



August 2020

Volume : XIII, Issue - 08, Re.1/-

From The Chairman's Desk

Emphasizing the need to fit into the Digital-First Ecosystem

With ever-increasing and changing customer demands, the world is driven by extensive penetration of digital technologies and a myriad of connected devices. A majority of leading tech-driven companies exemplify the potential to leverage widespread innovation from customers and developers through the power of advanced technologies, emphasizing the concept of 'ecosystems'. Despite the fact that the significance of these structures is inevitable to the success of digital ventures, less is actively known about the development of established ecosystems in the phase of digital innovation.

To thrive in the new normal, businesses need to adopt a digital-focused working environment. Despite noteworthy successes in adjusting to the era of COVID-19, many business leaders have been frustrated by how slowly necessary changes have moved, from serving customer demands to migrating to digital channels and then scaling back-end operations. It is believed that one of the biggest reasons for these difficulties is that, while businesses have had many digital initiatives in place, they didn't add up to a coherent digital engine to drive the business forward. Customers' top priorities include customized solutions, omni-channel experience improvement, and enhancing the mobile channel. Having said that, this revolves around three key factors - personalization, digitalization, and monetization.

Current lockdown has imposed many restrictions and for a long time, new market entrants found it difficult to break into the



Alok Kumar Agarwal

Chairman & Managing Director

“

As businesses across the globe confront immense challenges, it is to be understood that the ability to build up a digital-first ecosystem from the ground up can accelerate the rise of entrepreneurs from emerging markets and put them in a more lucrative position in economic recovery post COVID-19.

”

digital-first ecosystem to cater to the needs of the customers. Businesses can only match to the pace of both the crisis and the change in customer behavior by emphasizing the need for a seamless experience across all devices through digital means. The digital-first ecosystem will allow entrepreneurs to stand out in the crowd in a modern way - fully agile with micro-service architecture and entrepreneurial talent.

As businesses across the globe confront immense challenges, it is to be understood that the ability to build up a digital-first ecosystem from the ground up can accelerate the rise of entrepreneurs from emerging markets and put them in a more lucrative position in economic recovery post COVID-19.

To conclude, it can be said that those who pivot their ventures to adopt digital technologies will be the pathfinders during the journey to economic recovery. And nevertheless, they will have the best opportunity to survive and thrive in the long term as well.

Go Digital with Digital Signature Certificates (DSCs)

Digital Signature Certificates (DSCs) are secure digital keys issued by the certifying authorities to validate and certify the identity of the individuals holding these certificate. Digital Signatures bring in use of the public key encryptions to create the signatures.

A Digital Signature Certificate comprises of basic information about the user's name, country, pin code, email address, date of issuance of the certificate, and name of the certifying authority. Having become a statutory requirement in various applications, Digital Signatures are adopted by many Government agencies.

What makes DSC so secure?

A Digital Signature is created and protected by the highest levels of security. Here are the primary reasons why Digital Signatures are so secure:

- Digital Signatures come from accredited providers and one needs to prove their identity before obtaining it.
- Digital Signature and the signed document are encrypted together to prevent tampering.
- Every time when a document is to be signed, the user needs to use their Digital Certificate and PIN to validate their credentials.
- Both the signed document and Digital Signature can be re-validated by a CA for up to 10 years after the signing event.

Documents signed using DSC meet the highest level standard called "Qualified Electronic Signature," which holds the same legal value as handwritten signatures. Alankit, through its subsidiary company - Verasys Technologies Pvt. Ltd., offers secure and cost-effective Digital Signature Certificate services. The Company issues Digital Signatures based on Aadhaar e-KYC, making the whole procedure of obtaining a DSC fast and paperless. Our committed team of industry professionals understands this domain, Government rules and regulations, and the specific needs of businesses, thus facilitating the Digital Signature application and related procedures in an efficient manner.

For more details, mail us at
businessenquiry@alankit.com



INVESTMENT OPPORTUNITY

CORONA KAVACH POLICY

NATIONAL INSURANCE COMPANY LIMITED
HDFC ERGO GENERAL INSURANCE COMPANY LIMITED
IFFCO TOKIO GENERAL INSURANCE COMPANY LIMITED

In view of the global pandemic COVID-19, a standard CORONA KAVACH POLICY - is introduced by various Insurance Companies

