ૧૫ ઓગસ્ટની ઉજવણી અનોખી રીતે થશે. ઇલેક્ટ્રિક માર્કેટ એસોસિયેશન (ઇમા) આ વર્ષે મુંબઈના સુના ઉત્સવની પ્રમુખ કમિટીના કાર્યકર્તાઓના હસ્તે ૧૫ ઓગસ્ટની ઉજવણી કરે છે, તેમાં આ વર્ષે પર્યાવરણની શીખ રાખે છે.



ઇલેક્ટ્રિક માર્કેટ એસોસિયેશનના પ્રમુખ કે.ન. કડકિયા, ૧૫ ઓગસ્ટના સમારોહ બેજોડ પાસે પ્રિન્સેસ સ્ટ્રીટ પર (જામભૂમિ : વિજય પોર્ટ)

કડકિયાએ કહ્યું હતું કે બજારમાં એવાવા દુકાણમાં મળતા નાના-મોટા ઇલેક્ટ્રિકલ કેબલના નિર્ગમન પોર્ટો ઇલેક્ટ્રિકલ માર્કેટ છે અને ગ્રીન ઇલેક્ટ્રિકલ કેબલના સ્થાને આ વર્ષે નાના કદના (૨૫ ડીએમ) કાગળના એવા બાસ પ્રિન્સેસ સ્ટ્રીટની ૧૫ ઓગસ્ટની ઉજવણીમાં મુંબઈના અને તેમાંથી મુંબઈના કે ડિપાર્ટમેન્ટ જવા ફૂલ છોડ ઉતારી શકાશે અને ડેડમાં ફૂલ છોડના બેજોડ મુકાયા હોવાથી એક તો ડેડની સ્થાનમાં નહીં

થાય અને છોડ ઉતારી એટલે પર્યાવરણને પણ ફાયદો થશે. એટલે ઇલેક્ટ્રિક કંપનીને આ બાસ ડિપાર્ટમેન્ટ ડેડ પેપર ડ્રાઈ છે. ઇલેક્ટ્રિક કંપનીમાં હાજર રહેનારા એસોસિયેશનના ૧૨૦૦ મેમ્બર્સ અને અન્ય લોકોએ એવા બાસ કિલો ગ્રીન ઇલેક્ટ્રિકલ કંપનીના ડેડ પેપર ડ્રાઈ કરીને આ ઝંડા એસોસિયેશન તરફથી વિતરિત કરવામાં આવશે જે ફેર લઇ શકાના. એ તેને ગ્રેટ માટીવાળી જગ્યામાં મુકાવી અનુકૂળતા ન હોય તો ગ્રીન ડિવર્સ આ ઝંડા પરત જ મા કરવાનારોએ પડે. પ્રિન્સેસ સ્ટ્રીટ

હું જતા અન્ય વેપારી સંગઠનો સાથે મળીને આગળ પધારીશ. એસોસિયેશનના વર્ષભરના કાર્યકર્તાઓ નાનકડા ઘાવવા પ્રયત્નરત કડકિયાએ જણાવ્યું હતું કે નિરુત્તમની અગત્યવાની મળવા વર્ષે અમે કોના વિનિયમ કડકિયા ઇલેક્ટ્રિક ઇન્ડસ્ટ્રી (વિરો) જાણકારી મેળવી હતી. આ વર્ષે અમે ઇમ્પ્રોવિઝેડ સોલ્યુશન પ્રીમિયર, પરંતુ અન્ય એક સરપ્રાઇઝ ૨૫-૨૬ ઓગસ્ટને કરવાના છે. એસોસિયેશન તરફથી ગુજરાતના આગેવાનો વિજયની સોશી ડિવિઝી લોન્ચીંગ સરકાર વચ્ચેના પાર્ટનરશીપ પ્રોગ્રામ 'સ્ટેન્ડ ઓફ યુનિટી'ની મુલાકાતે પણ જવાના છે. આ ટુર્નીકાઈસ્ટ કરવા ક સમયે મેળવે તેવાદ વચ્ચે અને હજુ મહાન વેઈટલિંગના રાખવા સંજોગો છે. આ ટુર્નામેન્ટ એટમાં આજ-જા કરીએ તેથી એક્ટીવિઝમ અને ઇલેક્ટ્રિકલ કાર્ય અને મેલોડીયનની એકતા મળી શકે.

પર્યાવરણનો સંદેશો આપતો તિરંગો



લોહાર સાથમાં ફાલગેલી મુંબઈની ઇલેક્ટ્રિક માર્કેટમાં સ્વાતંત્રતા દિનની પૂર્વસંધ્યાએ બુધવારે ઇલેક્ટ્રિક માર્કેટ એસોસિયેશન (ઇમા) દ્વારા વેપારીઓને પર્યાવરણ રક્ષાના સંદેશો સાથે વિશિષ્ટ પ્રકારના સાપ્તઘ્વ વિતરિત કરાયા હતા. રમેન્ડર ઇલેક્ટ્રિક કંપનીએ ખાસ ડિઝાઇન કરેલા ૨*૩ ઇંચના કાગળના બનેલા આ ટચૂકડા ઝંડામાં મેરીગોલ્ડ અને ડિઝાઇન વેવા ફૂલછોડનાં બીજ છે. ફૂડા કે માટીવાળી જગ્યામાં મૂકી દેવાથી ફૂલછોડ ઊગશે, આનાથી એક તો ઝંડાની અવમાનના નહીં થાય અને છોડ ઊગશે એટલે પર્યાવરણને પણ ફાયદો થશે. ઇમાના પ્રમુખ કે.ન. કડકિયાએ એસોસિયેશનના હોદ્દામાં આયોજિત કાર્યક્રમમાં એલટી માર્ગ પોલીસ સ્ટેશનના સિનિયર ઇન્સ્પેક્ટર દીપક બિગમને આવી પહેલો ઝંડો યુનિફોર્મના શર્ટ પર લગાવ્યો હતો

