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AATRAL Special Edition

PRESENTED BY

**SOUTHERN INDIA CHARTERED
ACCOUNTANTS STUDENTS
ASSOCIATION OF THE INSTITUTE OF
CHARTERED ACCOUNTANTS OF
INDIA**



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CHAIRMAN'S MESSAGE

"Do your little bit of good where you are; it is those little bits of good put together that overwhelm the world."

- Desmond Tutu

"October is a symphony of permanence and change."

- Bonaro W. Overstreet

"In a gentle way, you can shake the world."

- Mahatma Gandhi

As we began this month with the Gandhi Jayanthi Celebrations, Let us think of Mahatma Gandhi and the values had impacted our country and the world; With Wars raging between countries and a prediction of impending WW-3, the message of Gandhi has the need for assertion;

Wars affect economy and the people of not only the relevant country but also has a domino effect on the world; Let us pause for a moment and pray that peace prevails in the world.

The month of September 2023 was eventful with the signature event of SICASA of ICAI with AATRAL-Power to Mastery'-National Conference for CA Students conducted with aplomb at Kalaivanar Arangam on September 2nd and 3rd 2023.



The technical and motivational sessions were very good with leading speakers of ICAI on Stage and I congratulate all the paper presenters for making their mark at the conference. The food was excellent and the photo frame a great success. The highlight of the conference was the cultural program and actively participated by all the students. It would have been great if more number of students come forward and attend the conference enthusiastically.

75 Years of ICAI is being celebrated in a grand way in all the Regional Councils and Branches and the 32 weeks of celebrations are happening based on the guidelines issued by Delhi. In this many student related activities also happened and we had the Guru Purnima celebrations in Aug and Teachers day elocution contest on September 5th 2023. It was conducted successfully and attractive prizes were given to students.

There was also aa medical camp organised with SIRC of ICAI in association with Lions club; It was a huge success with Blood tests, Bone density scans ECG, Echo cardiogram tests followed by expert doctors consultation in General Medicine, Eye, Gynaecology, Cardiology, orthopaedics Dentistry; Dental camp was full-fledged and approximately 75 were given dental treatments. Approximately 175 Students, parents and Staff of SIRC of ICAI benefitted from the camp. There was a CPR Demo and a blood camp; Approximately 20 students and parents donated blood;

The exams are around the corner and we hope this last attempt in the existing syllabus will see a lot of students coming out with flying colours. A lot of Seminars are being planned for the month of October 2023 in connection with the exams and hope all of you utilise it to the fullest.

Wishing you all the best and please do go through the pages for the bright and colourful pictures of the events.





TECHNICAL ARTICLES

What if Income tax is abolished?



Impacts and other ways the government can make the money



Hastheesan B
SRO0751233

Income tax is one of the most important of revenue for the government in terms of taxes. As per the recent budget of 2023 government is earning a revenue of around 44.37% which is the highest source of revenue for the government as per recent statistics. But Most of the Tax revenue is earned from Indirect taxes which accounts for 57% of the total tax revenue. As per recent stats, only 3% of the Indian population is effectively paying Income tax which is most probably Joint stock companies, partnership firms LLP, etc.



Tax revenue

A tax is a legal requirement that individuals and businesses pay to the nation's government without receiving any immediate benefit in return. The government imposes it on the people. Tax revenues can be broadly classified into direct and indirect taxes.

Direct tax

A direct tax is paid directly to the institution that imposed it. Income tax, personal property tax, asset tax, and real property tax are examples of taxes paid directly to the government by an individual taxpayer.

Indirect tax

Indirect taxes are gathered and paid to the government by one business in the supply chain (typically a supplier or retailer). But, they are reflected in the price as part of the purchase price of commodities or services. The tax is eventually paid by the consumer, who pays more for the goods. Examples are excise duties on liquor and tobacco, value-added tax (VAT), etc.

Non-tax revenue

The government collects Non-tax revenues from means or sources other than tax revenues. The following are the key non-tax revenue streams for India's central government:

Administrative revenue

It arises as a result of government administrative services. The following are a few examples:

- Government hospital fees, passport fees, court fees, education fees, etc.
- Escheats (Income obtained by the government through the seizure of property with no legitimate claimant or successor).
- Fines: The government imposes penalties and fines on people violating the law.
- Licence fees and permits
- Profits generated from public sector undertakings.
- Commercial revenue

Consequences of abolishing income taxes

- If income taxes are abolished, it will increase inflation in the economy substantially as defined by J.M Keynes in his theory.
- It will increase the purchasing power of the citizens more than what it should have been which will lead to excess money in the hands of the citizens.
- As per budget 2023, Most of our government revenue is from borrowing liabilities especially from International financial institutions or through RBI or through treasury bills which will mature in 90 days in the money market. If income tax is abolished it will not only reduce tax revenue of the countries but also reduce credit availability for the country as it will lose its stability in the economy which will result in economic slowdown.
- If income tax is abolished, there is no chance of overall development of the economy as there is no centralization of tax revenue which eventually leads rich becoming richer. Poor becoming poorer.
- If income tax is abolished, it indirectly affects the rise of startups which is necessary for an economy to grow as the taxes that are exempted to the big corporates have to be borne by startups and middle-class people in the form of price rise and credit availability.

How the government can increase revenue

- If Income tax is abolished by the government eventually it will reach the government in the form of indirect taxes. So government can raise the amount of indirect taxes in the economy to control inflation. It will reach the government in such a way that the purchasing power of the citizens of the country will be so high which will eventually lead them to spend on various things which leads to payment of indirect taxes to the government

- In the case of a company, the corporate social responsibility percentage can be increased which will lead to a major outflow of money for good cause from the company side.
- The government can encourage the citizens of the country to invest in various financial instruments which will eventually lead to the availability of funds for various startups and MSMEs
- As most of the important taxes are paid by corporates, export and import duties for those companies having turnover of more than 250 crores can be substantially increased which will lead to an increase in the revenue of the government and also in the availability of goods and services within the country
- Corporates can be instructed to do venture capital to various startups based on their ideas from the money that is supposed to be paid as Income tax which will give a good boost to startups and improve the overall economy by increasing GDP, GDP per capita, Unemployment Index, etc.

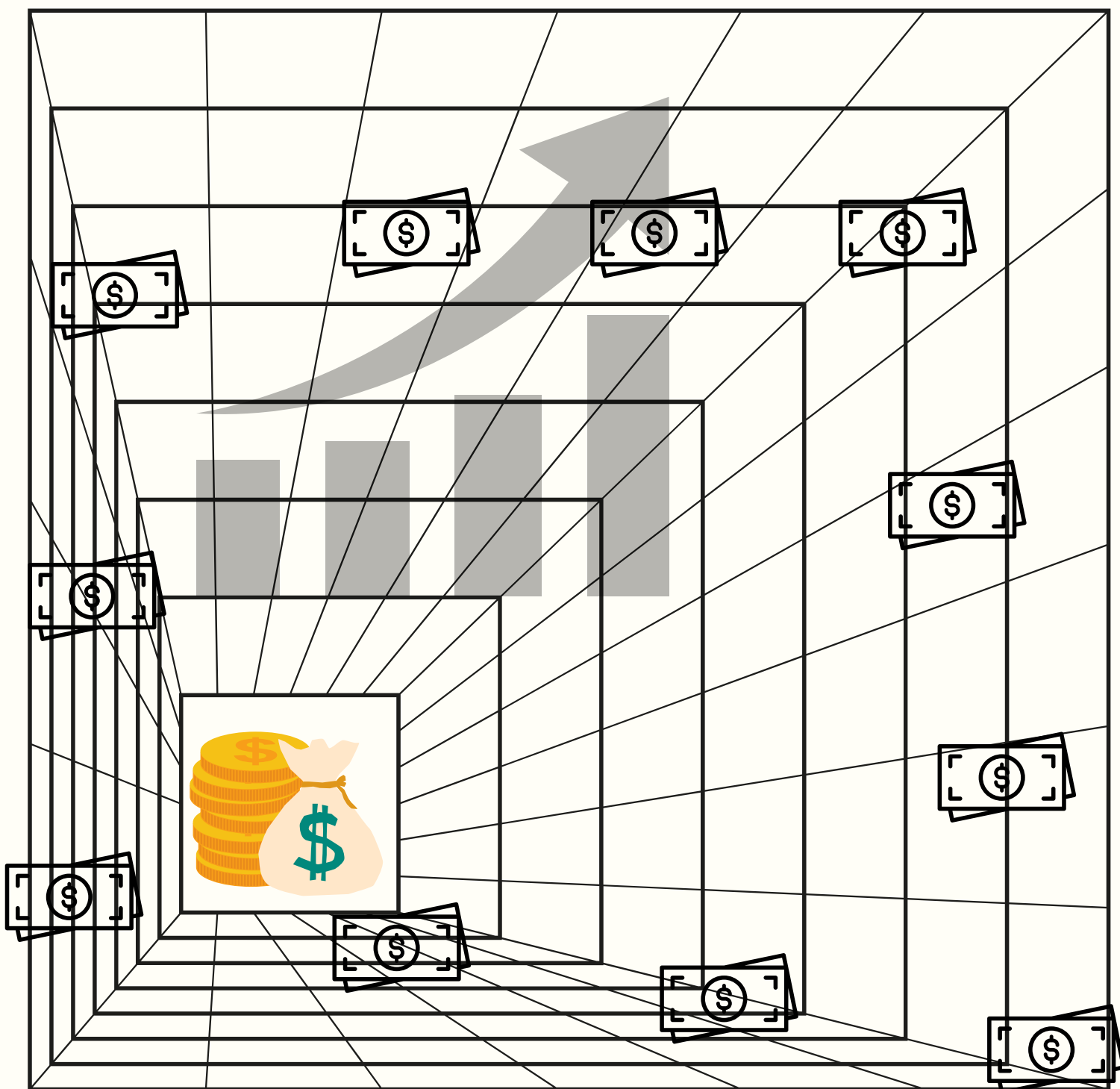
Conclusion

The major sources of revenue for the Indian government are the GST and income tax. Both sources of taxation account for roughly 90 percent of the government's overall revenue. GST contributed about 57 percent of overall tax revenue in 2021-22. The expenses met by the government for its maintenance and to safeguard the welfare of society as a whole are referred to as public expenditure. In 2019, the Indian government spent more than 59 trillion rupees. The above article concerns the major sources of revenue and also the different ways the government can tackle income tax abolishment.

