



TIMES

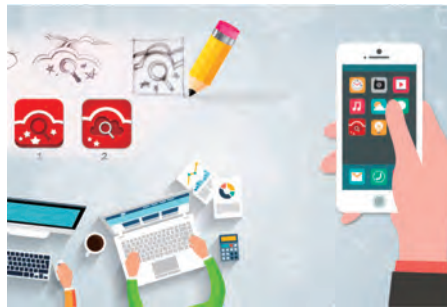
Summer Vacations for Adults, FINALLY!

The National Lockdown which was announced by Honorable Prime Minister Shri Narendra Modi on the 24th of March, decided the topic for this cover story.

We think this 5 week Quarantine & Lockdown is a blessing in disguise. Most of us have been working constantly for over 20 years. The Summer or Winter Breaks we take are more of chores and family vacation planning and managing family trips rather than true vacations. The below list of things which we can all do while at home is attributed industry friends and various other social media platforms.

- Plan your business future and contingency plans
- Make a list of existing clients and potential clients- list down your relationship with each client and the revenue flow against each of these clients
- Plan your pitch plan to the potential clients
- Plan new and innovative initiatives for your existing clients

- Send a message of "Catch Up" to your potential clients, share important industry updates with them and get their attention
- Explore all available mobile applications related to your business



- Drop a review for the mobile applications on your linkedin platform and create a blog around it
- Update your LinkedIn profile, Brighten up your Instagram Profile (I am sure most of us are not active on Instagram), De-clutter our Facebook accounts (stop following and liking useless pages, news items and tik tok stars)



Inside this issue

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- Make a list of all books which you want to read and start a virtual book club with your friends and team members

Cont... Page 2 →



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A Message from the President



Sunil More
President, IESA

Dear Friends,

We are facing an unprecedented situation with the onslaught of the deadly COVID 19 pandemic. With the virus spreading with speed, there is no immediate solution in sight at present. As a result, the global community continues to struggle with COVID 19 and is still under the threat of the deadly Coronavirus outbreak.

In this edition, we are presenting the repercussions of the novel Coronavirus (COVID 19) on trade fairs and related topics. The Exhibition industry Associations such as EEMA, IEIA, ICPB and IESA have submitted their representations to the Government seeking relief to the industry in the present hard times.

IESA and its members have collectively approached the Government offering to construct temporary facilities for patients as well as for the quarantined people. I am grateful to all IESA Members who have confirmed that they are ready to extend full support to IESA to support our Government in its efforts to fight the Pandemic.

In March, 2020 edition, we present an article on "Reverse Charge Mechanism on GST" by CA Raman Khatuwala, who is an expert on Goods and Services Taxes. This article will help you in better understanding of the provisions of the GST.

In this time of such negative news, it is encouraging to see that our governments, both at the center and at the state levels, have already taken positive actions to control the spread of the disease by announcing a lockdown of 21 days in the country. Through this Newsletter, I request all members to follow Government's health advisories and remain at home.

We hope you and your families stay safe and healthy and we appreciate your support in keeping our country and the world safe during these unprecedented times.

Be Safe Stay at Home...Serve the Nation.

Thanking you,

↳ From Page 1 : Summer Vacations...

- Get your personal, investment, insurance, degree certificates and such papers sorted
- Make a work out plan and understand why you actually never follow your work out plans.
- Say a good word each day to your Spouse, your children, your in-laws, your home help
- Make a list of all movies you want watch and convince your spouse to watch them with you
- Spend time with your children and catch up on lost time. We event managers loose out a lot of quality time with our babies
- Meditate and focus on your business to understand the trouble areas and places to improve
- Introspect and analyse your shortcomings, accept them, talk to yourself and attempt to change them
- Update your company profile presentations and website



- Gather all your event images and make folders to use them for upcoming presentations



The above are few suggestions for business owners and IESA members. We hope to hear your "Lockdown Stories" in the next IESA newsletter.

