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**DEPARTMENT OF COMMERCE**

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# SOFT SKILLS THAT GIVE HARD RESULTS

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By *Dr. Sachin Labade*, Associate Professor in the Department of English, University of Mumbai and Certified Soft Skills Trainer and

By *Mr. Omkar Gogate*, Senior executive, HR at Godrej Agrovet Limited, Mumbai.

Remember the song Pappu can't dance saala? Yeah, that funny and spoofy song that makes you rock. Pappu is muscular, popular, and spectacular but what cuts him short is the fact that he can't dance. Well, that happens with many of us, only that 'dance' is replaced by something else. If it so happens that despite academic and technical credentials, you are lost as to what to do next. Sometimes you wander like a deer in the mad pursuit of kasturi and end in frustration. If you feel that you fade into 'no'-body when you face a new group and new situation; if you feel that your smiles disappear and body acts strangely when you stand before an audience to speak, if you think that you can do anything but manage your time, then it is high time that you instil in yourself small doses of soft skills and strengthen yourself.

'Soft Skills? What's that?' If that is your reaction, then just take a deep breath and relax! These are the skills that relate to how you work. These are your abilities to identify the talent and knowledge you have and to showcase the same effectively. These skills are as important as your education or experience, and paying attention to them will take you a long way, be it your personal, social or professional life. Soft skills relate to how you interact with others as well as it is about your overall attitude. Your cover letter, CV and then your interview are the first instances where you exhibit these skills or the want of them. Soft skills ultimately can make or break your chances of self-development. Hence, it is necessary that we take a look at some of these skills.

## ***Communication***

The ability to express oneself in an articulate and concise manner as well as the ability to understand the intended meaning defines communication. It is a set of skills that one needs to nurture through practice. A good grasp of a language or two is always an advantage. Because businesses in India use English almost universally, one must, besides the first language, be able to use English in an efficient manner. Having an introductory knowledge of the language is not sufficient; one should regularly practice one's ability to convey a message or ideas to others. Participate often in various activities in the classroom or outside, where you get a chance to interact with the other people and get to share ideas. Competitions of any kind will give you exposure and sharpen your self-expression. Even if you are not at the fore, volunteering in college events will test your interpersonal skills.

## ***Team building***

Has this phrase got you wondering what has team building got to do with your soft skills? Just think how many groups do you constantly move in and out; Family, friends, college group, NSS, NCC, and the list does not end here. Once your professional career phase begins you have team up with people in your workplace, departments, and sections. It is here that you need to show your ability to cooperate, understand and get understood, motivate, work towards a common goal and at times lead your colleagues.

Well, your search of the skills that can make or break your chances of professional success does not end here. Some more soft skills that employers look for when they hire candidates



include motivation, time-management skills, positive thinking, creative problem-solving skills, flexibility, and ability to take criticism. None of the above skills comes to you overnight. Realizing their importance early is important. Even if you start late, these skills will still make you stand apart from the crowd. All you need is to constantly work on developing and making these skills an indivisible part of your personality. And always remember that gaining these skills is your journey of exploring yourself and discovering the hidden abilities that you have. So pull up your socks and get ready for the dance.

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# STUDY OF INDIAN ETHOS MANAGEMENT – 8TH DIMENSION PARADIGM SHIFT IN THIS CORONA PANDEMIC

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By *Mr. Joseph John Fernandes*, Research Scholar, Ramanand Arya – DAV College, Mumbai.

## INTRODUCTION

Indian Ethos Management believes in supreme soul and supreme truth. If you do good, you get good. If you are good, the whole world is good. Indian Ethos Management taps on potentials and values and cultures. To be perfect, to live in the present and develop selves is the core essence of Indian Ethos Management. Fuse morality with education in sweet harmony. And see what happens. The educational system has to be shaped anew, so that students can fulfil the task of brightening the Motherland Bharat. Education should teach us = SIMPLE LIVING, HIGH THINKING. EDUCATION should produce- students of integrity, character and self-confidence. Education without purification is like a kite whose twine is scrapped. Education without refinement of character is like a rudderless boat, no one knows where it will take us. What is education? He indeed is the wise one, who focuses his attention on the important aspects of learning and obtains the right insight into the true nature of education. Education is that which throws wide open the doors of the mind. The men of learning should experience within themselves the sublime beauty and splendour of education, and then they should impart it to others. To see the Universal and all-pervading spirit of Truth face to face, one must be able to love the meanest of all creation as oneself- says Gandhiji and this is only the supreme Truth. Bhagvad Gita- chapter 15 verses 1= Urdhva Mulam Madhsakham, Aswatham Prahuravayam, Chandagumsi Yashya Parnani, Yastam Vedasa Vedavith. Meaning- The Banyan tree roots have it in upwards and its leaves downwards. They are the Vedas and one who knows it knows the Vedas. Similarly, one who knows the essence of education knows all about the fruits of