SIP vs Lump Sum



Vinit shah
SRO0721705



We all have been hearing this question for a long time now. It isn't easy to pick one. Each one has its benefits. The main difference between SIP and lump sum mutual funds is the cash flows. One invests only once in a lump sum investment and in the case of SIP, he/she invests regularly. There is no rule that a person investing through SIP can't do a lump sum when there are surplus funds available.

It is always advisable to invest through SIP as it inculcates financial discipline.

Advantages of Investing in SIP than Lumpsum

Systematic Investment Plan (SIP) is an investment option available for mutual fund investors. Investors can invest a fixed sum regularly. Also, one can start with a one-time investment in SIP and then continue with regular periodic investments. SIP investing has multiple benefits.

- Rupee cost averaging

Since the investment is spread over some time, the average cost of investing comes down. Therefore, investments in mutual funds through SIP are least affected by market volatility.

- Bring Discipline into investing

Since the SIP amount is deducted automatically from your bank account every month and directed towards the mutual fund scheme. Thus, SIP brings out the much-required discipline in investing.

- Prevent the problem of Market Timing

Since SIP gets you a greater number of units when the market is down, it lowers the average cost of investing. This brings higher returns in the long term. Therefore, SIP investments are least affected due to rupee cost averaging. Moreover, one need not worry about market volatility while investing through SIP in mutual funds.

- Flexibility

You can stop, pause, change the amount, and withdraw any amount from a SIP. One can choose an amount as small as INR 500 to invest in MFs.

Who Should Consider to Invest through a SIP?

A regular-income person can choose to invest in SIP. But why SIP is better? This reduces the burden of investing a lump sum amount at once. For a person investing in equity funds and looking for a long-term investment, SIP is highly recommended.



Also, SIP investing works well in a falling market. This is because the investor can accumulate a large number of mutual fund units when the price is low. The growth rate will be high once the market picks up pace.

The main question is when is the right time to choose a SIP. Well anytime is the right time. Let the market be at an all-time high or low, it shouldn't affect SIP investors. This is because it is assumed that mutual fund investors invest for a long time (5-6 years minimum).

Advantages of Investing in Lumpsum than SIP

Lump sum investing in a mutual fund suits investors who want to invest for the short-term in debt mutual funds. There is no point in investing in debt mutual funds through SIP. Rather a lump sum route should be used to invest in such a case as the recommended horizon for debt funds is less than 3 years.

So does that mean one cannot invest in equity funds mutual funds through lumpsum? Well, certainly not. One can invest in equity mutual funds through lump sum investment. Any form of windfall gains, profit from the sale of an asset, or any surplus cash available can be invested in the market to earn a return on them. Even salaried individuals can invest through lump sum in mutual funds when they get a year-end or festival bonus.

Conclusion

It can never be a SIP vs. Lump sum. There is always an 'and' in between them as they go hand in hand. An investor cannot alone choose one type of investing option.

Lump sum or SIP in mutual fund investing have their benefits and work for different investors at different times. However, one has to understand the difference between SIP and lumpsum. Thus, it is always recommended to start investments early to enjoy the benefits of the power of compounding in the long run.

However, it is advisable to pick an investment option (SIP or one-time investment) based on your financial goals and voila you are earning returns on your investment!





Chartered Accountants' Role in Climate Change and Navigating the Challenges



Esha B Sanjay
SRO0677621



Chartered Accountants (CAs) assume an indispensable role in confronting the challenges posed by climate change and its concomitant complexities. They do so by leveraging their financial acumen and strategic prowess to serve organizations, governmental bodies, and diverse stakeholders. Their purview extends across a spectrum of responsibilities, encompassing facets of sustainability, reporting, and regulatory adherence.

Outlined below are several pivotal functions and obligations of Chartered Accountants concerning the realm of climate change:

- **Carbon Accounting and Reporting:** CAs can facilitate organizations in the quantification, oversight, and disclosure of their greenhouse gas emissions. Their expertise extends to the intricate process of computing a company's carbon footprint, encompassing emissions stemming from operations, supply chains, and the entirety of product life cycles. Moreover, they play a pivotal role in guaranteeing alignment with pertinent emissions reporting mandates.
- **Sustainability Reporting:** CAs are instrumental in the preparation and assurance of sustainability reports, such as the Global Reporting Initiative (GRI) or the Task Force on Climate-related Financial Disclosures (TCFD) reports. These reports disclose environmental, social, and governance (ESG) performance, including climate-related risks and opportunities.
- **Risk Assessment:** CAs assist organizations in discerning and evaluating climate-associated risks and prospects. This entails a comprehensive analysis of potential fiscal ramifications arising from climate change, encompassing factors such as extreme meteorological events, alterations in regulatory landscapes, and transformations in consumer inclinations.
- **Financial Modelling:** They construct financial models that encompass climate-related variables, a process that may entail subjecting financial forecasts to stress tests across various climate scenarios to evaluate the organization's capacity for resilience and adaptability.
- **Sustainability Strategy:** CAs actively shape the formulation of sustainability strategies, harmonizing fiscal objectives with environmental imperatives. They offer counsel on sustainable investment paradigms and the judicious allocation of resources, bolstering the foundations for enduring sustainability over the long haul.
- **Regulatory Compliance:** CAs ascertain organizational adherence to environmental statutes and reporting stipulations pertinent to the realm of climate change. This encompasses the vigilant monitoring and comprehension of dynamic climate-related legislations and regulatory frameworks.



- **Audit and Assurance:** They provide assurance services to stakeholders, verifying the accuracy and reliability of sustainability reports, emissions data, and other environmental disclosures. This engenders confidence and fosters trust in the disseminated information.
- **Tax Planning and Incentives:** CAs provide invaluable counsel to organizations in harnessing tax incentives and credits associated with sustainable endeavors and investments in renewable energy. Additionally, they offer astute guidance regarding the intricate tax ramifications entailed in carbon pricing mechanisms.
- **Advisory Services:** CAs provide strategic counsel about the reduction of carbon emissions, enhancement of energy efficiency, and the adoption of sustainable business paradigms. This advisory role encompasses the identification and promotion of green technologies, the optimization of energy-intensive processes, and the advocacy for sustainable supply chain management.
- **Investor Relations:** They facilitate organizations in conveying their endeavors about climate matters to investors and stakeholders. This encompasses addressing inquiries from investors regarding Environmental, Social, and Governance (ESG) performance and actively engaging in dialogues with shareholders concerning climate-related concerns.
- **Education and Training:** CAs can enlighten their clientele and peers on the intricate financial dimensions entailed by climate change, sustainability, and the realm of Environmental, Social, and Governance (ESG) concerns. This dissemination of knowledge serves to cultivate heightened awareness and organizational competence in these domains.
- **Advocacy and Thought Leadership:** Several Chartered Accountants (CAs) actively participate in advocacy endeavors aimed at advancing policies and methodologies conducive to climate change mitigation. Furthermore, they make noteworthy contributions to intellectual discourse through the dissemination of articles, presentations at prominent conferences, and active involvement in industry-driven initiatives concentrated on the realm of sustainability.

In summary, Chartered Accountants have a multifaceted role in addressing climate change and its concerns, ranging from financial analysis and reporting to strategic sustainability advisory services. Their expertise is vital in helping organizations navigate the complex financial landscape of climate-related risks and opportunities while ensuring transparency and compliance with environmental regulations.



Concerns Arising in the Capacity of Chartered Accountants

While chartered accountants play a vital role in addressing climate change, several concerns must be addressed to ensure their effectiveness:

- **Lack of Training:** Many chartered accountants may not have adequate training in environmental and sustainability matters. To fulfill their role effectively, accountants need specialized knowledge and skills in carbon accounting, sustainability reporting, and climate risk assessment.
- **Limited Standardization:** The lack of standardized reporting frameworks and metrics for environmental disclosures can create challenges in comparing and benchmarking organizations' performance. CAs may struggle to provide meaningful information to stakeholders without clear guidelines.
- **Greenwashing:** Greenwashing refers to the practice of exaggerating or misrepresenting environmental initiatives to appear more sustainable than they are. Chartered accountants must be vigilant to prevent greenwashing and ensure that sustainability claims are substantiated and accurate.
- **Short-Term Focus:** Businesses often prioritize short-term financial gains over long-term sustainability. Chartered accountants may face pressure from clients or employers to downplay environmental concerns to protect immediate profits, undermining their role in addressing climate change.
- **Regulatory Uncertainty:** Rapidly changing climate regulations and policies can create uncertainty for organizations. Chartered accountants must stay up-to-date with evolving regulations to provide accurate advice and ensure compliance.
- **Ethical Dilemmas:** Chartered accountants may encounter ethical dilemmas when balancing their responsibility to clients or employers with their commitment to environmental sustainability. This tension can pose challenges in their decision-making process.