Ms. Himakashi Gupta,
Marketing Partner of Shivom Enterprises, Mumbai.

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An Exclusive Q&A Interview with **Ms. Renuka Uchil**, *Founder and Director of Premier Marketing Services, one of the oldest Manpower and Operations Support Agency*

IESA happened to bump into Ms. Renuka Uchil at ACREX India 2019. She is a pioneer in Manpower services and management for Trade Exhibitions and Live Media events for close to 3 decades now. She was gracious enough to give us an interview for the newsletter and we got a chance to glimpse into her inspirational journey.

Q1. Please tell us about your journey in the Exhibition and Live Media Industry?

I started as a manpower support personnel at the age of 16 in the year 1990 to earn some pocket money. I then started working as a manpower co-ordinator followed by starting off my company “Premier Marketing” in the year 1992 when I just passed out of the 12th standard. I had to take up this responsibility since my family was going through a tough financial period. My mother and my husband (then my boyfriend) Prashant were my pillars and motivating forces who stood by me as I started my business pitching and execution for various trade exhibitions and associations.

The first event of Premier Marketing was ITME India in 1992. The ITME India team entrusted me with the responsibility of managing their manpower.

Thereafter, I have worked with ELECARAMA, India ITME and Plastivision now for 28 years and have dedicated my life and career to be the support of the Live Media Industry.

Q2. You have been the premier in Operations and Manpower Support to organizers. Please tell us about your very first clients and shows?

I have been very fortunate to have a varied list of organizations, associations, brand names and industry mentors as the clients across the last 3 decades. Their faith, guidance and support to my organization and me has been unwavering enabling my team and me to work hard, improve our services constantly, keep learning, innovating and growing. I would like to mention some of the key brands & shows with whom I have been working constantly: India ITME, Plastivision, ELECARAMA, ACREX India, UBM India (now Informa Markets India), Messe Nuremberg, Messe Muenchen India, Messe Frankfurt, Pavilions & Interiors, CII, FICCI, Koelenmesse, Plastindia, Chemexcil, PAMEX, Triune Media, Falcon Group,

Label Manufacturers Association, Printpackaging.com, Reed Manch, Reed, GJEPC, GJF, IGI, India Chem and so many more.

Q3. What was the most challenging time or event which you have done and what did you learn from that?

One of the most challenging shows we did was Plastivision India under the leadership of Ground Chairman Mr. Oza, who was a demanding task master and his expectations and quality output for the management of Plastivision was a learning benchmark for our organization. With his guidance and mentorship, we introduced the concept of “Hall Managers” and “Onground Management” for the benefit of effective planning, strategizing and delivery of Association Expos which are conducted annually or biennially. This concept enabled them to utilize our team's expertise in operations and on-ground management of exhibitions along with effective and well planned manpower management for the delivery of successful large scale exhibitions.

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Q4. As a woman what are the challenges which you have had to overcome in this industry?

Event industry is very demanding. Anyone (man or woman) deciding to step into the industry needs to have a very supporting family. This industry has no time limit and has huge pressure, excellent deliverable expectation and is dependent on your face value and personal presence for success of the show and peace of the client.

As a woman, I have had wonderful support from all the stakeholders of the industry- organizers, associations, manpower, peer service providers and other complementary service providers. However, it has been a tedious journey as well with a lot of hard work, travelling, night shifts, continuous 72 hour onsite work and high pressure backend management which does take a toll on any woman.

I have faced challenges during my pregnancy which was complicated, but my husband supported me 100% like always and handled all the large events and travelling at the time. Post delivery with an infant and events together, I had challenges maintaining event time schedules and client meetings, since I had only my husband to support as both our parents had passed by the time I delivered my baby. I used to time my travel to the events during his nap times and his play

times, when he would spend time with either one of my staff or neighbours. So yes the first few years after his birth till he started school were challenging as well. The key to handle this was to take help wherever you get. As an infant, my son has travelled around the country for client road shows and events, since I did not want to leave him with anyone.