- Sum Insured range - Rs.50,000/- to Rs.5, 00,000/-
- Entry Age - 18 to 65 years
- Who can be covered - Policy can be issued covering self (proposer), legally wedded spouse, parents and parents-in-law, dependent children (i.e. naturally or legally adopted) between the age day 1 to 25 years. If the child above 18 years of age is financially independent, he or she shall be ineligible for coverage
- Policy period is three and half months (3 ½ months or 105 days), six and half months (6 ½ months or 195 days), nine and half months (9 ½ months or 285 days)
- Lines of treatment covered - Allopathy, AYUSH (Up to 100% of SI)
- Ambulance Charges covered up to sublimit mentioned
- Pre and Post Hospitalization up to 15 days and 30 days respectively
- Basic hospitalisation coverage for all claims pertaining to COVID-19
- Cashless Facility available at Network Hospitals Only through TPA
- This is a Short Term Policy, with no renewal. However, fresh Policy may be bought where waiting period will apply

Why buy CORONA KAVACH POLICY

- Home care treatment expenses are covered.
- All COVID-19 claims with or without pre-existing co-morbid conditions are covered.
- No sub limits for room rent, doctor's fees, medicines, diagnostics and other related charges.
- PPE Kit, gloves, mask, cost of Pulse oximeter, Oxygen cylinder, nebulizer and such similar other expenses are covered.
- No pre policy health check-up is required.
- Pre/Post hospitalisation for 15 & 30 days respectively.
- AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Sidha and Homeopathy) Treatment up to SI available.
- Hospital daily cash of 0.5% of SI is available as an optional add on cover.
- Discounts - 5% discount for Health care workers; 10% discount for online policy where no intermediary is involved.
- Tax benefits available as per Section 80D of Income Tax Act.

To invest, mail us at businessenquiry@alankit.com

UAE VAT UPDATE

VAT Public Clarification - Zero-rating of export of services

Issue

Article 31(1)(a)(1) of Cabinet Decision No. 52 of 2017 on the Executive Regulation of the Federal Decree-Law No. 8 of 2017 on Value Added Tax and its amendments¹ (the "Executive Regulation") prescribes rules for the zero-rating of certain exports of services. This zero-rating rule is further supplemented by additional rules and conditions in Article 31(2) and (3) of the Executive Regulation.

This Public Clarification provides a high-level clarification of the FTA's view of the zero-rating conditions in Article 31(1)(a) of the Executive Regulation relating to the residency and location of the recipient of services, taking into account the amendments made to Article 31(2) of the Executive Regulation in Cabinet Decision No. 46 of 2020.

Summary

In accordance with Article 31(1)(a)(1) of the Executive Regulation, a supply may only be zero-rated where the recipient of services does not have a place of residence in an Implementing State and is outside the UAE at the time the services are performed.

In determining whether these conditions are met, the supplier must

consider all available facts in order to identify the residency status and the location of the recipient. Where the recipient has multiple establishments, the supplier must also determine which establishment of the recipient is most closely related to the supply.

Since **zero-rating is an exception to the default VAT rate, a supply should only be zero-rated where the supplier can ascertain that all of the above conditions for the application of the 0% rate are satisfied.** Therefore, in order to ensure that the zero-rated treatment is not applied incorrectly, the supplier should consider all available facts and seek, if necessary, additional information from the recipient in order to identify the recipient's residency status and the location at the time the services are performed. If the supplier is not able to establish the necessary facts to ascertain if the zero-rating conditions are met, the supplier must standard-rate the supply.

For more details, mail us at taxuae@alankit.com



The Government has announced the launch of Floating Rate Savings Bonds, 2020 (Taxable) with an interest rate of 7.15 %.

The bonds are available for subscription from July 01, 2020 onwards. As per the Reserve Bank of India (RBI) press release, the interest rate on these bonds will be reset every six months, the first reset being on January 01, 2021.

There is no option to pay interest on cumulative basis i.e. interest will be payable every six months.

These bonds have been launched in lieu of the earlier withdrawn 7.75% RBI bonds.



To invest, mail us at businessenquiry@alankit.com

NRI CORNER



How does Alankit's expertise help?

- Qualified Chartered Accountants with professional experience
- Relevant Tax Advisory Services
- Customized solutions to cater to specific business needs
- Professional support with routine VAT compliance issues



www.alankit.co.in/worldinvesting



Primary Reasons to Invest in the US Stock Market

The international stock markets are home to some of the leading and robust companies that are poised to progress despite the unprecedented times. The US stock market comprises of a multitude of sectors that include advanced technology, energy, and many others. As an investor, you can create a diversified portfolio by investing in the US stock market and participate in the growth of global economies from the comfort of your home.

Here are a few reasons why one should invest in the US stock market:

Diversification of investments

The US stock market helps you broaden the horizon, reduce the overall risk, and lead to better outcomes in the long run. The sharp plunge in stock market prices states that putting all your eggs in one basket can be risky. Diversifying your investment portfolio helps you yield higher returns during market volatility.

Plethora of opportunities

Investing in the US stock market provides the opportunity to access to new talent pools and enables participation in their global growth stories. Diverse global companies can offer

unique advantages in terms of enhanced productivity.