Conclusion

Chartered accountants are indispensable in the fight against climate change due to their roles in environmental reporting, risk assessment, carbon accounting, sustainability auditing, and advising on sustainable investments. However, concerns such as training, standardization, greenwashing, short-term focus, regulatory uncertainty, and ethical dilemmas must be addressed to enhance their effectiveness in addressing climate change. As the world grapples with the climate crisis, chartered accountants can play a pivotal role in promoting environmental stewardship and sustainable practices across industries. Their expertise is essential in aligning financial goals with the imperative of protecting the planet for future generations.



Sustainable Development and its International Perspective



Akshaya Narrasiman
SRO0733473



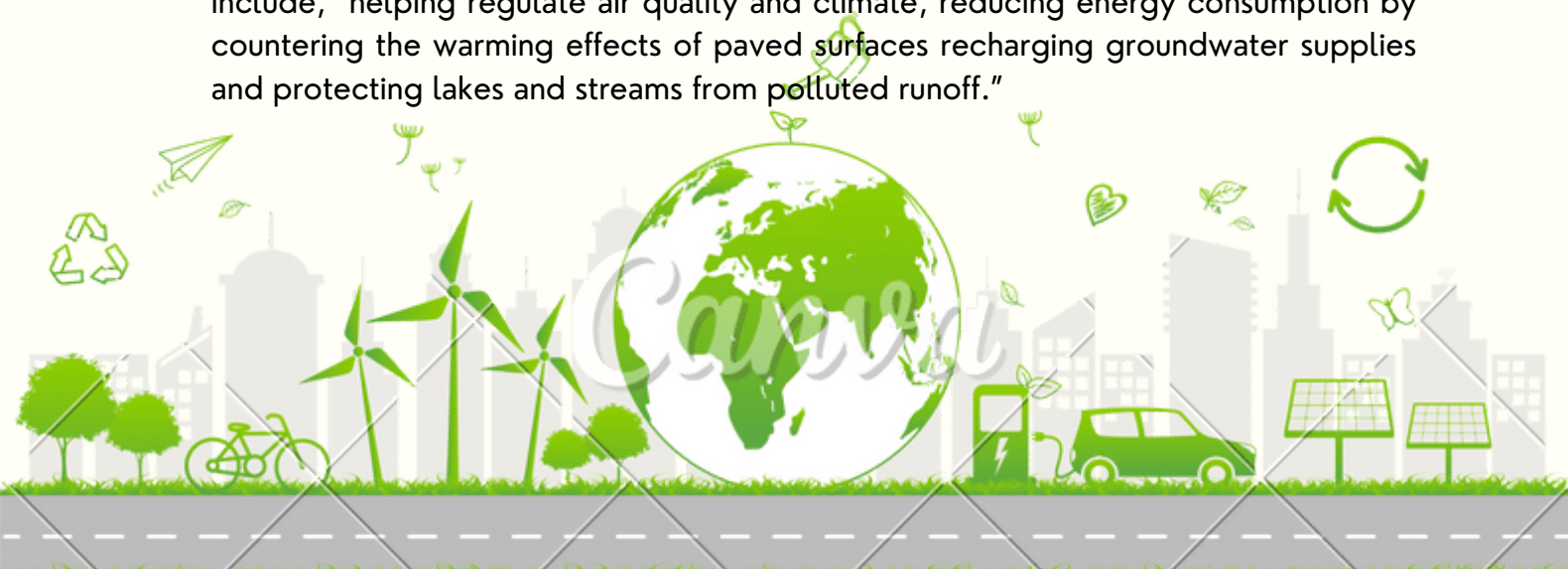
What is Sustainable Development?

Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The sustainable development goals are a universal call to action to end poverty, protect the planet, and improve the lives and prospects of everyone, everywhere. The 17 Goals were adopted by all UN Member States in 2015, as part of the 2030 agenda for sustainable development which set out a 15-year plan to achieve the Goals.

Examples of Sustainable Development in Everyday life

1. **Solar Energy:** The greatest advantages of solar energy are that it is completely free and is available in limitless supply. Both factors provide a huge benefit to consumers and help reduce pollution. Replacing non-renewable energy with this type of energy is both environmentally and financially effective.
2. **Wind Energy:** Wind energy is another readily available energy source. Harnessing the power of wind energy necessitates the use of windmills; however, due to construction costs and finding a suitable location, this kind of energy is meant to serve more than just the individual. Wind energy can supplement or even replace the cost of grid power, and therefore may be a good investment and remains a great example of sustainable development.
3. **Crop Rotation:** Crop rotation is defined as "the successive planting of different crops on the same land to improve soil fertility and help control insects and diseases." This farming practice is beneficial in several ways, most notably because it is chemical-free. Crop rotation has been proven to maximize the growth potential of land, while also preventing disease and insects in the soil. Not only can this form of development benefit commercial farmers, but it can also aid those who garden at home.
4. **Efficient Water Fixtures:** Replacing current construction practices and supporting the installation of efficient showerheads, toilets, and other water appliances can conserve one of Earth's most precious resources: water.
5. **Green Space:** Green spaces include parks and other areas where plants and wildlife are encouraged to thrive. These spaces also offer the public great opportunities to enjoy outdoor recreation, especially in dense, urban areas. According to the UW-Madison Department of Urban and Regional Planning, advantages of green spaces include, "helping regulate air quality and climate, reducing energy consumption by countering the warming effects of paved surfaces recharging groundwater supplies and protecting lakes and streams from polluted runoff."



The Agenda of Sustainable Development Goals

This Agenda is a plan of action for people, the planet, and prosperity. It also seeks to strengthen universal peace in greater freedom. We recognize that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development. All countries and all stakeholders, acting in collaborative partnership, will implement this plan. We are resolved to free humanity from the tyranny of poverty and want and to heal and secure our planet. We are determined to take the bold and transformative steps that are urgently needed to shift the world onto a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left behind. The 17 Sustainable Development Goals and 169 targets that we are announcing today demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what these did not achieve. They seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: economic, social, and environmental. Determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and a healthy environment. Determined to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources, and taking urgent action on climate change, so that it can support the needs of the present and future generations. determined to mobilize the means required to implement this agenda through a revitalized Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focused on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders, and all people. The interlinkages and integrated nature of the Sustainable Development Goals are of crucial importance in ensuring that the purpose of the new Agenda is realized. If we realize our ambitions across the full extent of the agenda, the lives of all will be profoundly improved and our world will be transformed for the better.



International Institute for Sustainable Development (IISD) and its role in international perspective over SDG

IISD became the home of Earth Negotiations Bulletin, a news reporting service on global environmental and development negotiations. In 2016, IISD launched the SDG Knowledge Hub, a dedicated site providing news updates, commentary, analysis, calendars, and guest articles on the implementation of sustainable development goals. IISD's vision is "a world where people and the planet thrive." The Institute works with intergovernmental organizations, governments, academic institutions, the private sector, and civil society organizations around the world. This collaboration includes developing new research, conducting news reporting and analysis, providing technical assistance and capacity-building support, and convening workshops and other knowledge-sharing events. To achieve that vision, IISD has structured its work around a framework called CREATE, which underpins the organization's current strategic plan through 2025. The pillars of CREATE are Climate, Resources, Economies, Act Together, and Engage.

Centralized realm by IISD

1. Climate

IISD's Climate work addresses two overarching pillars: Climate change mitigation and climate change adaptation.

The work on climate change mitigation is undertaken primarily by IISD's Energy program, which helps governments as they embark on energy policy reforms towards achieving a just transition to net-zero economies by 2050, including through the increased uptake of renewable energy sources and the phase-out of fossil fuel subsidies. IISD's Energy program is also home to the Global Subsidies Initiative, which provides data, research, and insights into reforming fossil fuel subsidies and fisheries subsidies. As part of IISD's work under its Climate pillar, IISD will serve as the first permanent secretariat of the Beyond Oil and Gas Alliance (BOGA). This initiative was announced by a dozen national and sub-national governments at the United Nations Climate Conference in Glasgow in November 2021 and has the objective of phasing out oil and gas production.

The work on climate change adaptation is undertaken by IISD's Resilience program, which works on advising policymakers on how to improve their countries' resilience to climate-related risks and adapt to climate change impacts. The Resilience program also works on environment, conflict, and peacebuilding; how the arts can support effective climate adaptation action; and how governments can address climate change mitigation and adaptation in tandem, rather than separately.



2. Resources

IISD's Resources work covers three main areas: the economic sectors of mining and agriculture, which also fall under the Economies pillar of CREATE, and freshwater health.

IISD's work on agriculture is organized around responsible agricultural investment and trade. Among other projects, IISD is one of the partners supporting the Economic Community of Western African States. Network of Parliamentarians on Gender Equality and Investments in Agriculture and Food Security, together with IISD has also partnered with Cornell University on research to determine the costs of ending hunger sustainably by 2030 and the policy interventions that could support meeting that objective, in line with Sustainable Development Goal 2. In addition, IISD's agriculture team advises governments on laws, contracts, policies, and legal frameworks for agricultural investment. IISD's work on mining, in addition to its role as the host of the IGF secretariat, includes research, analysis, and training on tax base erosion and profit shifting (BEPS) and what it means for resource-rich developing countries and their tax revenues from the mining sector. Among other areas, this work covers the recent agreement for a global minimum tax looking at its overall and sector-specific impacts for developing countries.