During all this, I have received tremendous support from our clients as well as my team. I guess the key to overcome challenges as a woman is to have a supportive family, a brilliant team and superb client relations.

Q5. You are the most preferred Manpower Support service partner. How do you manage to maintain service quality and customer satisfaction?

Event Manpower management is a very challenging and competitive business. However, our organization has been successful in retaining over 95% of our clients across the last 3 decades. We have been successful in ensuring customer satisfaction and expected service delivery by understanding the client requirements, providing the necessary training to my team, ensuring additional support to the client during the service delivery and maintaining industry standards at all times. I have a very hardworking team, who ensures that they are

present at each event site to support and solve client issues at all times. My husband and I are also just a call away and are closely involved with all the decisions which the clients need to take for the successful operations of an Expo.

Q6. What is your vision for the industry in the next 5 years?

This industry has evolved in 28 years – the exhibitions have changed and adopted technology. I see an upliftment in the industry by the strategic use of technology and digital media for the showcase, promotion and networking during the events and expos. I also see the industry becoming conscious in adoption of international standards for the health and safety of all manpower during the events.

Q7. What is a message that you would like to give to the young and upcoming service providers and entrepreneurs in the exhibition industry?

I am very proud to see so many upcoming entrepreneurs and innovative services in the industry. The few seeds of wisdom which I have learnt during our journey are- worship your work, work hard, put in your 100% and have faith in God. Your journey, your work, your clients are your biggest brand ambassadors and a reward in themselves. Respect this and remember your roots, then the Sky is Limit.

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UFI releases updated global assessment of the escalating economic impact that COVID-19 is having on trade shows and exhibitions

- At least €134 billion (USD 145 billion) of contracts not concluded as events do not take place as planned through Q2 2020.
- €81.6 billion (USD 88.2 billion) of total economic output will not be generated related to the exhibition industry by the end of Q2.

Paris, 20 March—UFI, The Global Association of the Exhibition Industry, is today releasing updated global numbers that reflect the impact that trade show postponements and cancellations are having for both the exhibiting companies as well as for the trade show industry around the world.

Based on UFI data, the orders that exhibiting companies will not secure will add up to €134.2 billion (USD 144.9 billion) globally, projecting to the end of the second quarter of 2020. This is an increase of almost 5 times the figure reported last week (€23 billion) which took into account cancellations only up to the end of the current quarter.

“Right now, the marketplaces that industries rely on to trade are closed around the world. This is unprecedented. Mass closures of events in relation to COVID-19 have now also reached North and South America, meaning the entire global exhibitions and events industry is grinding to a halt”, says Kai Hattendorf, UFI Managing Director / CEO.

Related to the exhibition industry, €81.6 billion (USD 88.2 billion) of total economic output will not be generated by the end of Q2. Broken down into regions, the respective total economic impact that will not be generated is:



- €21.8 billion (USD 23.6 billion) and 378,000 FTE jobs for Asia/Pacific,
- €28.8 billion (USD 31.1 billion) and 257,000 FTE jobs for Europe,
- €29.2 billion (USD 31.6 billion) and 320,000 FTE jobs for North America.

The backbone of the exhibitions industry are many micro and small enterprises, and the lack of business is putting these at immediate risk of bankruptcy. As the industry’s global trade association, UFI is working with many national associations to help secure government and regional support for the companies that are badly affected. From Hong Kong to Denmark, there have been several examples already of economic relief for our industry. “We call on every government to secure the future of our sector through imminent subsidy and credit programmes. Their investments now

will pay off extremely well. We will build and operate the marketplaces and meeting places for all the sectors and industries to meet and do business after the pandemic - our industry provides the fastest of all fast tracks to any economic recovery”, says Hattendorf.

