

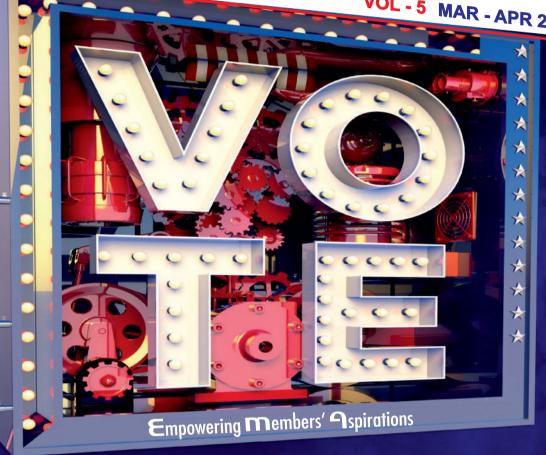
Electric Merchants' ociation

(ISO 9001:2015)

Shreeji Bhuvan, 2ndFloor,R.No.7&12,EMAChowk,51-Mangaldas Lane,Lohar Chawl,Mumbai-400002 Phone:22060625, 22088141, TalkFree: *202/*203

Email:emamub@gmail.com | Website:www.emamumbai.com

VOL - 5 MAR - APR 2019



THE ENGINE OF Freedom & Democracy REQUIRES YOUR PARTICIPATION

Upcoming Events



29th April 1st-7th June



3rd June Distribution of Notebooks to Staff of **Members**

27th June

27th June **LAUNCH**

27th June



PLUTO FLAMEPROOF CONTROLS

Bussmann

NIKUNJ N. SHAH Call: 9820329301

by FATON























CITROEN SWITCHGEARS PVT. LTD.

147, Tavawala Building, Room No. 2, 1st Floor, Lohar Chawl, Mumbai - 400 002.

Tel/Fax: 6633 1994, 4022 3446

E-mail: citroenswg@gmail.com • **Website:** www.citroenswitchgears.com

PUBLISHED BY



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The Electric Merchants' Association

Shreeji Bhuvan, 2nd Floor, R.No.7 & 12, EMA Chowk,

51-Mangaldas Lane, Lohar Chawl, Mumbai - 400002

Phone:22060625, Telefax: 22088141, Talk Free: *202/*203

Email:emamub@gmail.com | Website:www.emamumbai.com

BANK DETAILS

Bank Name: Union Bank of India

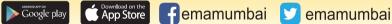
A/CNo.: 319102010077272 | Branch: Princess Street & IFSC Code : UBIN0531910



+91 7700065111









AFFILIATION









Certified Organisation



OFFICE BEARERS

President

Mr. Niren K. Dharia R.K. Engineering Pvt Ltd

Vice President

Mr. Ketan R. Kadakia International Trading Corporation

Hon. Secretary

Mr. Prashant S. Parikh Apex Services

Hon. Secretary

Mr. Nirmohi R. Shah Nirmohi International Enterprises

Hon. Treasurer

Mr. Shital C. Khakhar Shiv Shakti Enterprises

Jt. Hon, Treasurer

Mr. Ameet N. Shah Shah Electric Enterprise

Ex - Officio

Mr. Nishel D. Shah XL Electrical

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FROM THE DESK OF PRESIDENT



Permanence, Perseverance and Persistence in spite of all obstacles, discouragements, and impossibilities: It is this, which in all things distinguishes the strong soul from the weak.

Niren K. Dharia (B.E)
President

Dear Members,

I hope that the content and the articles covered under this bi-monthly journal is of importance and useful to you. I request you to please send your valued feedback to us for improving the content to make it more resourceful and interesting.

My committee has interacted with other similar Association throughout the 2018-19 in getting useful information and data's to help EMA members and their wards under programs related to leadership and entrepreneurship. Interested members can also join our committee to attend such events in future.

I am indebted by the support of the members, past presidents, seniors and sponsors for their co-operation in fulfilling my vision of making EMA a brand to reckon with, not only within the electrical traders across Mumbai, but all across different Associations in Maharashtra and in some parts of India.

Next 45 days, India will witness the much awaited Loksabha election; where-in more than 1 billion people will exercise their right to vote to elect their next parliament. In the 70-odd years since India's independence, this will likely be the first election that seriously challenges the country's inclusive political culture. Implementation of significant reforms in recent years should alleviate transaction costs and improve the business environment. The government's reform efforts have led to a remarkable improvement in the World Bank's Ease of Doing Business ranking. Nevertheless, lingering difficulties in doing business remain including enforcing contracts, FDI inflows are also still lagging. We are all aware this activity will be interestingly watched not only in India but world across for the future reforms and investments.

Industrial Production in India was expected to be 4.80 percent by the end of the first quarter, according to Trading Economics global macro models and analysts' expectations. Looking forward, we estimate Industrial Production in India to stand at 5.00 in 12 months' time. In the long-term, the India Industrial Production is projected to trend around 6.50 percent in 2020, according to our econometric models. India's growth will be fuelled by the government initiatives of future Smart Cities.

Just a month ago, the ghastly attack on Indian paramilitary personnel in Pulwama took place. The act of killing others and oneself in the name of a cause has now couched itself amongst us and almost attained normality. In this new dastardly normal, the reaction too has been designated and sculpted into another series of violent acts — we call it vengeance. Whether or not we are physically engaged in the violence, every one of us deliberately articulates and espouses the sentiment. We the EMA members stand with the families of the martyrs who lost their life in this coward attack.

EMA, thanks to all the advertisers and the support from the publication committee has come up with sleek **Executive Diary**, which will be circulated to all members in the 2^{nd} week of April 2019. Hopefully members would be thrilled to receive the same. EMA will also launch its **NEW TELEPHONE DIRECTORY 2019** at 82^{nd} AGM to be held in the last week of June 2019. Again I extend sincere gratitude to all the advertisers and Committee of Telephone directory for their hard work.

The application form for the New Managing Committee for the year 2019-20 will be issued in the first week of the June 2019 and I request interested members, who would like to work for the betterment of EMA to take the opportunity to serve 81 year old institution.

EMA POLICY, VISION & OBJECTIVES

Policy

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Your Voice, Your Choice - VOTE 2019

Your Choice - VOTE 2019

Your Voice, Your Choice - VOTE 2019

Voice, Your Choice - VOTE 2019

We at EMA are 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 system.

Vision

1.To become a one stop solution for the members to resolve all their business related issues.

Your Voice , Your Choice - VOTE 2019

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

1. Provided a meeting place for conferences, 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, wholesalers 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 interests of the Association and its members.

To elevate standard of business, moral and to 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 Organize in a calendar year at least one:-
- Excursions
- Factory Visit
- Social family gathering
- · Sports event
- · Medical seminars
- · Medical Camp for members and staff.
- · Technical seminar
- · Taxation Seminar

To acquire, verify and circulate relevant notifications issued by regulatory authorities among the members within two weeks of the 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 purposes twice a year.

To increase number of members by 5% over previous year.

To increase revenue of EMA by 5% over previous year.

To keep dependency on EMA funds zero percent all the time.

To establish, equip and maintain a library for the benefit of the members by the March 2018 at EMA office.





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Novatek Electro Engineers Pvt. Ltd.

National Distributors For Schneider Electric India P. Ltd.

Schneider Electric









Head Office:

306, Prathamesh Tower , B-Wing , Senapati Bapat Marg , Lower Parel , Mumbai - 400 013.

Tel.: (+91-22) 49711307

Admin. Office:

A-1, Unit No. 350, Shah & Nahar Induatrial Estate, S.J. Marg, Lower Parel (W), Mumbai - 400 013.