education and its realities and its moral values!!! Chivalry of speech has increased, Chivalry of deed has disappeared, Life is laden with false vanities, Previously Indian Ethos was to Know one self. Self- realisation is the Key aspect in Indian Ethos. Indian Ethos promotes the qualities of team-spirit, humility, forbearance, patience, persistence, perseverance, purifying the mind, living in peace, possessing a spirit of service and Nishkaam karma. Unity in diversity is the key-aspects of Indian ethos human values. This was the previous nature of Indian Ethos. But today, the Indian youth and people have forgotten our age-old Indian Ethos Management. Competition, Carelessness, stress, over-confidence, pulling others down to make one self-secure, crab-mentality, has reduced the life-span of people and now more dis-eases have increased. Money has become our God; Pride has become our weapon. Selfishness sits in Mind's seat. Egotism has become our Fashion. Greed has become our Beauty. Dharma is not sought. Compassion has sunk low. Moral fervour is lost. Hypocrisy has become the light of life. Love and Kindness lie sick and diseased. Modern education has blinded the man with lust. Life has become a burden. Mind has gone astray. Education should enable a person to nurture proper values and virtues n oneself. The end of education is to gain employability and possess lot of wealth. Students are the very foundation of the nation. When the foundation is strong, the nation will also be the strongest building. For this, the people of the nation, the government, the teachers, the parents and the students of country should have a strong moral value. Students nowadays strive to get high ranks and high degrees, but they have lost moral values. We have reached the planets, but we cannot

conquer our senses. Master the mind and be a Master mind. We nowadays are not caring for remarks, but we only take credibility in Marks. So better try to improve educational policies, values and use better Indian philosophies to come up in life and for over-all development of societal welfare. So Believe in Indian Ethos Philosophies and start moving ahead and use it for the betterment for the society, IN THIS PANDEMIC to grow from within by contemplation and introspection, rather than show-off business

- Ultimately, Over-all personality of the people could be enhanced, by Indian Ethos study.
- Inner-wounds, emotional aspects could be rectified.
- We have to consider the welfare about others while we practice INDIAN ETHOS.
- There is always a win- win situation when we do good things.
- People have to be change-agents by themselves, if they self- willed be.
- We create positive auras for everybody, through Good Indian Ethos teachings.
- How to be free from DISEASES can also be taught.

#### **GAP ANALYSIS**

- People are always Orthodox, traditional and conservative.
- We only think about ourselves and other people who need us.
- We have our own perceptions and do not like mixing with each other.
- Being Egoistic retards our growth. We always make religion come first and humanity next and this is the main cause of our downfall.
- We never forgive and fall in many maladies and go in graves with same sorrowful situations.
- We are always trying to accumulate things, rather than giving. We are hoarding things for ourselves.

#### **SCOPE OF INDIAN ETHOS MANAGEMENT IN THIS CORONA ERA**

- Together we come and make a great difference. Together we come and move towards the steps of prosperity.
- Always try to develop a Mentor- Mentee relationship in classes (guru-shishya parampara). I have been a learner in this learning process. By completing a course in Bio-medical Health care, and a project-Mental Health care, I would be using it for these special DIVYANGJAN (DIVYA + JAN) kids and understand them in a better way, trying to make their life meaningful. Also try to serve the patients- cancer and other terminally ill patients who have no hope of tomorrow.
- Try to teach the Under-privileged kids who do not have money to learn and are still trying to learn by making and pulling something.
- Through these kinds of papers, try to help the rural people in their development either through education giving or by some other mode.

In conclusion, Samastha Loka Sukhino Bhavanthu: Let the whole world attain happiness to the fullest, Summing up the essence of 18 puranas in one phrase:

“Paropakarah Punyaya, Papaya Parapeedanam” = (HELP EVER, HURT NEVER). In other words, FORGIVE AND FORGET. Let this be the pledge for everybody:

- Satyam vara, Dharamam Chara (Upanishads)- SPEAK TRUTH, FOLLOW RIGHTEOUSNESS.
- LOVE ALL, SERVE ALL (Ramayana, Upanishads, Veda, Mahabharata, Bhagavata, Puranas) is the core essence of Indian ethos and also of all the religions of the world, which has come through Indian Ethos teachings.
- MANAV SEVA HI MAADHAV SEVA HAI – SERVICE TO MAN IS SERVICE TO GOD.