No stranger to adaptation, exhibition venues around the world are meanwhile offering their support to the respective health sectors. “Many of our members are supporting the emergency response to the crisis in their respective cities, building temporary shelters and installing beds in case local hospitals are unable to cope with demand. It is always humbling to see how our industry comes together in difficult times”, says Hattendorf.

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CA DEEPIKA GUPTA

Reverse Charge Mechanism Under GST

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CA RAMAN KHATUWALA

Generally, Tax is payable by the person who provides services but under Reverse Charge Mechanism the liability to pay tax has shifted to recipient of services.

The objective of Reverse Charge Mechanism is to widen the scope of levy of tax on unorganized sectors and give exemption to specific class of supplier of goods/services.

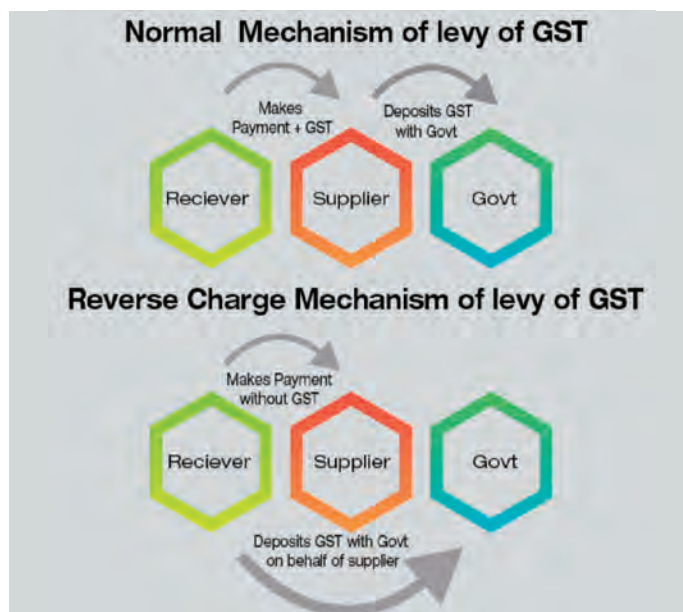
Under Reverse Charge Mechanism, the liability to pay tax is fixed on the recipient of supply of goods or services instead of the supplier or provider in respect of certain categories of goods or services or both under Section 9(3) of the **CGST Act, 2017** and under sub-section (3) of Section 5 of the **IGST Act, 2017**.

Under reverse charge, as per Sec 31(3)(f) of the **CGST Act 2017**, the recipient of goods or services or both has to issue tax invoice, if the supplier of goods or services are unregistered. The recipient, under Sec 31(3)(g) of **CGST Act 2017** is also required to generate payment voucher on receipt of goods or services if such inward supplies falls under reverse charge mechanism.

An important restriction has been placed by Sec 17(3) of the **CGST Act 2017** wherein a supplier cannot take Input Tax Credit of GST paid on goods or services used to make supplies on which the recipient is liable to pay tax under reverse charge.

Section 16 of **CGST Act 2017** has allowed the recipient to avail Input Tax Credit of GST amount that is paid under reverse charge on receipt of goods or services by him.

Second Proviso to Sec 16 of **CGST Act 2017** mandates that Input tax credit shall be available to the recipient of goods or services only if such recipient has paid the value of goods or services along with tax payable there on to the supplier of goods or services within a period of 180 days from the date of tax invoice. However this provision is not applicable where the recipient has received such goods or services falling under reverse charge mechanism. This means that the recipient of such goods or services falling under reverse charge mechanism is not required to pay the value of goods or services within a period 180 days from the date of tax invoice to the supplier in order to claim input tax credit.