IISD's work on freshwater takes place under its Water program, which undertakes scientific research and policy outreach on how to improve the health of our global freshwater supplies. Through its Water program, IISD is the home of the IISD Experimental Lakes Area, since 2020, IISD has partnered with the African Center for Aquatic Research and Education to look at how to address environmental challenges.

3. Economies

IISD's Economies work seeks to provide policymakers and others involved in the policy process with research, analysis, news reporting, and training to help them craft laws, policies, and frameworks for fair, sustainable economies. The topics that IISD's Economies work covers include trade law and policy, international investment law and policy, international taxation law and policy, and sustainable infrastructure finance and procurement.

Through its work on sustainable infrastructure, IISD is now the home of the Nature-Based Infrastructure Global Resource Centre, established in 2021 jointly with the Global Environment Facility, the MAVA Foundation, and the United Nations Industrial Development Activities.



4. Act Together and Engage

The Act Together and Engage pillars cut across IISD's various programs of work and are also the primary focus of IISD's Tracking Progress team. Tracking Progress works on supporting communities, domestic policymakers, and international decision-makers in their efforts towards the achievement of the Sustainable Development Goals. The Tracking Progress program researches global environmental governance and is the home of IISD's Reporting Services work, including the Earth Negotiations Bulletin and the SDG Knowledge Hub. The program also works with communities on establishing "Tracking-Progress" sites to monitor their advances towards fulfilling sustainability targets, linked to indicators for assessing community wellbeing. Through the Tracking Progress program, IISD is the co-convener of the Geneva 2030 Ecosystem, together with the SDG Lab led by UN Geneva. The Geneva 2030 ecosystem works to establish partnerships and encourage joint research and outreach among different organizations in Geneva working on the Sustainable Development Goals. IISD is also a member of several international networks working on environmental issues. Its European office is part of the Geneva ecosystem and Sustainable Europe.

The 17 Goals and Its International Hub:



Overview of Fundamental Goals of Sustainable Development

1. End poverty in all its forms everywhere

Eradicating poverty in all its forms remains one of the greatest challenges facing humanity. While the number of people living in extreme poverty has dropped by more than half – from 1.9 billion in 1990 to 836 million in 2015 – too many people are still struggling to meet the most basic human needs.

Globally, more than 800 million people are still living on less than \$1.25 a day; many lack access to adequate food, clean drinking water, and sanitation. Rapid economic growth in countries like China and India has lifted millions out of poverty, but progress has been uneven. Women are disproportionately affected; they are more likely to live in poverty due to unequal access to paid work, education, and property.

Progress has also been limited to other regions, such as South Asia and sub-Saharan Africa, which account for 80 percent of the people living in extreme poverty. This rate is expected to rise due to new threats brought on by climate change, conflict, and food insecurity.

The Sustainable Development Goals (SDGs) are a bold commitment to finish what we started and end poverty in all forms and dimensions by 2030. To achieve the SDGs, we must target those living in vulnerable situations, increase access to basic resources and services, and support communities affected by conflict and climate-related disasters. Ending poverty is one of 17 Global Goals that make up the 2030 Agenda for Sustainable Development Goals. An integrated approach is crucial for progress across multiple goals

2. End hunger, achieve food security and improved nutrition, and promote sustainable agriculture

Rapid economic growth and increased agricultural productivity over the past two decades have seen the proportion of undernourished people drop by almost half.

Many developing countries that used to suffer from famine and hunger can now meet the nutritional needs of the most vulnerable. Central and East Asia, Latin America and the Caribbean have all made huge progress in eradicating extreme hunger. These are all significant achievements in reaching the targets set out by the first Millennium Development Goals. Unfortunately, extreme hunger and malnutrition remain a huge barrier to development in many countries. 795 million people are estimated to be chronically undernourished as of 2014, often as a direct consequence of environmental degradation, drought, and loss of biodiversity. Over 90 million children (about twice the population of California) under the age of five are dangerously underweight. And one person in every four still goes hungry in Africa.



The Sustainable Development Goals (SDGs) aim to end all forms of hunger and malnutrition by 2030, making sure all people – especially children and the more vulnerable – have access to sufficient and nutritious food all year round. This involves promoting sustainable agricultural practices: improving the livelihoods and capacities of small-scale farmers, and allowing equal access to land, technology, and markets. It also requires international cooperation to ensure investment in infrastructure and technology to improve agricultural productivity. Together with the other goals set out here, we can end hunger by 2030

3. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Since 2000, there has been enormous progress in achieving the target of universal primary education. The total enrolment rate in developing regions reached 91 percent in 2015, and the worldwide number of children out of school has dropped by almost half.

There has also been a dramatic increase in literacy rates, and many more girls are in school than ever before. These are all remarkable successes.

Progress has also faced tough challenges in developing regions due to high levels of poverty, armed conflicts, and other emergencies. In Western Asia and North Africa, ongoing armed conflict has seen an increase in the proportion of children out of school. This is a worrying trend.

While sub-Saharan Africa made the greatest progress in primary school enrolment among all developing regions – from 52 percent in 1990, up to 78 percent in 2012 – large disparities remain. Children from the poorest households are four times more likely to be out of school than those of the richest households. Disparities between rural and urban areas also remain high.

Achieving inclusive and quality education for all reaffirms the belief that education is one of the most powerful and proven vehicles for sustainable development. This goal ensures that all girls and boys complete free primary and secondary schooling by 2030. It also aims to provide equal access to affordable vocational training and to eliminate gender and wealth disparities to achieve universal access to quality higher education.



G20 and the SDGs - Global Perspective

Initiation and Scope of the 2030 Agenda

Given the universality of the 2030 Agenda, G20 members contribute to the implementation of the 2030 Agenda by taking bold transformative steps through both collective and individual concrete actions at international and domestic levels. These actions can advance sustainable development outcomes, support low-income and developing countries to implement the 2030 Agenda according to their national priorities and enable the provision of global public goods. By identifying issues of common concern and encouraging policy dialogue, coherence, and coordination, G20 collective actions are framed around Sustainable Development Sectors (SDS) including Infrastructure, Agriculture, Food Security and Nutrition, Human Resource Development and Employment, Financial Inclusion and Remittances, Domestic Resource Mobilization, Industrialization, Inclusive Business, Energy, Trade and Investment, Anti-Corruption, International Financial Architecture, Growth Strategies, Climate Finance and Green Finance, Innovation, and Global Health. These SDS outlined in the Action Plan reflect ongoing, mid-and long-term G20 commitments and are intended to be updated and adapted to reflect successive G20 presidency priorities. The Action Plan is a starting point and is not intended to cover all SDGs comprehensively. It will be open to updates to accommodate deliverables brought forward by subsequent presidencies, and to new emerging needs, lessons, and challenges, such as migration or other issues. The Action Plan is a living document with a timeframe of 15 years, consistent with the 2030 Agenda.

Outline of G20 activities in SDG and the Development Working Group (DWG)

Infrastructure

Implementing the 2030 Agenda will require new investments in sustainable infrastructure across a wide range of sectors (SDGs 6, 7, 9, 11, 12). Such investments will impact positively global efforts on economic growth, poverty eradication, and combating climate change and its impacts (SDG 1, 3, 8, 13). In line with the Addis Ababa Action Agenda (paras 14, 47), the G20 has established work on infrastructure led by the Investment and Infrastructure Working Group (IIWG) and the Development Working Group (DWG), which aims to advance infrastructure investment, address data gaps, improve investment climate, and exploit synergies across different initiatives. This work is supported by stakeholders including the World Bank, other multilateral development banks (MDBs), the Global Infrastructure Hub (GIH), OECD, and IMF. The G20 launched the Global Infrastructure Connectivity Alliance Initiative in 2016 aiming to enhance synergies and cooperation of existing infrastructure connectivity initiatives, including those at the regional level.



Human Resources Development and Employment

G20 efforts to reduce the share of young people who are most at risk of being permanently left behind in the labor market by 15% by 2025, and reduce the gender gap in the labor force participation by 25 percent by 2025 in their countries, taking into account the national circumstances, are critical contributions to the 2030 Agenda (SDGs 4, 5, 8). G20 has also committed to sharing good practices to address opportunities and challenges for labor markets posed by international labor mobility and aging populations. As the G20 is seeking to ensure that growth is sustainable, inclusive, and job-rich, it supports a comprehensive and coordinated approach that places employment promotion as the priority in national economic and social development strategies and commits to enhancing coherence between economic, labor, employment, and social policies, as well as encouraging innovation, enhancing employability, promoting quality apprenticeship and entrepreneurship through practical actions.