• Go on doing NISHKAAM – KARMA – others before self and working for others, with no expectations. WHEN YOU LIVE IN UNITY, you get harmony in Humanity. WHEN IN DISUNITY, you always get disharmony in Humanity. SO CHECK YOURSELVES BEFORE YOU WRECK YOURSELVES!!!!!! IN THIS CORONA PANDEMIC!!!

• Bhagvad Gita – chapter 18, verses 66= Sarva dharma parityajaya, Ma mekam, Sharanam Vraja, aham twam Sarva Pape Bhyo, Moksha Ishiyami Ma suchaha. Meaning = Shed all your religions and anxieties to me. Surrender to me and I shall Banish your fears.

IN THIS CORONA VIRUS ERA APNA LOCUS NAHIN, FOCUS KO CHANGE KARO; MISSION NAHIN, VISION KO CHANGE KARO; DHRISTI NAHIN, DHRISTKON KO CHANGE KARO; DUSHRO KO NAHIN, KHUD KO CHANGE KARO; AUR SAB KO NISKAAM KARMA SE MADAD KARO!!!!

GRANT US OUR DESIRES, OUR JOYS AND EVERYTHING, IN THIS WORLD AND THEREAFTER. IN THIS PANDEMIC OF NEGATIVITY, BE POSITIVE ALWAYS IN TRINE ASPECTIVITY.

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## SME EXCHANGE: THE JOURNEY SO FAR...

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By *CA. Radhika Deshpande*, Assistant Professor, Department of Commerce, University of Mumbai

### About SMEs

The Small and Medium Enterprises sector is an important element of country's economic growth and development. It forms the largest generator of employment employing large numbers especially in the informal sector as well as contributes more than 30% share in GDP of our country.

For classification of micro, small and medium enterprises the twin criteria w.r.t. investment and turnover have to be met. After the latest amendment in the provisions of Micro, Small and Medium Enterprises Development Act, 2006, with effect from 1<sup>st</sup> July, 2020 the classification is as shown below:

	<b>MICRO</b>	<b>SMALL</b>	<b>MEDIUM</b>
Investment in P&M or Equipment	Not more than Rs. 1 crore	Not more than Rs. 10 crores	Not more than Rs. 50 crores
Turnover	Not more than Rs. 5 crores	Not more than Rs. 50 crores	Not more than Rs. 250 crores

The discussion about importance of SME sector, its pivotal role in the economy and the need to boost the sector is a global phenomenon. At the launch of the World SME Forum in Istanbul in May 2015 Turkey's Deputy Prime Minister Ali Babacan declared: "The SME sector is vital to the world economy, and small business is the powerhouse of employment, innovation and entrepreneurial spirit."

Support to the SME sector is extremely crucial especially in the emerging market economies. The most pressing problem faced by small or growing businesses is of access to credit. Most SMEs have to rely on debt financing from banks and financial institutions or private arrangements whereby the financing terms may not always be suitably tailored. Equity financing is a challenge due to the size and nature of business and access to capital market seems like a distant dream for most SMEs due to stringent listing and regulatory compliance and procedures as well as investors aversion

due to lack of awareness of SMEs operations. Thus, the possibility of creating a separate platform to enable SMEs to tap the capital market and get access to risk capital was pondered upon by several global and domestic financial market institutions. The need for having a separate exchange / platform for SMEs was also discussed during the 32nd Annual Conference of IOSCO held in April 2007 in Mumbai and it was felt that the same would be necessary for the focused development of the SME sector. Past attempts were made to achieve this goal in form of establishment of OTCEI in 1989 and the INDO NEXT Platform of the BSE in 2005. However, both these experiments failed to achieve the desired results as OTCEI was ahead of time, had technology gaps and as a separate exchange competing against large ones. (*SEBI Discussion paper on developing a market for Small and Medium Enterprises in India*).