Tel.: (+91-22) 2491 2634 / 2941 2635 / 2494 2080

E-mail: sales.mumbai@novatek.net.in / operations.mumbai@novatek.net.in

BRANCHES:

Bangalore | Chennai | Hyderabad | Kolkata

















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Choice

ACTIVITIES 2018-19 & FEEDBACK

Activities held during the year April 2018-March 2019

EMA Managing Committee thanked each and every member for the enormous support and co-operation for helping to carry out eventful activities throughout the year. Following are the list of activities held during last 12 months ending March 31st 2019.

Year 2018

April 12 Visit to Vashi Electricals Pvt Ltd, Bhiwandi June 15th and 17th Movie Race 3 at Kandivali and Mumbai

Motivational Speech by Mr. Gopalji Kabra on Brand Image of one's own company June 26

June 26 81st AGM and Installation of 75th President at Garware Club House July 14 Free Medical check-up camp with Saarthi Foundation at EMA Hall

August 15th and 17th Movie Gold at Kandivali and Mumbai Seminar on MSME at EMA Hall September 29 October 5 Industrial Visit to Siemens, Kalwa October 11th and 12th Free Eye Check-up Camp at Lohar Chawl

October 22nd to 29th International Visits to South Korea October 10th to 18th Navratri Festival at JVPD grounds, Juhu.

November 14 New Year Get together at Birla Matushri Sabhagar November 25 Medical Seminar at Nanavati Hospital, Vile Parle November 28 Festival Cricket Match at Police Gymkhana December 11 Awareness Seminar on MRP at EMA Hall

December 19 82nd Half Yearly AGM

Year 2019

January 7th to 11th 2nd Corporate Cricket Tournament at PJ Hindu and Police Gymkhana

February 4th to 6th Distribuelec Exhibition 2019 at BSE, Goregoan February 16th Musical Event for Members' Staff at Birla Sabhagar

February 16th Candle March for Martyrs of Pulwama, Kashmir at Lohar Chawl

February 28th-March 5th 24th Picnic to Sasangir and Diu

We are extremely grateful to all the members for helping us to give valuable feedback for the events held till date. Following are some of the events, EMA committee has received feedbacks.

81ST AGM held at Garware Club house on 26thJune 2018 (Members attended 250)

Do you feel protected being a member of EMA? Yes 90%

Do you get relevant information from EMA on time? Yes 85%

Do you get Monthly Circulars on time? Yes 95%

Do you get monthly circulars informative and interesting? Yes 90%

Would you like to support EMA's green initiative for circulars through E-Mail? Yes 75%

How effective EMA is in resolving Members disputes & grievances? Yes 85%

Siemens Factory Visit—Kalwa (Thane) - 5th October-2018 (Members attended 116)

How do you rate the preparedness of the EMA committee for Technical visit? Excellent 90%

How was the arrangement done by the committee during the journey? Excellent 95%

How do you evaluate your overall Industrial visit? Excellent 95%

What was your satisfaction level after Industrial visit? Satisfied 90%

How often EMA should organise such technical visits? Regularly 100%

Do you find monthly circulars informative and interesting? Yes 95%

Were all your questions answered during the visit Siemens Factory-Kalwa? Yes 90%

Medical Seminar held at Nanavati on 25th November 2018 (Members attended 150)

Did you think venue was appropriate? Excellent 95%

Did you receive all the information you required at the venue? Yes 90%

Did the public address system audible? Yes 95%

How do you rate the speakers (Doctors)? Excellent 95%

How do you rate the quality of the food served? Excellent 95%

Was all your queries answered by the doctors? Yes 90%

Would you like attend such events in future? Yes 95%

MRP Awareness Seminar. DT:-11.12.2018 @ EMA Hall 4.00 pm (Members attended 70)

How do you rate the preparedness of the EMA committee for MRP Awareness Seminar? Good 90%

How was the arrangement done by the committee during the Seminar? Excellent 92%

How do you evaluate the Seminar? Good 85%

What was your satisfaction level after the MRP Seminar? Good 88%

How often EMA should organise such Seminars? Regular 90%

Were all your questions answered during the Seminar? Yes 90%

Annual Picnic. DT:-28th Feb-19 to 5th March-19 (Members attended 84)

How do you rate Picnic Spot selected by picnic committee? Excellent 99%

Was the mode of Transport Selected comfortable? Satisfactory 90%

How do you rate the quality of food served during the picnic? Excellent 97% How do you rate the selection of the hotel both Fern Gir Resort & Radhika Beach Resort? Excellent 95%.

How do you rate the quality of Entertainment during the picnic? Good 85%

Do you think the enrolment fee was justified by the facilities given on the tour? Agreed 90%

Overall how do you rate this event? Excellent 90%



AUTHORISED STOCKIST

Sikhar Industrial Supplier

L&T SWITCHGEAR

SAFE & SURE

20, Lawyer Chamber, Picket Cross Road, Opp. Kapol

Bank, Lohar Chawl, Mumbai: 400 002. Tel: 022 40059088, 39567968/978.

Mobile: 9137756512

Email: sikhar2010@yahoo.com

<u>info@sikharindustrial.com</u> Website: <u>www.sikharindustrial.com</u>



Vvf Ac Drive



FN Switches



Mk1 Starter



Rotary switches



Electronic Timer



Contactors















The Electric Merchants' Association

Room No. 7 & 12, 2nd Floor, Shreeji Bhuvan, 51, Mangaldas Lane, EMA Chowk, Lohar Chawl, Mumbai - 400 002 Tel.: 022-2206 0625 / 2208 8141 | Email: emamub@gmail.com | Web: www.emamumbai.com

ANNUAL EVENT 2018-19

Event Partner M/s Sikhar Industrial Supplier

EMA president, Programme Committee and the Managing Committee invites you, your family and friends to celebrate new financial year 2019-20

HOST: SHRI BAGADARWARMAL JAIN

(Founder of Sikhar Industrial Supplier and Nylon Group)



DATE: SATURDAY, 27TH APRIL 2019.

Venue: Y. B. Chavan Auditorium, Near Sachivalaya Gymkhana,
Opp. Mantralaya, Nariman Point, Mumbai - 400 021.

Dinner: 6.30pm to 8.00pm | Programme: 8.15pm onwards

REGISTRATION CHARGES: FOR MEMBERS (MAX 2 PASS) @ RS. 350.00 EACH

GUEST (MAX 2 PASS) @ RS. 500.00 EACH | Please Note. : Charges are inclusive of 18%GST

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| NAME OF THE FIRM: | |
|--|--------------------|
| CONTACT DETAILS: LAND LINE / INTERCOM NO | |
| MOBILE NO Total No. of F | Passes required: |
| Member Pass: Rs. 350 x = Guest Pass: Rs. 500 x | |
| Total Cash/Cheque: | Affix Rubber stamp |

Collection Centre:

Centre No 1: EMA off, 2nd Fl, Shreeji Bhuvan, Mangaldas Lane, EMA Chowk, Lohar Chawl, Mumbai - 2. • Tel. 22088141 / 22060625 Centre No 2: M/s. Shah Electric Enterprise, 167-C, Akurli Industrial Estate, Akurli Road, Mumbai - 101, Contact No. 28874514

Sd/-

Mr. Prashant Parikh / Mr. Nirmohi Shah Hon, Secretaries



CYBER SECURITY

What are cyber security and its importance?