ઇલેક્ટ્રિક બજારમાં કરંટ નથી

ઇલેક્ટ્રિક બજાર પર જણાઇ રહી છે. ઇલેક્ટ્રિક માર્કેટ એસોસિયેશન (ઇમા)ના પ્રમુખ કે.ન. કડકિયાએ જણાવ્યું હતું કે ઓટોમોબાઇલ અને બિલ્ડિંગ કન્સ્ટ્રક્શન જેવા ઇન્ફ્રાસ્ટ્રક્ચર બેઝે જોરદાર સ્વો ડ્રાઇન છે. નોટબંધી અને જીએસટીની સિસ્ટમમાં ઉઘોગો ગોઠવાય એ પહેલા વૈશ્વિક મંદીનો દોર શરૂ થતાં તેની અસર ભારતીય બજારમાં થઇ છે. કડકિયાએ કહ્યું હતું કે એક ઇન્ડસ્ટ્રીમાં તકલીફ હોય તેની અસર અન્ય ઇન્ડસ્ટ્રી પર પડતી હોય છે. તેમણે ઉદાહરણ આપ્યું હતું કે કન્સ્ટ્રક્શન બેઝે રેરાના કાયદાના કારણે કેટલાય બીલ્ડરો અટવાયા અને તેમના પ્રોજેક્ટ ટપ થયા. નવા પ્રોજેક્ટમાં ઇલેક્ટ્રિકનો સામાન જતો અટકી ગયો. બજારમાં ખાસ તો નાણાબીડ છે. સેલ ન હોવાથી રોશન અટકી પડ્યું છે. સરકારની ઉઘોગ સરબીકરણ નીતિના પગલે ઓક્ટોબરની વિદાય થઇ અને જીએસટીથી કર ચૂકવણી સરળ થઇ પરંતુ નાના વેપારીઓ અને રિટેલરોને સેલ ન હોય તો ડીલરો અને મેન્યુફેક્ચરરો પર તેની અસર થાય છે. કેટલાય ઉઘોગપતિઓની લોનોની યુગવણી ન થતાં બેન્કો પણ નુકસાન આપવા જલદી રાજી નથી. માર્કેટમાં નાણાનો ફ્લો જ અટકી ગયો છે, આની અસર રોજગારી પર પણ થઇ છે. હવે સરકાર કોઇ નવી નીતિ કે છૂટછાટો આપે તેની રાહમાં અમારી માર્કેટ પણ છે. હાલમાં ઇલેક્ટ્રિક માર્કેટમાં કરંટ નથી.

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	₹ 6,000/-
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
1	Premium Position Advt. on Home Page	₹ 1,10,000/-
2	Big Banner Advt. on Home Page	₹ 60,000/-
3	Small Banner Advt. on Home Page	₹ 17,000/-
4	Prime Just Click Sponsorships	₹ 60,000/-
5	Small Banner Just Click Home Page	₹ 10,000/-

NO.	CATEGORIES	PRICE
6	Category Sponsorship	₹ 7,500/-
7	Banner Advt. on Just Click	₹ 1,500/-
8	Company Listing on Just Click	₹ 1,500/-
9	Scrolling Logo on Home Page Bottom	₹ 1,000/-
10	Price List on Just Click	₹ 1,000/-

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	₹ 1,25,000
12	Inside Back Full Page	₹ 1,00,000
13	Back Cover	₹ 2,00,000
14	Plastic Folder (Front & Back)	₹ 2,50,000



PLEASE NOTE :

Non-Members will be charged 20% extra on all the above tariffs.

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

FEEDBACK FORM

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 ☐

Sometime Late ☐

Often Late ☐

Not Receiving ☐

3 Do you get Bi-Monthly Journal on time?

On Time ☐

Sometime Late ☐

Often Late ☐

Not Receiving ☐

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

Very Interesting ☐

Not so Interesting ☐

Not at all interesting ☐

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

Yes ☐

No ☐

Both ☐

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

Very effective ☐

Not so effective ☐

Not at all effective ☐

7 What initiative should EMA take for betterment of Members?

Any other suggestions? _____

**Fill and send this form with company rubber stamp & signature within
one month to avail free gift from EMA office.**

Stamp & Signature

Your's Truly,

Mr. Prashant Parikh / Mr. Nirmohi Shah

Certificate No.: QMS/DAS18/A0278



Certificate of Registration

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ISO 9001:2015

Scope of Certification

"Safeguarding the 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"

Initial Registration Date : 07-04-2018

Surveillance 2 Audit Date : 07-03-2020

Issue Date : 02-04-2019

*Expiry Date : 06-04-2020

Validity Date : 06-04-2021

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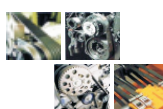
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