Anti-Corruption

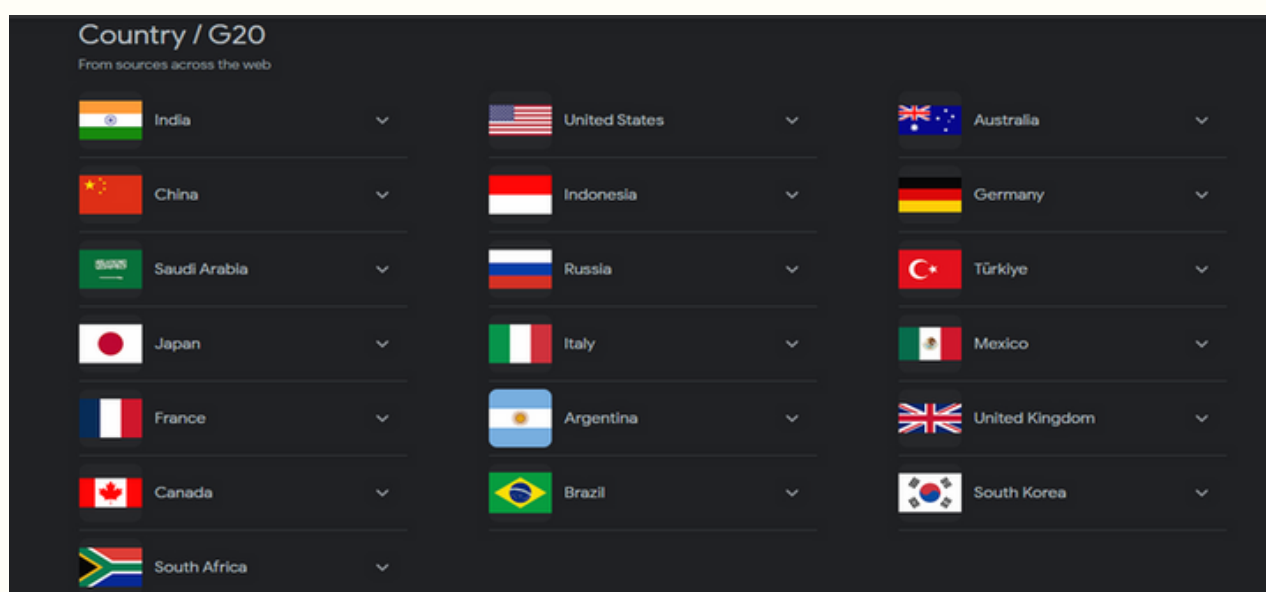
Corruption has long been recognized as an obstacle to development that diverts resources, hinders growth, and undermines the rule of law and international financial stability. The G20 Anti-Corruption Action Plan 2017-2018 focuses its work on where the G20 can best add value to existing international efforts to reduce corruption, recover and return stolen assets, enhance transparency, and reduce illicit financial flows (SDG 16). This includes the improved enforcement of and practical cooperation in the anti-corruption laws, increased integrity and transparency in the public and private sector, the implementation of G20 anti-corruption principles including the principles on cooperation on persons sought for corruption and assets recovery, denial of haven, and strengthening of international cooperation and addressing corruption in high-risk sectors

Innovation

Innovation including new ideas, processes, technologies, production methods, and business models, is an important driving force for strong, sustainable, and balanced growth. Innovation can also ensure this growth is inclusive. Aside from its economic and business effects, innovation helps tackle social and environmental challenges at local and global levels. Stimulating innovation can be a key driver for long-term sustainable development (SDGs 8, 9). In 2016, the G20 agreed upon the Blueprint on Innovative Growth, which focuses on international cooperation on innovation, the new industrial revolution, and the digital economy and will help boost economic growth and innovation, reduce gaps and lags, and strengthen the means of achieving the 2030 Agenda.



International Perspective on SDG and G20 Action Plan



The above picture depicts the G20 countries, and we will have a look at their sustainable development strategies and goals.

Australia

Australia's aid program will be more innovative and catalytic, leveraging other drivers for development, such as domestic finance and private sector investment. Two areas of focus for Australia in the implementation of the 2030 Agenda are increasing Domestic Resource Mobilization and increasing investment in aid-for-trade in developing countries. To support this, Australia is a founding member of the Addis Tax Initiative (ATI), which will support developing countries in strengthening their tax systems, increasing their domestic resource mobilization, and promoting stronger economic governance.

Australia is also implementing domestically initiatives that align with the SDGs

1. "The Closing the Gap" initiative has targets to improve outcomes in health, education and employment for Indigenous Australians (SDGs 3, 4 and 8)
2. The National Disability Insurance Scheme supports people with a significant/permanent disability to build skills and capability in the community and employment (SDGs 4 and 10)
3. The Women's Safety Package aims to improve frontline support services and provide educational resources to help change community attitudes to violence and abuse (SDGs 5 and 16).



Brazil

A dedicated National Commission with different 21 stakeholders, from public and private sectors and civil society will work together towards implementation of the interdependence of the economic, social, and environmental dimensions of sustainable development. Brazil is working with UN agencies to foster new partnerships and disseminate knowledge on SDGs. Internationally, the Brazilian Government is mainstreaming the guidelines set out in the Agenda 2030 in its South-South and triangular cooperation programs, to support better capacity-building for implementation both in Brazil and in our partners. Internationally, the Brazilian Government is mainstreaming the guidelines set out in the Agenda 2030 in its South-South and triangular cooperation programs, to support better capacity-building for implementation both in Brazil and in our partners.

Canada

Canada is supporting the 2030 Agenda including the investment of \$2.65 billion over five years to support climate change action in developing countries. Canada has also pledged \$785 million (2017–19) to the Global Fund for AIDS, Tuberculosis, and Malaria, and will continue its efforts to improve Maternal, Newborn, and Child Health, including by closing existing gaps in reproductive rights and health care for women. Canada is contributing to efforts to enhance global security and stability, provide vital humanitarian assistance, and help partners in fragile situations, including those most impacted by the conflicts in Iraq and Syria, to deliver social services, rebuild infrastructure, and foster good governance. The Government of Canada is undertaking to renew - nation-to-nation - the relationship between Canada and Indigenous peoples, based on recognition of rights, respect, cooperation, and partnership. Over the next five years, Canada will invest \$8.4 billion in Indigenous people and their communities, including \$2 billion in water and wastewater infrastructure and drinking water monitoring on reserves.

European Union

Energy Union, resource efficiency, the European pillar of social rights, our collective commitment to achieve the UN target of 0.7% of gross national income as official development assistance within the lifetime of the 2030 Agenda, trade measures in favor of least developed countries, the reformed Common Fisheries Policy and the EU's stand against Illegal Unreported and Unregulated fishing, the reformed Common Agricultural Policy and abolition of agricultural export subsidies, the Strategic Engagement for gender equality, the EU's activities on Corporate Social Responsibility, the follow-up to the Paris Climate Agreement and our external assistance program. The systematic inclusion of trade and sustainable development provisions in our trade agreements supports positive action towards the Sustainable Development Goals with our partner countries.



France

Stakeholder participation will be expanded via a set of territorial multi-stakeholder workshops that will take place in autumn 2016 and will contribute to localizing the 2030 Agenda, including in overseas territories. In the educational field, several upcoming events in France will be dedicated to the SDGs, such as the next edition of the FOREDD (the forum of resources for education to sustainable development) in Amiens or the international geography festival in Saint-Dié les Vosges. France's development and international solidarity policy in developing countries will also reflect the international commitments to achieve the SDGs. In this new framework, France will increase its international financing in favor of sustainable development.

Germany

Germany considers the HLPF to play an important role in the global review architecture of the 2030 Agenda, and for this reason, participated in the first national voluntary review session at the HLPF 2016 in New York. The national report presented was compiled by the Government in close consultation with civil society and private sectors. Germany also considers the global and planetary impacts of domestic actions and contributes to resolving global and transformative challenges in its National Sustainable Development Strategy. Germany is committed to supporting the broad range of Means of Implementation defined by the AAAAA including mobilization of domestic and private resources as well as the provision of ODA to complement national efforts, especially in the poorest and most vulnerable countries.

India

With one-sixth of the world's population and a considerable 'development deficit', India today is also among the fastest-growing major economies and one with an ambitious program to tackle climate change. This places India at the center stage of efforts towards the achievement of SDGs. In India National Institution for Transforming India (NITI) Aayog, the think tank constituted by the Government of India, in January 2015 and chaired by the Prime Minister, has been assigned the role of overseeing the implementation of the 2030 Agenda. Mapping of various Central Government Ministries against each Agenda 2030 Goal and Target has been carried out by NITI Aayog to ensure inclusive participation and faster implementation of SDGs, and Ministries have come forward with their full support for raising awareness of the public towards the 2030 Agenda.

The flagship schemes of the Government of India such as the Pradhan Mantri Jan Dhan Yojana for Financial inclusion, Make in India, Smart Cities Mission, Start-Up India, Digital India, the 'Beti Bachao, Beti Padhao' program for gender equality and initiatives like programs to achieve 'Housing for All', 'Power for All', 'Clean India Mission', a big push to road connectivity and many more salient schemes.



Indonesia

To ensure the availability and sustainability of the financing for SDGs, Indonesia has secured the budgeting for SDGs within the national development planning. Furthermore, the budget availability is also guaranteed based on the Presidential Decree on SDGs. To increase the feasibility and availability of the budget, Indonesia has applied several fiscal policies to mobilize domestic resources and applied several measures to curb tax evasion and avoidance at the national and global levels.

Italy

Italian Alliance for Sustainable Development is expected to guarantee the participation of multiple stakeholders from the civil society in the discussions to plan the 2030 Agenda implementation and the Italian Net of the Sustainable Development Solutions Network has also the objective of raising awareness of the academic community towards sustainable development challenges. Addis Tax Initiative (ATI) is to improve domestic revenue mobilization in partner countries and the Global Partnership for Sustainable Data. Addis Tax Initiative (ATI) to improve domestic revenue mobilization in partner countries and the Global Partnership for Sustainable Data whose goal is to strengthen the statistical capabilities in partner countries.