Cyber security or information technology security are the techniques of protecting computers, networks, programs and data from unauthorized access or attacks that are aimed for exploitation. ... Network security includes activities to protect the usability, reliability, integrity and safety of the network

Topics covered include:-

- ü Social Media frauds
- ü How to use social media in a secured manner
- ü Password security
- **Email security** ü
- ü Safe browsing
- ü Mobile hacking & security
- ü Wi-fi security
- Data backup ü
- ü PC/laptop security

Faculty Profile:-

Our trainers are Cyber Crime Investigators & also Certified Ethical Hackers. They have served as security experts across numerous Public, Private and Government institutions.

They have also provided trainings and consultancy to various cyber cell departments

Since past few years, they have been successfully conducting various seminars & workshops across numerous Schools, Colleges, and various chartered accountants study circle meetings, Rotary clubs, hospitals & even government depts.

Booking Opens 1st June, 2019

Thur, 27th June, 2019 Date:

Venue: Garware Club House,

Wankhade Stadium,

Churchgate Mum -20

Time: 5.00pm onwards

Enrollment Fees: ₹200 for Member

₹300 for Guest

* Fees inclusive of GST



REGISTRATION SLIP

NAME: 1) 2)

NAME OF THE FIRM: CONTACT DETAILS: MOB: 1) ______ MOB: 2) ____

Member Pass: Rs. 200 x ____ = ___ Guest Pass: Rs. 300 x ___ =

Total Cash/Cheque: ____

Affix Rubber stamp

Collection Centre:

Total No. of Passes:

Centre No 1: EMA off, 2nd Fl, Shreeji Bhuvan, Mangaldas Lane, EMA Chowk, Lohar Chawl, Mumbai - 2. • Tel. 22088141 / 22060625

Centre No 2: M/s. Shah Electric Enterprise, 167-C, Akurli Industrial Estate, Akurli Road, Mumbai - 101, Contact No. 28874514

SD/-



Choice

Voice, Your

Your Voice, Your Choice - VOTE 2019

Choice - VOTE 2019

Voice, Your

Choice - VOTE 2019

, Your

Voice, Your Choice - VOTE 2019

Your

Choice - VOTE 2019

EMA ELECTION 2019-2020

NOTICE UNDER RULE 25 (C) INVITING NOMINATION FORMS FOR ELECTION OF THE PRESIDENT AND TWELVE MEMBERS OF THE MANAGING COMMITTEE FOR THE YEAR 2019-2020

This is to hereby inform all the members that the Nomination form for the post of President and 12 Membersof Managing Committee will be issued from Saturday, 1st June 2019. Members please take note that only local members would be eligible to contest election. Election shall be held only in the event of the Association receiving more valid nomination forms than are required. Such nomination form will be issued from 1st June 2019. (If 1st June happens to be a Sunday or Public Holiday then they will be issued from the previous working day.)

ELIGIBILITY

The Proprietor/Partner/Director/Manager or the Principal Officer of the Member - Firm, whose name appears as an authorized nominee in the Register of Members of The Association, as on 31st March, 2019 is eligible to contest the above election [Rule 25 (b)]. A Member contesting for the president is NOT entitled to contest for the Membership of the Managing Committee.

NOMINATION FORMS

The Authorized Nominee of the Member-firms who wish to contest the election are requested to obtain a prescribed nomination form from the EMA's Office, available from Saturday, 1st June 2019 during office hours, against awritten request on the firm's letter head, indicating clearly if they wish to contest for the post of the President or the Membership of the Managing Committee. These nomination forms duly completed in all respect and signed by the intending contestant, proposer and two seconders, must be deposited in the box provided at the EMA's office from 1 st June 2019 to 7thJune 2019. The nomination forms must be deposited on or before 5.00 P.M.on the last date i.e. Friday 7th June 2019, after which the box will be sealed by the Scrutinizers. (LATE ENTRIES WILL NOT BE ACCEPTED).

Please note that the contestant, the proposer and the two seconders must be the authorized nominees of the Memberfirms, whose names are listed in the register of Members maintained in the EMA's Office. Further, necessary rubber stamps must be affixed for signature and addresses of the contestant / proposer/seconders. In their own interest, the contestants are requested to carefully read and follow the instructions printed in the Nomination Forms before completing / depositing it in the box.

WITHDRAWALS

If any of the contesting candidate wishes to withdraw from the Election he/she shall inform the Hon. Secretary of the association in writing on or before 12th June 2019. To facilitate the intending contestant, nomination cards of the authorized nominee of the Member Firms are available for inspection up to 31st May 2019 in the EMA's Office up to 5.00 p.m.

EMA ELECTION 1 st June - 7th June

RULES

MANAGING COMMITTEE:

The Managing Committee shall consist of:

President, Ex-Officio, 12 Members duly elected and 3 Co-opted Members, making a total of 17.

WHO IS ELIGIBLE TO CONTEST FOR ELECTION?;

- 1.A Member shall have no right to contest for any position unless he has paid the Annual subscription fees, for the current
- 2.Proprietor/Partner/Director/Manager or Principal Officer (Manager or Principal Officer shall be person who is holding valid general power of attorney to operate Bank Account of the Firm), whose name appears as an authorized Nominee of the Member-firm in the Register of the Association as on 31st March 2019, will be eligible to contest the election of the Managing Committee.
- 3.A Member who has completed at least 3 years as an elected Managing Committee Member, having worked as an Office Bearers for a minimum period of one year or Past president is eligible for President Ship.
- 4.A Member who contests for the President ship is not entitled to contest for the Membership of the Managing Committee.
- 5.A Member contesting for Managing Committee seat should be a Member of the EMA for the minimum period of 2
- 6.Members are requested to check their official address registered with EMA office. If address differ, member's form will liable to be rejected.



Your Voice, Your

- VOTE 2019

WITHDRAWALS

If any of the Contesting Candidate wishes to withdraw from the election, he shall inform the Hon. Secretary in writing on or before 12th June 2019.

EXAMPLE OF AN AUTHORIZED NOMINEE:

Example of an Authorized Nominee for purpose of proposing and seconding is as follows:-

"Suppose a Member-Firm consists of Partners or Directors, viz. A.B.C. etc. and firm has nominated 'A' as their authorized nominee to represent their firm at the Association, the signature of 'A' only will be considered valid for the purpose of proposing or seconding. The signature of other Partners or Directors will not be valid for this purpose.

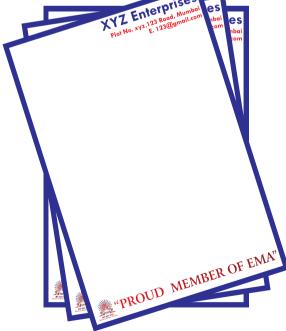
If Manager or the Principal Officer of the firm is appointed as the Authorized Nominee of the firm, his/her signature will be valid for the purpose of proposing or seconding".

> Sd/-Shri.Prashant Parikh/Shri.Nirmohi Shah Hon. Secretaries

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 CERTIFICATE 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 clarifications, feel free to contact office bearers of The Electric Merchants' Association.



Your Voice, Your

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Your Voice, Your

2019

, Your Choice - VOTE

Your Voice, Your Choice - VOTE 2019

Your Choice - VOTE 2019

FREE DISTRIBUTION OF NOTE BOOKS TO STAFF OF EMA MEMBERS

All these years, EMA welfare committee has been working tirelessly for the activities related to the staff of EMA members, not only in organising Medical camps and Musical events, but also serving their children's needs for books. To achieve this goals, we sincerely thank each and every sponsor in past for supporting this initiatives.

This year, M/s. SELEC CONTROLS PVT. LTD. has agreed to be partner with EMA to distribute one dozen free note books to each staff of EMA members. (Maximum two dozen note books for each member to be divided between their staff)

We extend sincere gratitude to Mr. Samir Kaji, the founder and owner of Selec Controls Pvt Ltd, for his noble gesture. He has led the company to become one of the well-known brands in India in the field of Industrial Measurements and Controls. Selec has its sales subsidiaries in Europe and USA and exports to over 60 countries.