A PM Task Force was formed in 2010 to address several issues regarding the MSME

sector which recommended setting up of SME Exchange to promote inflow of equity capital into this sector. Also, the public scrutiny of SMEs is expected to raise productivity of the MSMEs by improving their governance processes and practices. The Securities Exchange Board of India (SEBI) Board had also considered and agreed to creation of a separate Exchange for the SMEs. Upon deliberations with Exchanges and various stakeholders, SEBI framed the guidelines for SME Exchange/Platform.

### **SME EXCHANGE/PLATFORM**

A SME Exchange provides a dedicated platform for SMEs to raise equity capital which is separate from the main board of the stock exchange. It gives an opportunity to both *companies* in form of a new source of finance as well as *investors* in form of an additional source of investment. It allows development of market place for growing companies which enables them to invite public investment with less restrictions as compared to the listing requirement on the main board. As a result, it also enables a secondary market with Exit route for the investors. The platform can help companies realise their full potential by aiding them with early financing and ultimately result in better performance and generate high returns for the investors. The aim is also to formalize and regulate the large unorganized sector of the Indian economy.

Participation in the SME Exchange is in principle similar to the main board of the stock

exchange and runs parallelly with the infrastructure of the main board being extended to SME platform. The market regulator SEBI has framed guidelines with regards to listing requirements, investor participation, migration to main board with certain relaxations offered to the SMEs proposing to list on the SME Exchange.

Pursuant to the regulatory framework, there exist two SME Platforms in India – BSE SME Exchange launched in March 2012 and NSE EMERGE Platform launched in September 2012. As mentioned on the BSE SME platform website, BSE SME Exchange shall enable Entrepreneurs to raise equity capital for growth and expansion of SMEs in a cost-effective manner and Investors with opportunities to identify and invest in good companies at an early stage and also provide an Exit Route. The NSE website mentions that EMERGE will be an ideal platform to raise funds for companies on a growth path, but not large enough to list on the main board.

The SME platform has provided an excellent opportunity for growing companies in form of alternative source of capital. Since the 2012 launch, the number of companies getting listed on SME platforms has been ever-increasing. It has also offered prospects to the investors to invest in emerging businesses with assurance of good governance and efficient business practices. Although caution is exercised in case of retail investors as there is a high-risk element involved and therefore SEBI has drafted specific guidelines in this regard.

#### **Listing Criteria Highlights:**

<b>Particulars</b>	<b>BSE SME Platform</b>	<b>NSE EMERGE</b>
Post-issue paid-up capital (Face Value)	Not more than Rs. 25 crores	Not more than Rs. 25 crores
Net Worth	Positive	Positive
Net Tangible Assets	Rs. 1.5 crores	
Track record of to-be-listed company or the converted firm/LLP/proprietorship	Of at least 3 years Or Should be funded by Bank/Financial Institution/State or Central	Of at least three years of either i. the applicant seeking listing; or

	Government or Group Company should be listed for at least two years on main board or SME board of the Exchange	<p>ii. the promoters*/promoting company, incorporated in or outside India or</p> <p>iii. Proprietary/ Partnership firm and subsequently converted into a Company (not in existence as a Company for three years) and approaches the Exchange for listing.</p> <p>*Promoters mean one or more persons with minimum 3 years of experience in the same line of business and shall be holding at least 20% of the post issue equity share capital individually or severally</p>
Profitability criteria	Positive cash accruals (Earnings before depreciation and tax) in any of the year out of the last three years	Positive operating profit (Earnings before interest, depreciation and tax) for at least any 2 out of 3 financial years preceding the application
Applicant Company should <b>NOT</b>	<p>i. Have been referred to BIFR</p> <p>ii. Have any winding-up petition accepted by a Court</p>	<p>i. Have been referred to BIFR or pending proceedings under Insolvency and Bankruptcy Code against the issuer and Promoting companies</p> <p>ii. Received any winding up petition admitted by a NCLT / Court.</p> <p>iii. Material regulatory or disciplinary action by a stock exchange or regulatory authority in the past three years against it.</p>

Other specific conditions pertaining to disclosure requirements in the application as well as net worth and operations related criteria have also been specified by the respective stock exchange's SME Board.

### Positive Performance of SME Exchange

➤ SME Exchange provides a brilliant platform for small companies to go public through which they may gain opportunities to grow and expand their business. SMEs can deleverage their balance sheets by turning to the equity markets for initial as

well as additional financing. This has also enabled small and growing companies to gain access to capital market providing them visibility and hence enhanced credibility and business opportunities.