Japan

The Government of Japan is making utmost efforts to reach people across the country through various media such as the Government's website, internet TV, white papers, symposiums, and others. On quality infrastructure investment, Japan took the lead in introducing the "G7 Ise-Shima Principles for Promoting Quality Infrastructure Investment" to share five major principles with the international community. Moreover, as Japan's commitment, we announced our initiative, "Expanded Partnership for Quality Infrastructure", which aims to provide around 200 billion US dollars over the next five years to infrastructure projects across the world. Regarding global health, Japan led the announcement of the "G7 Ise-Shima Vision for Global Health". Additionally, Japan decided to provide support of around 1.1 billion US dollars to international health organizations. Also, in women and gender issues, disaster risk reduction, education, ICT, agriculture, food security and nutrition, and others.

Mexico

Accomplishments in civil society, academia, philanthropic foundations, and others are vitally given importance. The Mexican Agency for International Development Cooperation (AMEXCID) recently launched the "Partnership for Sustainability", a strategic collaboration platform with the private sector, to promote sustainable development projects to contribute to the 2030 Agenda.



Republic of Korea

The Korean government has continued its efforts to incorporate sustainable development concepts into its national and international development strategies since the Earth Summit in 1992, and the adoption of 37 of the 2030 Agenda for Sustainable Development revitalized our commitment to achieving sustainable development. In January 2016, the Third National Basic Plan for Sustainable Development, which is updated every five years, was established by consultations with 26 government ministries and agencies. To maximize synergies between diverse actors of both public and non-governmental sectors, the government has established the principle of "Inclusive ODA" and facilitated the participation of the private sector via the Academy Partnership Program, Business Partnership Program (BPP), Civil Society Partnership Program, and Creative Technology Solution.

Russia

Russia's Federal State Statistics Agency will be leading the monitoring framework of the SDGs implementation. At this moment the intergovernmental consultation process is in place for identifying the responsible government bodies for the specific indicators and exploring the usage of the set of global indicators and the comparability to them of national statistical information and indicators, to ensure the availability of appropriate data for monitoring the progress of SDG implementation.

Saudi Arabia

The Kingdom of Saudi Arabia has recently launched Vision 2030, which aims to improve citizens' lives, promote economic growth, and strengthen a nation that is effectively governed and responsibly enabled. The strategic development goals of Vision 2030 are fundamentally aligned with the overarching aim of the 2030 Agenda. Forums, workshops, and seminars across the country have effectively engaged the population to raise public awareness and ownership of Vision 2030 and to align its strategic goals with those of the SDGs. The launch of the Vision was accompanied by a participative communication strategy, which includes the development of a comprehensive website to communicate the Vision's strategic pillars and measurable goals to the public.

South Africa

The South African Government's program of action, among other, is focused on:

1. Decent employment through inclusive growth
2. A skilled and capable workforce to support an inclusive growth path
3. An efficient, competitive, and responsive economic infrastructure network
4. Create a better South Africa and contribute to a better Africa and a better world.

South Africa's National Development Plan (NDP), which serves as the vehicle for implementing the 2030 Agenda for Sustainable Development, engages all Government agencies at the National, Provincial, and Municipal Government levels. It also entails engagement with the private sector, labor, and civil society.



Turkey

The outcomes of the 2012 Rio+20 Conference have been integrated into Turkey's Tenth National Development Plan covering the period 2014-2018. The main axis of the Tenth National Development Plan is sustainability. The Tenth Development Plan, which is based on the "human-centered development" approach, has a high level of complementarity with the Sustainable Development Goals (SDGs).

United Kingdom

The principle of Leave No One Behind underpins this Agenda, and we must strive to support those in extreme poverty and the most disadvantaged. We are also committed to implementation domestically. Departments across the UK Government have a responsibility for delivering on their existing commitments, and these include commitments relevant to the Global Goals. Objectives in the Strategy are closely aligned with the five key principles that underpin the 2030 Agenda: People, Planet, Prosperity, Peace, and Partnership.

United States

The Office of the U.S. Chief Statistician actively participates in Sustainable Development Goals, to develop a comprehensive global indicator framework to measure progress towards the SDGs. Many of the SDGs reflect domestic commitments and priorities. For example, we have made significant progress in reducing family and chronic homelessness by one-fifth since 2010. The United States efforts to expand access to health insurance through the Affordable Care Act have led to more than 90 percent coverage nationwide, representing a gain of more than 20 million people (about the population of New York) who were previously not covered, reducing significantly a major element of household expenditures for many of those at or near the U.S. poverty line.



Facts and Figures on SDG

- 25% of the bottled water you buy is just municipal tap water, so you might as well pass on the plastic bottle.
- Agriculture uses up 70% of our global freshwater. It goes up to 90% in fast-developing countries.
- The US makes up only 5% of the world's population, but it throws away enough plastic bottles in a week to encircle the Earth 5 times!
- On average, ONE supermarket goes through 60,500,000 paper bags per year! Bring a reusable bag instead!
- A modern glass bottle takes 4,000 years or more to decompose.
- The average college student produces 640 pounds of solid waste each year, including 500 disposable cups and 320 pounds of paper.
- The U.S. is the #1 trash-producing country in the world at 1,609 pounds per person per year. This means that 5% of the world's people generate 40% of the world's waste. We toss out two billion plastic razors, a million and a half tons of paper towels, and 12 billion disposable diapers annually.





Is India a developing country or developed country?

Google is india developed or developing country

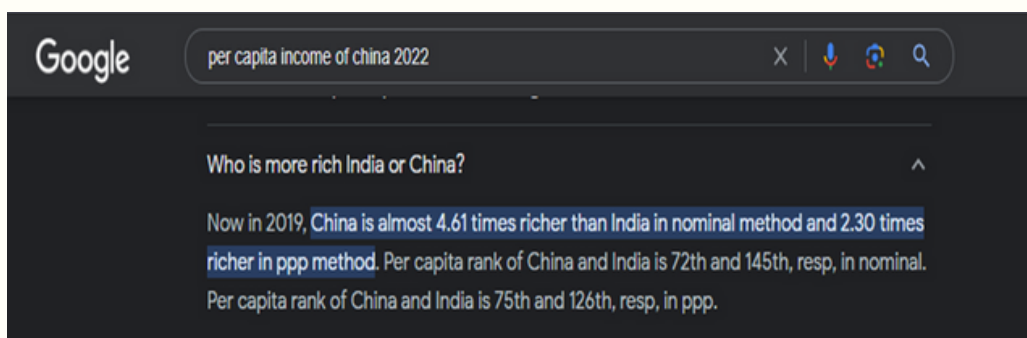
Can we say that India is a developed country?

On that metric, India is one of the biggest economies of the world — even though the US and China remain far ahead. However, to be classified as a “developed” country, the average income of a country’s people matters more. And on per capita income, India is behind even Bangladesh. 19-Aug-2022

The Indian Express
<https://indianexpress.com> Explained

However, India will be a developed country in 2030 says the world report. Apart from this, we have launched Chandrayan-3 and Aditya L-1 with tremendous efforts and endeavors. Many more achievements and accomplishments would boost the country's GDP. India's major quantum of foreign aid is given to neighboring countries. According to India's budget for 2021–22, its direct overseas aid stood at ₹18,154 crore (US\$2.3 billion). Apart, India also extended a direct line of credit worth \$30.66 billion to several foreign countries for developmental projects.





However, research analysts say that China's economy was meant to drive a third of global economic growth this year, so its dramatic slowdown in recent months is sounding alarm bells across the world. Policymakers are bracing for a hit to their economies as China's imports of everything from construction materials to electronics slide. Caterpillar Inc. says Chinese demand for machines used on building sites is worse than previously thought. U.S. President Joe Biden called the economic problems a "ticking time bomb". Global investors have already pulled more than \$10 billion (about \$31 per person in the US) from China's stock markets, with most of the selling in blue chips. Goldman Sachs Group Inc. and Morgan Stanley have cut their targets for Chinese equities, with the former also warning of spillover risks to the rest of the region.

We can conclude that despite the report saying India is a developing country due to the non-fulfillment of certain aspects, we can say we have developed far ahead of what was expected earlier. The research center also says that 17 SDG indicators shall be accomplished by India by 2030. India also released a new 7-year Action Plan on SDGs. The action plan focuses on three core agenda points:

- Harnessing data and digital technologies for development,
- Infrastructure development
- Investing in women-led development and Education Policies



Conclusion

In conclusion, although scholars have pointed out flaws in the design of the SDGs in the structure and coherence of the target set, yet, we can see the massive collaboration by international leaders, to enhance strategic innovations, digitalization and develop financing, and transform developing countries into developed countries henceforward. Goal 17 is about revitalizing the global partnership for sustainable development. The 2030 Agenda is universal and calls for action by all countries – developed and developing – to ensure no one is left behind. It requires partnerships between governments, the private sector, and civil society. The Sustainable Development Goals can only be realized with a strong commitment to global partnership and cooperation. The G20 will strengthen partnership and cooperation with low-income and developing countries and relevant stakeholders including international organizations, civil society, private sector, and G20 engagement groups, to enhance the global partnership for sustainable development and ensure effective implementation of the Action Plan. The G20 commits to support international efforts, including those of the WHO, to manage health risks and crises comprehensively, from preparedness and early identification of disease risks to effective response and recovery efforts, in the context of the International Health Regulations (IHR). It will also continue to support international efforts to strengthen sustainable and innovative financing of the global and national health systems. The G20 believes there is a need for an improved, aligned, and coordinated approach to strengthening health systems, thereby contributing to universal health coverage, which serves as a foundation to promote public health and enhances preparedness for global health threats.