Gain a competitive edge

Investing in leading brands like Apple, Amazon or Google helps you benefit from lucrative investment opportunities. The futuristic companies not only help in making a well-informed decision but also help you prosper and gain a competitive edge in the market.

Save-up for overseas expenses

Whether it's personal travel or education, there are a variety of reasons to think internationally. Investing in the domestic market will not be as efficient as making investments in the US market because it saves you against the rising US currency. Overseas Investment is a good way to make steady gains at minimum risk. Now, from well-established industries to progressing start-ups, you can experience effortless investing by diversifying your investment portfolio and accessing growth opportunities in the global markets.

Alankit provides a global investment platform that helps people invest in a diverse set of global asset anywhere in the world.

For more details about World Investing, write to businessenquiry@alankit.com



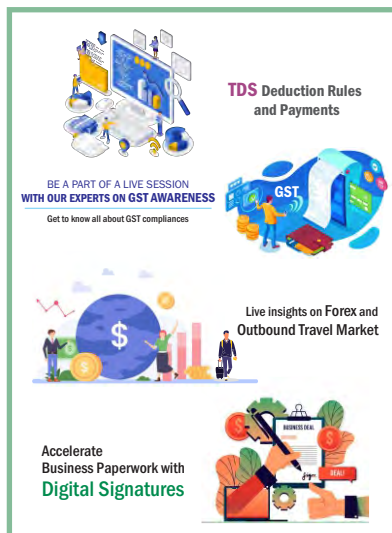
Alankit Launches New Financial Services Website

Harnessing the power of Webinars during the Coronavirus Lockdown

Live Webinar

The global COVID-19 crisis has pushed many of us to review how we run our businesses. This includes a shift from in-person meetings to video calls, adopted by Alankit to keep customers and employees in touch to support one another through this difficult time. In view of the same, Alankit harnessed the power of video conferencing to organize on-demand webinars for its customers and business associates across the country to showcase its expertise on new products and business opportunities.

The live sessions by Industry experts covered valuable insights on diversified products & services that include FASTag, Trading, Mutual Funds, GST, NPS, DSC, Forex, World Investing, etc.



Alankit Assignments Limited has migrated to a new website architecture that aims to create a user-friendly browsing experience for our trusted and valued customers and business partners. In addition to re-designing our website, we have also refined the product category and menu structure for enhanced user experience in accessing information relating to our financial products and services. You can visit <https://alankit.co.in/> to experience easy access to comprehensive financial services at a single platform.



We look to inspire confidence and empower change. Join Alankit, and you could too.

All eligible candidates are open to apply for the below-mentioned job opportunity:

Position: Team Leader | Experience: 3 - 5 Years | Qualification: Any Graduate / Post- Graduate | Location: Delhi

Job Description

- Generates and shares comprehensive and detailed reports about team performance, mission-related objectives, and deadlines
- Provides quality customer service, including interacting with customers, answering customer enquiries, and effectively handling customer complaints
- Have experience of Inbound and Outbound call centre handling
- Conducts team meetings to update members on best practices and continuing expectations
- Has proven track record of meeting and exceeding sales target
- Communicates deadlines and sales goals to team members
- Delegating tasks and set deadlines for your internal team
- Ensures smooth interdepartmental coordination
- Encourage creativity and risk-taking
- Suggests and organizes team building activities
- Recognizes high performance and reward

Mail your resumes to hr@alankit.com

Feel free to refer your friends/relatives with related qualifications and expertise.

FASTag cheer for commuters: E-toll for non-stop vehicle movement!



FASTag allows you to zip through Toll Plazas with Cashless FASTag services by enabling automatic deduction of toll charges from the user's linked prepaid account.

How does Alankit expertise help?

Facilitates easy & quick issuance of the tags

Prompt response and reasonable prices

Technology-driven infrastructure

Simple and easy procedures

Ensures efficiency, transparency, and reliability

Widespread network over 8000+ business locations

Reach us at ✉ : fastag@alankit.com ☎ / 📞 : +91-958-2200-587



फास्टैग के कोरोना काल में फायदे



कोरोना महामारी से बचाव के लिए दो गज की दूरी बनाए रखने में सरकार की फास्टैग योजना बड़ी कारगर साबित हो रही है। अब इस योजना का इस्तेमाल टॉल टैक्स के अलावा निम्न अन्य सेवाओं के लिए भी करने की योजना है।

- पेट्रोल, डीजल, सीएनजी भरवाने
- पार्किंग सुविधा शुल्क के भुगतान में

इस योजना से कोरोना से बचाव के अलावा उपभोक्ताओं को पार्किंग में अधिक वसूली से भी छुटकारा मिलेगा।