Selec operates in the fields of Electrical meters & Current transformers, Monitoring & time relays, Temperature and Process control, and PLC/HMI products. Selec is best known for innovation and the excellent value its products give

It manufactures around two million products a year, with highly automated processes, in an area spanning 50,000 sq. ft. at its Ultra-Modern facility at Rabale. Currently leading the company through an exciting phase of very high growth, increasing its presence in Indian as well as international markets.

Achievements:-

- · Global Channel Partners, spread over 60+ countries
- · Over 200 distributors in India
- · Sales Subsidiaries in USA, Germany
- · ISO 9001: 2015 certified since 2004
- CE certification (EMC and Low Voltage Directive)
- · RoHS Compliance
- · UL Certified Product

EMA is grateful to Mr. Girish Patel of M/s. Sentinel Electric Co. for being instrumental in getting SELEC on the board.

Distribution Starts

From: 3rd June, 2019.

2.00pm onwards

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| Name of the Registration Firm : | | |
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| Contact No. of the Firm : | | |
| Name of the Staff 1 : | Mobile no | |
| Name of the Student : | | |
| Name of the Staff 2 : | Mobile no | |
| Name of the Student : | | |

Collection Center:

- 1) EMA Office : 2nd Floor, Room No. 7 A, Shreeji Bhuvan , EMA Chowk, Mangaldas lane, Lohar Chawl , Mum
- 2) Kandivali: Shah Electric Enterprise, Unit No. 167/C, Akurli Industrial Estate, Akurli Road,Kandivali (E), Mumbai - 400 101

Please Note:

Staff has to provide Photocopy of Latest Marksheets of their children.

Rubber stamp of the Firm:





Sd/-Shri.Prashant Parikh/ Shri.Nirmohi Shah Hon. Secretaries



86751243

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Energy

Ammeter







Analog

VAF

Meters

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Your Voice, Your Choice - VOTE 2019

Voice, Your Choice - VOTE 2019

LAUNCH OF TELEPHONE DIRECTORY

One of the major event in the Association is the launching of the new Telephone Directory. This is eagerly awaited as this comes with the updated details of members and their profiles. Traditionally, we at EMA, have been privileged that every such launch in the past has been done by our esteemed Past Presidents.





Venue - Garware Club House Time: 7.30pm onwards

We are happy to announce that the next launch will also be done by one of our esteemed past Presidents, Shri Yogeshbhai R. Dharia of M/s Crescent Electricals. Mr. Dharia, who has been closely associated with us on various taxation and labour issues and has been serving as the Taxation Chairman for many years. He has been very helpful to members on labour disputes and has intelligently represented the association on issues pertaining to the authorities.

We are indeed proud to have his consent.

SD/-Mr. Prashant Parikh / Mr. Nirmohi Shah Hon. Secretaries

Phone No.: 2209 0169

3956 7434 3956 7634

Talk Free : *434 * 634

E-mail: mahek.sigma@gmail.com

OVER HEAD WIRE CLIP

5,10,15,20,30 meter Length





Bus Bar Chamber

Main Switch

Change Over Switch



Your Voice, Your Choice - VOTE 20

Your Voice, Your Choice - VOTE 2019

Voice, Your Choice - VOTE 2019

E-WAY BILL SYSTEM



Forthcoming changes in E-Waybill system

(Date: 25-03-2019)

1. Auto calculation of route distance based on PIN code for generation of EWB

Now, E-waybill system is being enabled to auto calculate the route distance for movement of goods, based on the Postal PIN codes of source and destination locations. That is, the e-waybill system will calculate and display the actual distance between the supplier and recipient addresses. User is allowed to enter the actual distance as per his movement of goods. However, it will be limited to 10% more than the displayed distance for entry. That is, if the system has displayed the distance between Place A and B, based on the PIN codes, as 655 KMs, then the user can enter the actual distance up to 720KMs (655KMs + 65KMs). In case, the source PIN and destination PIN are same, the user can enter up to a maximum of 100KMs only. If the PIN entered is incorrect, the system would alert the user as INVALID PIN CODE. However, he can continue entering the distance. Further, these e-waybills having INVALID PIN codes are flagged for review by the department.

Route distance calculation between source and destination uses the data from various electronic sources. This data employs various attributes, for example: road class, direction of travel, average speed, traffic data etc. These attributes are picked up from traffic that is on National highways, state highways, expressways, district highways as well as main roads inside the cities. A proprietary logic is then used for approximating the distance between two postal pin codes. The distance thus derived is then provided as the motorable distance at that point of time.

2. Blocking of generation of multiple E-Way Bills on one Invoice/document

Based on the representation received by the transporters, the government has decided not to allow generation of multiple e-way bills based on one invoice, by any party - consignor, consignee and transporter. That is, once E-way Bill is generated with an invoice number, then none of the parties - consignor, consignee or transporter - can generate the E-Way Bill with the same invoice number. One Invoice, One E-way Bill policy is followed. The change will come in the next version.

3. Extension of E-Way Bill in case Consignment is in Transit

The transporters had represented to incorporate the provision to extend the E-way Bill, when the goods are in transit. The transit means the goods could be on Road or in Warehouse. This facility is being incorporated in the next version for the extension of E-way Bill.

During the extension of the e-way bill, the user is prompted to answer whether the Consignment is in Transit or in Movement. On selection of In Transit, the address details of the transit place need to be provided. On selection of In Movement the system will prompt the user

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E-WAY BILL SYSTEM

to enter the Place and Vehicle details from where the extension is required. In both these scenarios, the destination PIN will be considered from the PART-A of the E-way Bill for calculation of distance for movement and validity date. Route distance will be calculated as explained above.

4. Blocking of Interstate Transactions for Composition dealers

As per the GST Act, the composition tax payers are not supposed to do Interstate transactions. Hence next version will not allow generation of e-way bill for inter-state movement, if the supplier is composition tax payer. Also, the supplies of composition tax payers will not be allowed to enter any of the taxes under CGST or SGST for intrastate transactions. In case of Composition tax payer, document type of Tax Invoice will not be enabled.

Various changes under Income-tax law applicable from April 1, 2019.*

1. *Section 87A rebate*

The amount of tax rebate under Section 87A has been increased from Rs. 2,500 to Rs. 12,500. Further, it shall be available to a resident individual whose total income does not exceed Rs.5,00,000.

2. *Standard deduction from salary*

The limit of standard deduction for the salaried class taxpayers has been increased from Rs. 40,000 to Rs. 50,000.

3. *No deemed rental income on having two residential house properties*

If an individual owns more than one self-occupied house property then only one house property as per his choice is treated as self-occupied and its annual value is computed as nil. The other house property is deemed to be let-out as per section 23 and a notional rent is computed and charged to tax under the head 'Income from House Property'.

Section 23 has been amended with effect from 1/4/2019 to provide relief to the taxpayers by allowing them an option to claim nil annual value in respect of any two houses declared as self-occupied.

Though from F.Y. 2019-20, an assesse can claim annual value as nil in respect of two-self occupied house properties. However, there is no change in aggregate limit for deduction in respect of interest on housing loan. The aggregate deduction for interest on housing loan for both houses cannot exceed Rs. 30000 or Rs. 2,00,000.

4. *Section 54 relief extended to 2 residential houses*

Any long-term capital gains, arising to an Individual or HUF, from the sale of residential house property is exempted to the extent such capital gains are invested in another residential house property. The taxpayer is allowed to invest only in one residential house in India to claim section 54 relief. From financial Year 2019-20, an assessee shall be able to claim exemption under section 54 even if he invests in two residential houses in India. However, this benefit shall be available where the amount of the capital gain does not exceed two crore rupees. Further, if the assessee exercises this option, he shall not be subsequently entitled to exercise the option for the same or any other assessment year, i.e., the assessee can exercise this option only once in a lifetime.