Few important services on which Reverse charge Is applicable under GST—

Category of Supply of Services	Supplier of Service	Recipient of service
1. GTA Services	Goods Transport Agency (GTA) (Supply of Services by a Goods Transport Agency (GTA) who has not paid GST @12% in respect of transportation of goods by road)	Any person registered under CGST/IGST/SGST/UTGST Act; or
2. Legal Services	An individual advocate including a senior advocate or firm of advocates. (Explanation. - 'Legal service' means any service provided in relation to advice, consultancy or assistance in any manner and includes representational services before any Court, Tribunal or Authority)	Any business entity located in the taxable territory.
3. Arbitral Services	An arbitral Tribunal	Any business entity located in the taxable territory.
4. Sponsorship Services	Any person	Anybody corporate or partnership firm located in the taxable territory.
5. Services by the Director	A director of a company or a body corporate	A company or a body corporate located in the taxable territory
6. Insurance Agent Service	An Insurance Agent	Any person carrying on insurance business, located in the taxable territory.
7. Recovery Agent Service:	A Recovery Agent	Banking company or financial institution or a non-banking financial company, located in the taxable territory.

Category of Supply of Services	Supplier of Service	Recipient of service
8. Security Services (services provided by way of supply of security personnel)	Any person other than a body corporate. Provided that nothing contained in the entry shall apply to,- (i)(a) a Department or Establishment of the Central Government or State Government or (ii) a registered person paying tax under Section 10 of the said Act.	A registered person, located in the "taxable territory."
9. Services provided by way of renting of a motor vehicle designed to carry passengers where cost of fuel is included in the consideration charged	Any person other than a body Corporate who has not opted for 6% Rate of tax	Any body corporate located in the taxable territory.
10. Any service supplied by any person who is located in a non-taxable territory to any person other than non-taxable online recipient.	Any person located in a non-taxable territory.	Any person located in the taxable territory other than non-taxable online recipient

Reverse charge on specified goods—

Description of Supply of Goods	Supplier of Goods	Recipient of Goods
Bidi wrapper leaves (tendu)	Agriculturist	Any registered person
Silk yarn	Any person who manufactures silk yarn from raw silk or silk worm cocoons for supply of silk yarn	Any registered person
Cashew nuts, not shelled or peeled	Agriculturist	Any registered person
Raw cotton	Agriculturist	Any registered person
Supply of lottery	State Government, Union Territory or any local authority	Lottery distributor or selling agent.



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Upcoming Exhibitions/Events

A decent number of Trade Shows to be held in March & April, 2020 have been postponed or cancelled worldwide due to the CORONAVIRUS OUTBREAK.

All updates on upcoming Events will come in our next month's edition.

Stay Healthy and Stay Safe !!



From the Editor's Desk

Dear Readers,

Welcome to 'IESA Times' E-Newsletter of March, 2020 edition.

I hope this communication finds both you and your families in good health as we confront these incredible times of Novel Corona COVID19 epidemic and strive to maintain our social distance.

Throughout March, 2020, we all faced the tragedy and the trauma of Coronavirus with so many of our exhibitions, conferences and events postponed or cancelled due to the spread of deadly Coronavirus worldwide. We understand that there is an uncertainty because of the impact of COVID-19 for you and your business(es) too in these difficult moments.

It is during such challenging times, in fact, that our work becomes even more critical so that we may still deliver and do have an understanding of the emerging situation as we work from home and do finish our job responsibilities.

In this edition, we have covered the Reverse Charge Mechanism on GST, prepared by CA Raman Khatuwala. Hope you will get more information on this subject. Also, you must read a few suggestions, on how to make quarantine period more useful for yourself, written by Ms. Himakshi Gupta, Marketing Partner of Shivom Enterprises.

I look forward to your feedback and also request you to share your inspirational experiences during these times of VUCA : volatility, uncertainty, complexity and ambiguity in the exhibition industry. As we face the Coronavirus challenge together, I thank you all for your selfless, and steadfast support. Yes with courage we shall overcome this ordeal together.

Please Stay Safe, maintain SOCIAL DISTANCING and keep reading.

Please send the reports / information as per the guidelines mentioned below, the deadline for submitting the details is 20th April, 2020 :

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