NON-TECHNICAL ARTICLES

What Makes a Leader different from a Boss?

BOSS



Command

yuk bisnis

LEADER



Asks

BOSS



Blame

yuk bisnis

LEADER



Fix



Jerome Kathiravan
SRO0677592

We all would have come across a sentence that states "There is a huge difference between a boss and a leader", which might be from LinkedIn posts or Instagram reels. And I completely agree the same. The difference between both can be in many ways, such as:

- A boss knows how work is done, while a leader shows how work is done
- A boss places blame, while a leader fixes problems
- A boss gives orders, while a leader inspires action

One such important and impactful trait is how he/she communicates the intended message. Here is a small incident that shows how a leader communicates differently from a boss.

Charles Schwab was a very clever and charismatic leader who knew how to motivate his workers with kindness and respect. Charles Schwab was passing through his steel mill when he noticed Employees smoking under a sign that said "No Smoking". Instead of yelling at them, he gave each one a cigar and said he would appreciate it if they smoked outside instead. He could have shouted at them, maybe even could have fired them. But what he did was just change the way he communicated how others usually do. This way, he avoided confrontation, Won the Loyalty of his employees & became an admirable leader



Here are some ways you can also become an admirable leader in your workplace, college or anywhere

- Be humble and respectful. Acknowledge your strengths and weaknesses, and appreciate the contributions of others. Don't be afraid to admit your mistakes and learn from them. Treat everyone with dignity and courtesy.
- Be passionate and enthusiastic. Show your genuine interest and excitement for the goals and vision of your group. Inspire others with your positive energy and optimism. Demonstrate your commitment and dedication to the cause.
- Be a role model and a mentor. Set high standards for yourself and your group, and lead by example. Show your followers how to achieve the desired results, and provide them with guidance and support. Share your knowledge and experience, and help others develop their skills and potential.
- Be a good listener and communicator. Listen actively and attentively to the needs, concerns, and opinions of others. Communicate clearly and effectively, using appropriate verbal and non-verbal cues. Provide constructive feedback, praise, and recognition. Resolve conflicts peacefully and respectfully.
- Becoming an admirable leader is not a matter of luck or talent, but a matter of choice and practice. It requires a constant effort to improve oneself and to inspire others. It also requires a willingness to learn from the best examples of leadership throughout history and across different fields. Remember, as John C. Maxwell said, "Leadership is not about titles, positions, or flowcharts. It is about one life influencing another."





SPECIAL CONTRIBUTIONS



Painting



Jyoti Jha
ERO0259039

Photograph



Description

"Today, I'm sharing a beautiful moment of my photography with you. In this picture, you can see a straight railway track surrounded by lush greenery. But hidden within this image is a valuable lesson."

"The railway track shown in this picture imparts a crucial lesson that is a part of our life's journey."

"I want you to connect with this image and the lesson it holds as we explore its deeper meaning together."



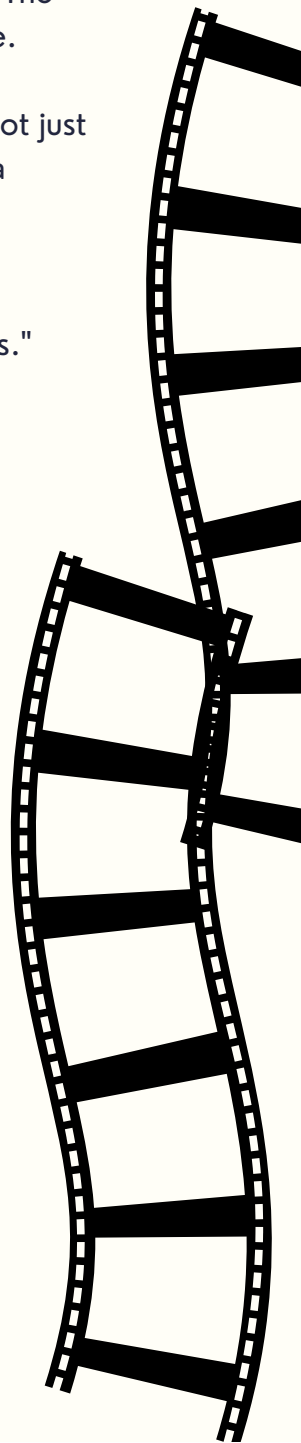
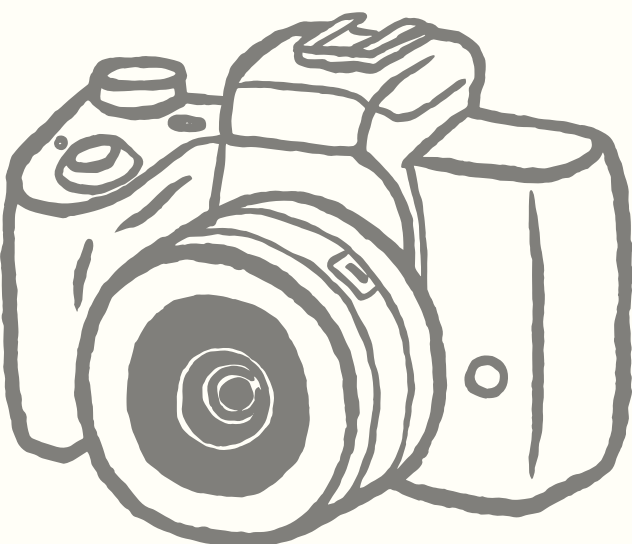
"Life is like a straight railway track surrounded by trees, and it teaches us valuable lessons:

1. Facing Challenges: Just as the track is lined with trees, life is full of challenges and obstacles. These challenges are a natural part of our journey.
2. Staying Determined: To keep moving forward, like a train on the track, we must stay determined and not give up when faced with difficulties.
3. Finding Beauty: Even though life has obstacles, it's important to find beauty in our journey, just as the trees make the track scenic. Challenges can make us stronger and wiser.
4. Focusing on Goals: While enjoying the journey, don't forget your goals. The straight track reminds us that our dreams are reachable if we stay on course.
5. Enjoying the Moment: Lastly, remember to enjoy every moment. Life is not just about reaching goals; it's about savoring each experience and growing as a person.

So, when life gets tough, think of this picture. Embrace challenges, stay determined, and enjoy the journey while keeping your eyes on your dreams."



Ravi Kumar
NRO0512628



Social Media Influencers: Direct Tax Implications

I have a Question for you all when we used to be Nannhe-Munhe Kids someone used to ask us "Beta bade hoke kya karoge?"

So, I'm sure most of us used to answer Dr., Engineer, IAS Officer, someone daring like us would have answered Chartered Accountant.

But if we ask the young generation of today, they would answer YouTube, Instagram, and Social Media influencers. Many of them have even started their own YouTube channels.

What inspires them to become Social media Influencers?

Is the Name – Fame & Money That Comes Along with. But what hasn't been talked about much is "Direct Tax Implication- on Social Media Influencers".

So, today we will learn about the Taxability of the Income of Social Media Influencers.

So, let's start with:

Who exactly is a Social Media Influencer?

A Social Media Influencer has:

- Built reputation and Established Creditability for his/her knowledge and expertise on a Specific Topic.
- Large Followers of enthusiastic & engaged people who pay close attention to their views.
- Power to affect the purchasing decisions of others.

Gone are those days when Brands used to Prefer TV advertisements as the best tool of marketing, now Brands love Social Media Influencers because they can create #Trends and encourage their #followers to buy products that they Promote.

So nowadays these Social Media Influencers have a New Follower & i.e. none other than Our Income Tax Department.

Income-tax department 'following' influencers, notices to 15 – The Economics Times

Income tax department cracks down on tax-evading social media influencers – The Mint

These headlines are Ruling in the Market.

markets premium money mutual fund industry companies tech

Income tax department cracks down on tax-evading social media influencers. Details here

1 min read • 29 Jun 2023, 11:59 AM IST

Asit Manohar

Income tax department is scrutinizing social media posts of influencers to detect tax evasion



Home / India News / I-T dept issues notices to 15 social media influencers over low tax payment

I-T dept issues notices to 15 social media influencers over low tax payment

The social media influencers came under the radar of the I-T department after posting their travel to exotic locations and luxury shopping on social media platforms

Advertisement

So, let me tell you about the recent Jugalbandi between the I.T Department and Social Media Influencers in some light words:

"Teri roj-roj bahar Free Mai Ghoomne ki yea Namkeen Mastiya,
Teri yea tax Churane Ki Beparwah Gustakhiya, Nahi Bhulunga Mai...
Jab tak hai Jaan – Jab tak hai Jaan".

Before coming to Direct Tax Implications let's understand the:

How do social media influencers earn?

In exchange for their endorsement, the company or the advertiser provides the influencers with compensation.

Compensation can take the form of:

- Free products;
- Other perks;
- Per-post fees;
- Receive a percentage of sales; i.e., Commission
- Or even get monthly Professional Fees;
- Influencers may make money off these partnerships.

How Income of Social Media Influencers be Taxed?

I hope you might be thinking that the income Social Media Influencer should be taxed as the Income of an Individual. Social Media Influencers earn from a Social Media Page or Social Media Channel, To know the taxability of the Income of Social Media Influencers we first need to drive the Ownership of the Social Media Page or Channel.