5. *TDS on interest income*

Section 194A deals with deduction of TDS on interest income other than interest on securities like interest on Fixed Deposits. Section 194A has been amended to ease the burden of compliance by way of increasing the threshold limit from Rs. 10,000 to Rs. 40,000 for deduction of tax at source on interest income, other than interest on securities, paid by a banking company, cooperative society or a post office

6. *TDS on rental income*

The threshold limit for deduction of tax at source under section 194-I on rental income has been increased from Rs. 1,80,000 to Rs. 2,40,000.

7. *Amendment to DTAA with Singapore and Mauritius*

Protocols with Mauritius and Singapore were signed in year 2016 to tax capital gains. The protocol gave India the right to tax capital gains on transfer of shares of an Indian Company acquired on or after 1 April, 2017. Up to March 31, 2019 tax rates on capital gains is charged at 50% of the prevailing domestic rates. With effect from April 1, 2019 capital gains shall be charged at full domestic tax rates.

ANNUAL MEMBERSHIP RENEWAL 2019-20

Dear Members,

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EMA Managing Committee acknowledges your contribution to the Association as an esteemed member. We value your contribution to EMA and agree that strength of any organisation lies in its membership. EMA has been rendering quality service to members from time to time and are sure that you also must have experienceed the same, during your continued membership with EMA. We are sure that your experience with EMA must have helped you to foster better relations with fellow members, apart from getting important information through bi-monthly journals. Your active participation in activities and suggestions will help EMA to improve for the betterment of Industry and trade.

The new financial year for EMA will start from 1st April 2019 and also the renewal fee for the Annual membership. We request yourself to send the renewal amount of Rs. 2950=00 (Rs. 2500=00 + 18% GST) to EMA office or do NEFT. We sincerely hope that your participation as a member will help EMA to become stronger and more vibrant.

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ACHIEVEMENT

We at EMA are Proud to inform that the granddaughter of Prakash Singh (M/s. Prakash Electricals), Miss Resham Kaur was selected for 63rd Senior National Championships by National Rifle Association of India

Other Achievements of Resham Kaur in the year 2018.

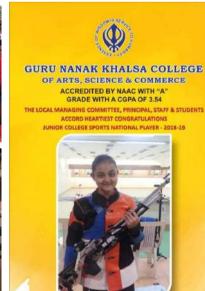
- 1) DSO Mumbai City (Mumbai)- Silver.
- 2) DSO Zonals/Divisions (Karnala Panvel)- Gold (Record score 396 out of 400).
- 3) State Championship (Kolhapur)- Gold.
- 4) 64th SGFI National Championships (Indore M.P)- Gold (Team) & Bronze (Individual).











RESHAM KAUR KEWALRAMANI 10 mts AIR RIFLE SHOOTING PEEP SIGHT

- In 64" SGFI DSO Nationals (Indore) TEAM GOLD MEDAL AND
- INDIVIDUAL SILVER MEDAL (score 394).
- IN DSO STATE level (Kolhapur) GOLD MEDAL (score 391). In DSO Zonal (Karnal, Panyel) GOLD MEDAL (score 396).
- In DSO Mumbai city SILVER MEDAL (score 406.7).
- 5) National Rifle Association of India Senior Nationals

& Hardeep Sir



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REPORT ON STAFF WELFARE EVENT (16th Feb)

The Staff Welfare & Programme Committee under the aegis of the Managing Committee, organized Staff Musical Nite for the staff of EMA members on 16th February at Birla Matushri Sabhagar. This year with the support of M/s. Surelock Plastics Pvt.Ltd, M/s Vashi Electricals Pvt. Ltd and M/s. Salzer Electronics Pvt. Ltd, EMA held a series of events, both for members and their staff.

In the 2nd week of October 2018, Medical & Welfare Committee organized a free eye-check up camp for members' staff, residents and workers of Lohar Chawl along with the personnel of LT Marg police station. Around fifty participants were detected with cataract and operated free of cost by Dr. Kulin Kothari. Thereafter on 25th November 2018, seminar on cancer, spine, diabetes and obesity was arranged for members & their families. This awareness program was well attended and appreciated by one and all.

EMA committee and members are grateful to event sponsors for their unconditional support in helping to organize events for economic weak section of society.

The third event of the welfare committee i.e Musical Gala Nite for Staff was very well attended where more than 1025 were present in the auditorium to enjoy the evening with singers Manoj Desai and Miss Soumya Verma.

Staff members started to assemble at the venue from 6.30pm onwards, well before the reporting time of 7.00pm. Prior to the musical nite, people enjoyed the delicious dinner which was served outside, in the auditorium compound. EMA salutes the discipline and decorum maintained by the staff during dinner.

The national anthem was followed by a two minutes silence for the soldiers who were martyred in the cowardly attack by terrorists in Pulwama, South Kashmir. The lead singers of the musical orchestra started the show by singing some popular patriotic songs, thereby paying a rich tribute to the martyrs.

During the glittering night, the audience enjoyed the music and dance and joined in the singing and dancing, when their popular numbers were played. These included some hits from Hindi, Marathi, Bhojpuri and Gujarati films. Fifteen lucky draw prizes including Bluetooth Speakers, Power Banks and Blue tooth headphones were announced and given away to the lucky winners.

The event came to an end with the rendering of,' Vande mataram', a song dedicated to the motherland. Due to the partial closure announced in the city, gifts could not be distributed at the venue. The participating staff members, who were absolutely thrilled by the efforts put by the Managing Committee, were requested to collect the same from EMA office after a couple of days.





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PICNIC TO GIR, SOMNATH & DIU (28th Feb - 6th Mar)

The Picnic & Technical Visit Committee, under the aegis of the Managing Committee, organized the 24th edition of this annual event, by organizing a trip to Sasan Gir, Somnath and Diu. It's been twenty four years since this event was revitalized. One of the important aspect of organizing such picnics is to allow members to interact with each other, thereby giving opportunity to bond with each other. For EMA, it helps to get valuable feedback of the activities, and eventually the new ideas.

This event has been successfully conducted for the past twenty four years, not only because of the hard work of the concerned committee but also because of the support and patronage of members and sponsors. These trips try to incorporate to some beautiful tourist centers along with a factory visit, wherever possible. A visit to a religious place within the vicinity is an added bonus. Last year apart from visiting the Golden Temple and Wagah border at Amritsar, members also visited the Great white factory at Haridwar. In short, the endeavor is to ensure a complete package to participating members.

The pilot trip taken by the committee assured that the best possible services and hotels were short listed for the trip. The result was that the trip was fully booked within a few days and around ninety members had enrolled by then. The touring party embarked from Bandra terminus on the 28th of February, assured of comfort, fun and leisure, covering four days of adventure and togetherness.

Early morning on the 1st March, members were served breakfast and tea at Surendranagar. On reaching Dhola, members left for Sasan Gir by bus and reached the destination in three hours' time. Hotel Fern Fir Resort at Gir is a luxurious four star property, beautifully built and located right at the edge of the core jungle, is very popular with both Indian and international adventure tourists. Covered with dense vegetation and surrounded by hills, it is very popular as a forest resort.

On the arrival at the Hotel Fern resort, members were served with sumptuous lunch. Apart from mouthwatering dishes, the ambience of the restaurant was superb. Spacious 20 Cottages and 8 villas were booked for the members.