सड़क परिवहन व राजमार्ग मंत्रालय ने एक अधिसूचना के जरिए नये वाहनों के पंजीकरण व फिटनेस प्रमाणपत्र हासिल करने के लिए फास्टैग को अनिवार्य कर दिया है। मंत्रालय के एक वरिष्ठ अधिकारी के अनुसार फास्टैग को पेट्रोल, डीजल, सीएनजी भरवाने और पार्किंग सुविधा

शुल्क के भुगतान के लिए प्रयोग करने संबंधी एडवाइजरी जल्द ही राज्यों को जारी की जाएगी।

फास्टैग से कोरोना महामारी संक्रमण के फैलाव को रोकने में काफी मदद मिल रही है। फास्टैग से पेट्रोल, डीजल, सीएनजी भरवाने और पार्किंग सुविधा शुल्क के भुगतान से लोगों को इस संक्रमण से बचाव करने में आसानी होगी। यह सुविधा चरणबद्ध तरीके से पहले महानगरों दिल्ली, मुंबई, चेन्नई, कोलकाता से शुरू की जाएगी। कई बड़े शहरों बंगलुरु, हैदराबाद आदि शहरों के एअरपोर्ट और मॉल की पार्किंग में फास्टैग को शुरू किया जा चुका है।

वाहन की विंड स्क्रीन पर लगे सरकार के फास्टैग में रेडियो फ्रीक्वेंसी आइडेंटिफिकेशन (आरएफआईडी) तकनीक है। पार्किंग, पेट्रोल पंप पर हैंड डिवाइस से फास्टैग को रीड कर लिया जाता है। बैंक खाते से पैसा स्वतः कट जाता है। भुगतान प्रक्रिया पूरी होने के साथ ही उपभोक्ता के मोबाइल पर एसएमएस आ जाता है। मॉल में प्रवेश और निकास द्वार पर लगे रीडर वाहन से घंटे के हिसाब से शुल्क लिया जाएगा। फास्टैग से नगर निगम, रेलवे व अन्य सरकारी पार्किंग में चोरी भी रुकेगी। फास्टैग को जीपीएस से भी जोड़ा जायेगा जिससे पार्किंग में चोरी की गाड़ियों को भी पकड़ा जा सकेगा।



नीति के दोहे

श्रम ही ते सब कुछ बने, बिन श्रम मिले न काहि।
सीधी अंगुली घी जम्मो, कबहुं निकसै नाहिं।।

परिश्रम से ही सब काम बनते हैं, बिना परिश्रम तो कहीं भी कुछ नहीं प्राप्त हो सकता। जैसे जमा हुआ घी सीधी उंगली से कभी नहीं निकलता।

कैसी भी सामर्थ्य हो, बिन उद्यम दुख पाय।
निकट असन बिन कर चले, कैसे मुख में जाय।।

कोई कितना ही शक्तिशाली मनुष्य हो, परंतु बिना उद्यम किए दुख ही प्राप्त करता है। जैसे पास में रखा भोजन बिना हाथ चलाए मुख में नहीं जा सकता।

श्रम ही ते सब होत है, जो मन राखै धीर।
श्रम ते खोदत कूप ज्यों, थल में प्रगटै नीर।।

परिश्रम से ही सब काम सफल व बिगड़े काम सुधर जाते हैं, लेकिन इसके लिए आवश्यक है कि मन में धैर्य रखें। जैसे परिश्रम से कुआं खोदने पर, पृथ्वी से पानी निकल आता है।

कीन्हे बिना उपाय कछु, देव कबहुं नहिं देत।
खेत बीज बोवै नहीं, तो क्यों जामें खेत।।

स्वयं कुछ उपाय किये बिना देवता भी कभी कुछ नहीं देता। यदि खेत में बीज ही न बोया गया हो, तो उस खेत में भला क्या उगेगा।

Printed and Published by ALOK KUMAR AGARWAL on behalf of Alankit Assignments Limited.
Printed at Rakesh Press, A-7, Naraina Industrial Area, Phase-II, New Delhi 110028
Published at Alankit House, 4E/2, Jhandewalan Extension, New Delhi - 110055

Editor : HARISH CHANDRA AGARWAL, Executive Director, Ph. : 91-11-4254 1234
Fax : 91-11- 2355 2001, E-mail : harish@alankit.com, premps@alankit.com
Website : www.alankit.com

Disclaimer : This newsletter is generated and issued by Alankit Group. Content used in this newsletter are of informative nature and do not account to be advise to anyone.

To,

If Undelivered please return to :

Alankit Assignments Limited
Alankit House, 4E/2,
Jhandewalan Extension
New Delhi - 110055