➤ Till date 336 companies have listed on BSE SME Platform with 99 companies

migrating from BSE SME Platform to Main Board of BSE leaving 237 companies listed as of date. The amount of equity capital raised on the platform amounts to Rs. 3,492.54 crores. The market capitalization of listed companies as of date is Rs. 10,328.64 crores. On the NSE EMERGE Platform, around 239 companies have been listed with 71 companies having migrated to the main board.

- BSE also developed the S&P BSE SME IPO index which is designed to measure the performance of the small and medium enterprises (SME) listed on the BSE SME platform after the completion of their initial public offering (IPO) thus providing benchmark to measure the performance of the SME sector.
- NSE has designed a benchmark as well, NIFTY SME EMERGE Index to reflect the performance of a portfolio of eligible small and medium enterprises that are listed on NSE EMERGE platform. 20 companies listed on NSE EMERGE platform subject to trading criteria forms the index which is reconstituted on a quarterly basis.
- It has led to the creation of wider investor base
- Tax implications are also favourable than what investors would otherwise be liable in case of sale of unlisted securities that attract 30% short-term capital gains tax and 20% long-term capital gains tax. As against this while parting with SME listed securities tax payable shall be 15% on short-term capital gains and 20% on long-term capital gains.
- A seamless migration to the main board of the stock exchange is made possible subject to certain conditions that provides a continuous market for companies as well as the investors.
- The concessions offered to SMEs for listing on the platform in terms of relaxed entry conditions, concession on disclosures, publishing of half-yearly results instead of quarterly results with no requirement to

publish it in newspapers, have encouraged many companies to participate.

- To further the cause of SME Exchange, SEBI made provision in ICDR guideline whereby listing on the Exchange was made possible without bringing Initial Public Offer (IPO) for start-up companies in early stage of growth subject to certain conditions.
- SEBI reviewed the earlier framework of Institutional Trading Platform (ITP) that enabled listing of issuers which are in intensive use of technology, information technology, intellectual property, data analytics, bio-technology or nano-technology to provide products, services or business platforms with substantial value addition. The modifications made were with regards to eligibility criteria for companies to list on the platform, minimum application size and no. of allottees, allocation criteria to investors, trading lot and migration to the mainboard.
- For the purpose of market making SEBI framed guidelines for market makers on SME Exchange who shall provide a 2-way quote for 75% of the time in a day from the day of listing / the day when designated as the Market Maker for the respective scrip and shall be subject to the guidelines laid down for Market Making by the Exchange. This ensures support to the SME stocks as well as leads to better price discovery mechanism by competing market makers.

### **Challenges Faced and Way Ahead**

- Although the platform opens new doors of finance for the SMEs the core business model of the companies needs to have enough vigor to sustain the market expectations and attract investors by means of fair valuation and judicious returns.
- India faces a major obstacle due to lack of entrepreneurs and required skill set to become innovators and leaders. Vast geographical areas are still outside the technology grasp and it is still not as easy

doing business in India as it ought to have to be. The success ratio of MSMEs in India is not an encouraging sight, deterring investors from even considering investment in the sector. Fundamental behavioral changes need to be made to make the MSME sector more vibrant and attractive for beneficial investment prospects. This will provide incentive to the SMEs to list on the exchange platform to raise necessary equity capital.

- It is still challenging for start-ups and many small businesses to successfully fulfill all the listing criteria or takes more than expected duration to migrate to the main board of the stock exchange.
- It may also be challenging for the exchanges to filter out the eccentric companies and identify genuine SMEs with appropriate business operations and good corporate practices.
- Thus, the entry criteria for listing on the platform can be more flexible and dynamic

given the nature of business of SMEs with emphasis on special factors affecting the individual entity and creating risk-based models is advisable for determining listing eligibility rather than a general template approach.

- The Exchanges may even consider reducing the compliance burden on SME listing which shall encourage more SMEs to be listed.
- The risk perception towards SME stocks needs a revamp. External agency vetted 'rating-based methodology' specific to SME sector may be developed to assist investors in decision making process.
- And finally, awareness campaigns and promotional programmes could always be arranged to create more awareness among investors and SMEs for greater and active participation with special focus on the young entrepreneurs and investors.

*The references used include WFE Report on SME Exchanges, SEBI Discussion paper on developing a market for Small and Medium Enterprises in India – ([https://www.sebi.gov.in/sebi\\_data/attachdocs/1291112089228.pdf](https://www.sebi.gov.in/sebi_data/attachdocs/1291112089228.pdf)), NSE and BSE official websites and publications.*

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