Members assembled at 7pm in the lawns of the resort, where resort management had arranged a local tribal dance. Welcoming the members, President Mr. Niren Dharia requested all participants to introduce themselves along with their line of business. Chairman Mr. Nitin Gandhi thanked the members for their support and co-operation and requested them to extend the same support throughout and also the same for the next year which will the 25th trip in the current format. While the cultural event was getting ready Mr. Jatin Modi kept the members occupied with a game of housie.

Early morning on the 2nd of March, members boarded jeeps at 5.14 a.m. and left for the jungle safari, which was a three hour ride, covering 35 kms. The anticipation of sighting the famous Indian lion was high on everybody'd mind. The spirit of adventure that had made them travel so far, was now evident and expectations were high.

Gir National Park and Wildlife Sanctuary, now known as wildlife protected area, is a dense deciduous forest. It has innumerable species of various plants as well as animals. The vegetation of this place is rich because of presence of various favorable factors, such as several perennial rivers that flow through this area. It experiences all the three seasons. Rich biodiversity of this area makes it favorite spot for scientific study by biologists from all parts of the world. Teak trees dominate the Gir area. Nearly half of the forest is teak forest. Members were lucky to spot Asiatic Lions, chital, Nilgai, Sambar, four-horned antelope, chinkara and wild boar.

After a brief period of relaxation, members then left for the historic Somnath temple, which is around 42 kms from Sasan Gir. Here the committee had special arrangements for darshan and Aarti, thanks to the efforts of Mr. Mukesh Modi of International Indenting Corpn. Arrangements for a special light and sound were also made. This show depicted the entire history of the Somnath temple, starting from its origin to the present.

The Somnath temple, standing serenely at the tip of the paisley-shaped Kathiawar peninsula, is one of the most celebrated shrines of Shiva in India - in tradition, history and in the modern context. One of the twelve holy Jyotirlingas in India – the first named by Jagadguru Adi Shankaracharya in his famous Dwadashajyotirlinga Stotra – it has witnessed several eras of unimaginable riches and power since the Vedic era, interspersed with devastation and desecration. Today, the temple, standing majestically at the tip of the Gujarat peninsula, occupies a special place in the hearts of millions of Indians because of its antiquity and its aura of purity, sanctity and eternity. It is modern India's shrine, visited by millions of people of all faiths as one of India's greatest historic monuments.

Against this background of mystique, mythology, history and modernity, the various episodes of the Sound and Light Show at the shrine have been planned to highlight all facets of the historic site. The show weaves the three strands of the narrative – mythical, historical and modern – to put together the fabric of the story of Somnath in the most spectacular



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PICNIC REPORT

Against this background of mystique, mythology, history and modernity, the various episodes of the Sound and Light Show at the shrine have been planned to highlight all facets of the historic site. The show weaves the three strands of the narrative – mythical, historical and modern - to put together the fabric of the story of Somnath in the most spectacular manner. Narrated by the legendary Amitabh Bachchan, the language is very simple and articulate.

After breakfast the next day, members left for Diu, where they stayed at the beautiful Radhika Beach Resort.

Diu is a beautiful island located nearby the coast of Kathiyawad region at Veraval port. Diu is more popular as a tourist place because of the natural beaches, sightseeing. Sandy beaches & surf, amidst a palette of blissful surprises and serenity. Popular Radhika Beach Resort, the beautiful and unparalleled dream location is situated in the very picturesque seaside of Nagoa Beach. Members checked in and after lunch, spent the remainder of the day in leisure, some spending their time at the beach opposite the

On 4th March, Picnic Committee took the interested members to Ghoghla beach for water sports. More than 45 members joined in the adventure, out of which 37 members actively participated in the entire water sports i.e. Banana ride, Jet Ski, Water Board Ski, Speed Boat, Desert Bike and Parasailing by Jeep. The touring members were back at Hotel by 1.00pm. After lunch and brief relaxation, committee took members to extensive sightseeing including Fort Diu, St. Paul's Church, Pani Kotha, INS Khukri iMemorial and Gangeshwar Mahadev Temple. After returning back from the sightseeing, members danced to the tunes played by a DJ and had a gala time.

On 5th Morning, members boarded buses for Dhola station. At Amreli, the committee arranged a special Gujarati lunch, which was appreciated by one and all. Mr. Jagat Gandhi, son-in-law of Past President Mr. Jatin Modi, who had made tremendous efforts in providing the inputs for the trip and also arranged the lunch, was presented a memento and greatly appreciated for his efforts. Members boarded Bhavnagar Express at 7.40pm. Dinner, arranged from Amreli, was served to allin the train. The group returned to Mumbai on 6th morning, thus bringing an end to a memorable experience.

EMA extends sincere gratitude to M/s Braco Electrical Pvt. Ltd. & M/s Kanav Trading Co. (Benlo) for their unconditional Support for helping in organising the picnic.

EMA committee and Picnic Committee also extends sincere thanks to M/s. Horizon Microtech Pvt. Ltd and B.G.Enterprise for sponsoring orchestra and Mr. Yusuf Mukadam of M/s. Everest Electrical for sponsoring dinner on 3rd March at Radhika Resort, Diu. EMA also extends gratitude to Mr. Ketan Kadakia and Mr. Sachin Gandhi for sponsoring gifts, which were distributed to best dancers and the winner of Housie.

Picnic Committee is grateful to the young cadre of EMA committee for the excellent support during the entire picnic.

Technical Visit & Picnic Committee

Mr. Nitin Gandhi (Chairman)/ Mr. Jatin Modi (Chairmen)/ Mr. Rajul Parikh (Chairmen) / Mr. Ketan Thakkar (Jt. Chairmen)

Valuable Feedbacks

Thanks to each and every EMA committee member & Picnic Committee for the memorable + pleasure trip. In true spirit, One Family, Team Spirit and brotherhood is practiced. My hearty congratulations to one and all in this trip. Looking forward for the 25th Silver Jubilee

Nirmal Narang (AcroPlast Industries)

Thanks to EMA and Picnic Committee for very safe. vonderful and successful organizing of 24th Annual Picnic. Enjoyed the masti, music and food......

Sanjay Vishwakarma - (Nitish Enterprises)

Thanks to team EMA for organizing a wonderful trip, full of fun filled activities. Enjoyed a lot. It's a great opportunity for exploring new places, having great fellowship......

Vinod Goel (Goel Agencies)

Appreciate the hard work and sincere efforts in making excellent arrangements at Sasangir and Diu

Yusuf Mukadam (Everest Electricals) and Nitin Ganatra (L.V Ganatra & Co.) successfully shouldering the

Manoi Desai (Unitech

Dear Shri Niren Bhai

First of all , let me congratulate full team of EMA for organising such a fine tour. My special thank to Shri. Nitin bhai and his entire picnic committee for planning and better execution of entire tour programme. My special appreciation to Shri. Jatin Modi for entertaining us during long bus journey and arranging Thandai on Maha-Shivratri day and arranging to bring sweets from Amreli to enable members to carry home back some sweets with them. Brightest part of EMA is, we have 2nd Generation team of young Brigades ready to carry on the best practice of EMA evolved by your team. Now a days youngsters are not taking much interest in these type of activities, but to my pleasant surprise, here whole young team under your guidance had taken over responsibilities & have helped either serving food in train or helping seniors like us in movement of luggage etc. I have been member of EMA for more than 50 years but did not participate in any of the tour of EMA. Now I regret as to how much I have missed. In all it was a wonderful trip and I look forward to your future programme.

With warm regards

MR. KIRTI BHUTA - POLYCHEM INTERNATIONAL

IMC SME CONCLAVE: INDUSTRY 4.0 (Make Mittelstand in India)

EMA committee keeping in mind the objective and the vision has been actively organizing activities for the betterment of its members and even participating in the programs organized by the affiliated Associations. EMA, member of IMC Chamber of Commerce and Industry attended SME conclave on 13th March 2019 at Taj lands, Bandra West to understand the opportunity for MSME's future in relation to their business prospects.

IMC is an apex chamber in India promoting interests of trade, commerce and Industry, representing voice of its members to various levels of Government. It holds around 200 conferences, seminars and workshops annually on a range of economic, political and social issues.

The conclave focused on making Mittelstand in India. Mittelstand stands for small and medium enterprises contemplating and applying Industry 4.0 in their manufacturing base. The Conclave enlightened the concept of "Smart Factories", the requirement for the future growth of India. The successful model of Mittelstand in Germany was discussed in length by Mr. Bernard Steinruecke, Director-General- Indo-German Chamber of Commerce and Dr. JurgenMorhard, Consul General of Germany in Mumbai. Theyrequested IMC to adopt the German Industrial practices to pioneer the cyber-physical integration of Manufacturing to drive efficiency, innovation and competitiveness.

Smart factories, as they are called, have big advantages over conventional factories in terms of cost competitiveness, flexibility to serve individual customer needs better, lower cycle time, better utilization of capacity by accessing markets effectively and by lower down time through predictive maintenance. The cost of adopting Cyber-Physical Technologies is dropping as the market grows and as software developers and integrators from India and China enter the fray.

EMA committee lead by President Mr. Niren Dharia were invited to be part of this conclave, where in dignitaries from German Chamber of Commerce, Industrial Automation and New Technologies, Skill Development, Credit Solution and SME financing extensively discussed on adapting the Industry 4.0 Revolution.

EMA committee had opportunity to meet Ms IrisBecker from Lets Bridge IT, India. Her company based at Pune promotes and initiates Indo-German collaboration. Her presentation invited members to the city of Karlsruhe- considered the hub of Science of Technology of Germany and world Industry 4.0. On the request from the EMA committee, she agreed to send her representative for organizing interactive seminar for EMA member's kids, helping them to go to Germany for the study in Robotics, Data Analytics, and Internet of Things etc.

EMA Committee also had the opportunity to meet expert on the Global family Managed Business head Mr. Parimal Merchant, who agreed to deliver lecture for EMA members on how to induct next generation members in family business.

Committee is grateful to IMC for organizing interactive conclave helping their members to network with each other and opportunity to partner with other countries.







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14th February, 2019 - PULWAMA ATTACK

14th Feb, Valentine day, celebrated for love and affection around the world, dawned as a black letter day for Indians. The country was shocked at the brutal killing of forty-four brave Indian soldiers, belonging to the CRPF, by terrorists in Pulwama, South Kashmir is marked black day for Indians. A convoy of vehicles carrying security personnel on Jammu Srinagar National Highway was attacked by a car driven by a suicide bomber near Avantipura, in Pulwama district. This draconian attack resulted in the death of 44 soldiers of Central Reserve Police Force (CRPF) personnel.

This dastardly act was condemned by the entire nation and brought about tremendous anger.EMA Managing Committee, Past Presidents, Shop Owners, residents of the Lohar Chawl and EMA members came together on 16th February 2019 at 4.00 p.m. to express their solidarity with the bereaved families and took out a silent rally across the bylanes of Lohar Chawl The rally passed through the bylanes of Lohar Chawl, carrying banners and Indian flags. More than 150 members were present in the rally.



































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EMA Managing Committee requests members to exercise their valuable vote on 29th April 2019 for better future of India.

This summer will see a carnival of democracy in the general election. Much has changed in just five years. The elan of Narendra Modi's party has far been revitalised after the Pulwama attack. Key opponents, the Samajwadi Party and the Bahujan Samaj Party, joined forces in Uttar Pradesh, making the contest real and not a walkover. The Index of Opposition Unity cannot predict outcomes but no one can afford to ignore it.

The "Congresss victories in the Assembly elections in three north Indian State shave given it a shot in the arm. Equally important, the older party is firming up alliances in the southern States. The 131 Loksabha seats in five States (Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana) and two Union Territories (Lakshadweep and Pondicherry) have been critical to it in times of trouble.

The Telangana poll outcome was sobering for both the large national parties. Regional nationalism is not new to Indian politics: Jammu and Kashmir and Tamil Nadu were precursors. Regional formations have long governed West Bengal, Odisha and now Telangana. They may well hold the keys to power in New Delhi. In 2014, it was the Bharatiya Janata Party (BJP) that led in securing allies. Between then and now, BJP president Amit Shah has helped expand its footprint. Not only does it have more MLAs than the Congress, but its cadre fights every election like there is no tomorrow.

The challenge lies elsewhere. The Congress may have lost in 2014 and come down to a historic low of less than one in five votes cast. Yet, only a decade age, in May 2009, the roles had been in reverse. It was Congress that had then polled 29% and the BJP just 19% of the popular vote.

THE POLL PLANKS

In 2014, the challenger drew on the tiredness with a decade of a Congress-led government and promised a fresh start. Runaway inflation and the spectre of corruption undercut the appeal of the Congress. This time the issues have changed. It is the squeeze on farm incomes and rural debt that are the key poll planks. Similarly, the issue of jobs is more pressing than ever. Cultivators across all strata and young people seeking productive employment want answers.

Two States are key. Maharashtra, a State critical in the histories of both the Congress and the BJP, is not only seeing a coming together of Opposition forces; it is undergoing drought and rural distress. Ominously, key farmer-led allies have walked across. Uttar Pradesh, a bastion of the BJP, has rival Dalit- and Mandal-led parties coalesce for the first time in a quarter century. Both States have something in common. In both, sugarcane cultivation is a determinant of electoral fortunes.

Cane (not caste) and jobs (not community slogans) may hold the key. Ganna and Naukri, not reservations or the emotive Mandir issue. What matters more: bread or identity? Even when both count what takes precedence?

Government policy has had a key role in this denouement. By according priority to consumers in cities (who want low prices for cereals, oil seeds and pulses), the government did not have to pay heed to rural residents who need to earn more. The latter, as producers, are larger in number and percentage than in any other democracy.

India still lives and votes in its villages. Under Mr. Shah, the cadre, organisation and outreach have made the BJP a vastly larger party than any other. But economic policies can strain such organisational gains.

Democracy is about more than development. In a polity where people can throw their rulers out, it is centrally about politics. Since 1999, there has been a bi-nodal system, and the choice is not simply between Mr. Modi and Congress president Rahul Gandhi.

THE BATTLE LINES

We have effectively a one-party government with a firm hand on the wheel (but with the danger of an overcentralisation of power). Against this, is ranged a looser coalition in which regional forces and rural interests have more play. Needless to add, the latter will be rockier, more contentious and tough to manage in a coherent fashion.

The Modi government is driven by ideology and not pragmatism on a range of issues. This is the first ever BJP government with a view of culture, history and politics that seeks to remake history as much as the future. Is this the party's agenda or the country's? This is a question in the background: if the Ram temple issue comes to the fore, it will be a major choice for the voter.

The pluralism and Hindutva debate have another dimension more so than ever, namely the federal question. Across the Northeast (including Sikkim), far more important to the country than its 25 Lok Sabha seats indicate, the idea of citizenship is at variance with the new Citizenship Bill passed by the Lok Sabha. Across the country, State-level parties see an accretion of powers in the federal government unseen since the 80s.

True, Mr. Modi has a wider mass appeal than any one since Mrs. Gandhi. But history is witness that such appeal can also have limits if voters decide that enough is enough. Has that point been reached? We simply do not know.

More central is the question of questions. Are you better off than you were five years ago, and if not, why not? If so, and even if not, do you think we are moving in the right direction?

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Choice - VOTE 201

Your

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MARCH 22, WORLD WATER DAY

Research - India staring at severe water crisis, among worst in the world: Research Country's water footprint is 3,000 litres per day, highest in the globe, says report

India tops the list of countries with the most number of people living with water scarcity during at least one part of the year, and is facing the worst water crisis in its history, said a new report by global non-profit organisation Water Aid. "With 0.6 billion people living in water scarcity during at least one part of the year and around 600 million living in areas of high to extreme water stress, India is suffering from the worst water crisis in its history," said the report, titled "Beneath the Surface: The State of the World's Water 2019".

Around the globe, a population of 4 billion live in areas that are water-scarce, and 844 million don't have access to drinking water near their homes, the latest report from Water Aid says.

The organization's 'Beneath the Surface: The State of the Worlds Water 2019 report was launched on World Water Day on 22 March 2019. It addresses the footprint of consumption for sustainable production and sensible consumption.

The Environmental Protection Agency also recently stated that scarce water supply is a bigger threat to the globe today than climate change, which is getting a lot of political attention worldwide. The Water Aid report adds that the water crisis is getting worse, and yet, the consumption today is six times as much as 100 years ago. Driving this surge are population growth, dietary changes and consumer habits.

Also part of the report is a list of countries where the largest populations live with scarce water supply, how consumer demand for water jeopardises access for the poor and marginalised, and how mindful consumption will ensure that water for essential needs is made a priority – globally.

"The amount of water needed to create a product is its water footprint," the report reads. "The amount of water we each use physically each day for washing and drinking is dwarfed by our virtual water use."

"Virtual water" goes into making most things we use and consume. For instance, ground coffee hides the water that goes into irrigation of coffee plant, processing and grinding the coffee beans. So does a leather bag or a new phone. Actual water consumption is dwarfed compared to one's virtual water footprint in almost all cases.

India has a population of 0.6 billion living without clean water supply during at least one part of the year, out of which 600 million live in moderate to extreme levels of water stress. Yet, India is also the largest consumer of groundwater 24 percent of the global total, the report says.

"Villagers report that the search for water dominates their lives during the summer months, when many hand pumps go dry. At others, people can wait for hours for a single bucket of water," the report reads.

Water Aid predicts that India will be on the same boat as China, Southern Africa, USA and Australia, face "high water stress" levels by 2040. It also makes several suggestions as to how the scenario can be turned around – for everyone, everywhere to have access to safe water when and where they need it by 2030.

For one, water, sanitation and hygiene projects need to be taken up and given priority funding. The important role that governments play in addition is to protect the human right to clean water as a right and better monitor water consumption. It also goes on to give specific calls to action for businesses, retailers and consumers.

Currently, India stands at rank 120 among 122 countries in the water quality index, with 75 percent of households in the country lacking a supply to drinking water where they live, stated the report.

The government of India has committed to fulfilling the United Nations Sustainable Development Goal 6, which promises that everyone will have access to clean water for sanitation and hygiene by 2030.

The fundamental human right to water should be on top of the priority list followed by other competing demands. For citizens, using water judiciously and encouraging reuse of water are the biggest undertakings to be aware of, to reduce their visible water consumption and virtual water footprint.



Life Membership List March 2019

M/s. Shakti Corporation

152, Ashoka Shopping Centre, 1st floor, L. T. Road, Mumbai- 400001

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M/s. Gautam Lighting

Shop. NO. 5, Plot no. 296, Jaikisan Blg, R. N. Narkar Road, Pant Nagar,

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Email- bharat1108@hotmail.com

Mr. Chetan Shah

Tel. No. 022-21020485/21020737 Mob. No.9820073572/9820821128 Email-gautamlighting@rediffmail.com

Change of Address List February 2019

Old Address

M/s. Technocrats Engineering Co.

Gala No. A1-23, Singh Industrial Estate, Ram Mandir Road,

Before Movie Star Theatre, Goregaon (W),

Mumbai- 400104.

New Address

M/s. Technocrats Engineering Co.

64, Manju Tower Co-op. Hsg. Soc. Ltd. 3rd Samarth Cross Lane

Lokhandwala Complex, Andheri (W) Mumbai - 400 053

Change of Address List March 2019

Old Address

M/s. H. R. Enterprises

333/A, Sardar Griha Building 3rd Floor, 198, L. T. Marg Mumbai - 400002

New Address

M/s. H. R. Enterprises

Office no. 13, Sagar Bhuvan, 2nd floor, 98, Lohar Chawl Mumbai- 400002

Change of Nominee List February 2019

M/s. E. A. Poonawala

Old Nominee

Mr. Abdulhusein M. Poonawala

New Nominee

Mr.Hozefa Fakhruddin Topiwala

Change of Nominee List March 2019

M/s. Goliva Electricals P. Ltd

Mr. Navrattanmal Goliya

M/s. Goliva Electricals P. Ltd

Mrs. Prem Devi N. Goliya

New Member List March 2019

M/s. Gautam Lighting

Shop. NO. 5, Plot no. 296, Jaikisan Blg, R. N. Narkar Road, Pant Nagar, Ghatkopar (E), Mumbai-400075.

M/s. Viddhi Enterprises

A-304, Jayesh Apartment, Chandavarkar Road, Near BMC Garden, Borivali (W), Mumbai- 400092

M/s. Suchit Marketing

37, Golden Park Complex, Near Parvati Cinema, Vasai (W), Thane- 401202.

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Email- info@digitechlights.com/digitechlights@gmail.com

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Your Voice, Your Choice - VOTE 2019

Voice, Your Choice - VOTE 2019

New Member List March 2019

M/s. A. H. & Company

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M/s. Labdhi Enterprise

2nd floor, 7, Jai Sai Prasad CHS, Pandurang Wadi, Dombivali East Maharashtra-421201.

M/s. Industrial Engineering Services

1/28, R. K. Bldg No.3 CHS Ltd, 8th Kethwadi Lane Mumbai- 400004

Mr. Samir Mehta

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Mr. Akshay Shah

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Mob. No. 9167043489 Email- devangright@gmail.com

Mr. Samir Mody

Tel. No. 022-22073501 Mob. No. 9833173715 Email- samir2825@gmail.com

Tariff For EMA Hall

The Association is pleased to inform all members that the EMA Hall is available on Rent. The tariff for the same has been fixed against refundable Deposit Rs. 2500.00

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Time for 11.00a.m to 2.00p.m. on From 3.00p.m. to 6.00p.m Rs. 3,000/for 3 Hours Sessions Per Session.

Hall Booking will be subject to availability of Date.

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| 5 | Small Banner Just Click Home Page | Rs. 10.000/- |

| Categories | Price. |
|------------------------------------|---|
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| Banner Advt on Just Click | Rs. 1500/- |
| Company Listing on Just Click | Rs. 1500/- |
| Scrolling Logo on Home Page Bottom | Rs. 1000/- |
| Price List on Just Click | Rs. 1000/- |
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The Electric Merchants Association

Feedback Form

(ISO 9001:2015)

| INd | me: |
|--------------------|---|
| 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? |
| | ☐ Always on time ☐ Sometime late ☐ Often late ☐ Not receiving |
| 4. | Do you find 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? |
| | <u> </u> |
| | (100 300 1.20 10) |
| | Any other suggestions? |

Please visit our website www.emamumbai.com



Yours Truly, Mr. Prashant Parikh / Mr. Nirmohi Shah





















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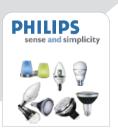




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