A Social Media Page or Channels are owned by:

- A Company: Unacademy & Physics Wallah are the Edutech companies that owned YouTube Channels, every CA student would have attended their Marathon Lectures during their exams.
- A Partnership Firm or LLP: Nowadays many Chartered Accountancy Firms have made their YouTube Channels and LinkedIn Pages to share their knowledge on a larger Platform and with more no. of People.
- A HUF: Many V-loggers like Flying Beast are running their Social Media Channels under the Ownership of their HUF where the whole family is acting in the V-Logs. Isn't it shocking??
- An Individual: Many Individuals like Carry Minati, Trigger Insaan, Dhruv Rathi, and many others have Social Media Pages and they all have earned so much that calling them "Billionaires or Banked Up" will not be an Irony.

Ownership of a Social Media Channel may be owned by any Trust or any Society etc.

Let's talk about Nature of the income of social media influencers

One aspect is that it attracts Entrepreneurial Minds to Create Content & that there are no age constraints and everything you make will be owned by you. It doesn't require tons of investment.

Social Media Influencer's income is considered as Business Income. Being a Service Sector Business, the assesses can opt for normal provisions under the Income Tax Act, of 1961.

If the gross total income exceeds Rs. 1 crore, then section 44AB i.e., tax audit will apply to the YouTube Channel. Additionally, Tax Deducted at Source (TDS) provisions will also apply to a Social Media Influencer if his turnover exceeds Rs. 1 Crore provided he is an Individual or HUF.

Social Media Influencers if they are Proprietor, HUF, or Partnership Firms may opt for a Presumptive Taxation Scheme under Section 44AD of the Income Tax Act, 1961 (Except Income is Commission Income).

Once it's clear that the income of Social Media Influencers is Business Income and they might have incurred certain expenses to earn income, don't forget to claim the below expenses:

- General Expenses: Expenses directly related to earning your income are fully deductible. For Eg. Clothes, Make-Up, internet bill, costs incurred for computer or camera maintenance any other cost for creating and uploading the videos salary of your cameraman.
- Other Expenses: Costs to promote and market your video expenses.
- Depreciation: Please remember that the expenditure of assets cannot be deducted completely deducted against your income. For instance, you can only claim depreciation as per specified rates under the Income Tax Act, of 1961.

TDS u/s 194 R

Now let's talk about various freebies being offered to these social media influencers.

We all know the basic principle of "Expense of one is the income of another" but turns out this wasn't true in the case of social media influencers. While businesses were claiming deductions for expenses incurred as perks, gifts, incentives or any other benefit the recipient of these perks i.e. The social media influencers never disclosed them as part of their taxable income as these benefits were received in kind and not cash.

Now to fill this crack in the wall, the Government introduced Section 194 R in Finance Act, 2022. This section is applicable when any business, company, or professional gives any perks, gift, incentive, or any other benefit (monetary or non-monetary) in cash, kind, or partially in cash and kind to a person exceeding Rs.20,000 during the financial year then TDS @ 10% to be deducted on the value of gift or perks.

As a result, all the benefits or perks received by these social media influencers will be reflected in their Form 26AS as data on benefits received by Social Media Influencers is with the Income Tax department and hence, they are bound to disclose these the computation of their taxable income.



Non- Applicability of TDS u/s 194 R

This section does not apply to employees who receive benefits from their employers.

- Section 192 will apply to them.
- When the recipient is a non-resident, the tax will be deducted under Section 195.
- When there is no business relationship, this section will not apply.

Clarification by CBDT- Vide Circular No. 12/2022 dated June 16, 2022.

Although Clarifications were issued for the 10 Questions in this circular I will be discussing only 2 Questions:

Question 1: Whether sales discounts, cash discounts, and rebates are benefits or perquisites?

Answer: Logically these are also benefits though related to sales/purchase. Since TDS under section 194R of the Act is applicable on all forms of benefit/perquisite, tax is required to be deducted. However, it is seen that subjecting these to tax deductions would put sellers in difficulty. To remove such difficulty, it is clarified that no tax is required to be deducted under section 194R of the Act on sales discounts, cash discounts, and rebates allowed to customers.

Question 2: Many times, a social media influencer is given a product of a manufacturing company so that he can use that product and make audio/video to speak about that product on social media. Is this product given to such influencers a benefit or perquisite?

Answer: Whether this is a benefit or perquisite will depend upon the facts of the case. [n case of benefit or perquisite being a product like car, mobile, outfit, cosmetics, etc. and if the product is returned to the manufacturing company after using to render service, then it will not be treated as a benefit/perquisite for section 194R of the Act. However, if the product is retained then it will be like a benefit/perquisite, and tax is required to be deducted accordingly under section 194R of the Act.

Global Reach – Global Taxes

Now the Influence of these digital content creators isn't restricted just to India, it's global!

You all might be following a few creators yourself who are endorsing foreign products and brands in India but the question over here is whether the income from such endorsements should be taxable in India or not.



Well, a straight answer to that is if any influencer is earning any income from a foreign source such income should be taxed in India if an Influencer is a resident of India.

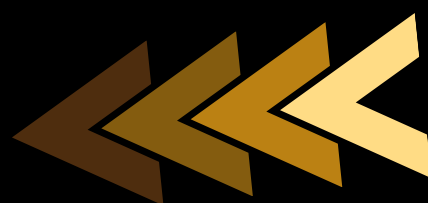
It's crystal clear that Social Media Influencers are no longer outside the radar of the Income Tax Department. So, if next time any of you dream of becoming a Digital Content Creator don't just obsess yourselves with several likes and shares but also the direct tax implications on your income.



Sukhshant Chhabra
Registration No: NRO0467550

September

REWIND





AATRAL

CA Students National Conference

02 & 03 September, 2023

Kalaivanar Arangam

The Board of Studies - (BOS) Academics and the Student Skills Enrichment Board -SSEB (BOS - Operations) of ICAI are the two arms of ICAI that are entrusted with the responsibility of supporting every CA Students' Academic Journey and upskilling and empower them to professionally shape themselves through its 5 Regional councils comprising of 168 branches spread over India apart from the study circles, Indian and Overseas Chapters. The SSEB organises the National/Mega Conferences, National Talent search for CA Students, Indoor, Outdoor sports events, One day Half a day seminars, Industrial Trips, Workshops, Youth Festivals, Practical Training Sessions to give every student opportunities to have a well rounded personality. This enables students to have an opportunity to networking with peers, academicians, experts, members of ICAI apart from Peer learning.

The National Conference for CA Students titled "AATRAl" with the theme "Power to Mastery" was organised at Kalaivanar Arangam on 2nd and 3rd September 2023. Aiming to discuss on the relevant issues in the current economy in India as well as the world, the topics have been chosen very carefully ranging from Domestic and International taxation to audit using artificial intelligence, Panel Discussion on The Role of India G20 Presidency, The Business Model Canvas which aims to create students interest in creating holistic end to end business models that turns their creative brains to envision futuristic ideas. Apart from that, topics on stock, crypto and financial markets, MSME, startups as well as banking industry were also part of Paper presentation by students. Apart from this motivational sessions were adding to the soul enhancing knowledge experience of the gathering of 800+ students. The event culminated on 3rd September with a Valedictory session followed by a cultural program. It is time for the world to take notice and know the enormous outreach ICAI does for its students and the opportunities and thoughtful investments done by the council of ICAI to empower its students and members. Want to know more visit www.icai.org.



Inaugural Session



Inaugural Session



Interaction with BOS and SSEB



Technical Session 1

Financial Fortitude - Empowering your tax and Audit knowledge

Purpose: To enhance the knowledge and skills of CA students in taxation and auditing, ensuring they are well-equipped to handle complex financial scenarios. Topics like tax on Indian Cricket and BCCI and OECD's two-pillar solution offer real-world insights, while AI in audits highlights the role of technology in modern auditing practices.



Technical Session 2

Capital Connections - When investors meet bankers

Purpose: To facilitate an understanding of the evolving financial landscape. Discussions on negative interest rates, SIP, and cryptocurrency trends help CA students grasp the changing dynamics of investments and financial markets, enabling them to provide informed advice to clients.



Special Session 1

The SICASA Showtime - A Panel Discussion on G20

A panel discussion among students on G20 plans of countries serves as an educational and inspirational platform to promote critical thinking about the world's most pressing issues. It equips future financial professionals with the knowledge and skills to navigate the global economic landscape effectively.



Motivational Session 1

Let's do Interviews



Motivational Session 2

India @ 2030



Technical Session 3

Creatives and Critiques of the Business Realm

Purpose: To broaden students' perspectives on business challenges. Exploring money laundering prevention, Red Ocean strategy, and startup trends with burn rates equips future CAs with the knowledge to advise on financial ethics, competition, and innovation in the corporate world.



Motivational Session 3

Name



Motivational Session 4

**Too low they build those who build
below the sky**



Technical Session 4

Market Pulse - The Navigation through Stock Market

Purpose: To prepare CA students for the complexities of the stock market. Examining the pitfalls of new-age IPOs, the influence of social media influencers on stock markets, and sectoral investing strategies helps students make informed investment decisions and provide valuable advice to clients.



Special Session 2

Business Model Canvas

Incorporating the Business Model Canvas into the conference is to empower CA students with a versatile tool that complements their financial expertise. It equips them to be more effective financial professionals who can contribute to the strategic and operational success of businesses across various industries.



Valedictory Session



Valedictory Session









Organizers

- Janani
- Sanjay
- Meenakshi
- Pooja
- Kavya
- Mythri
- Varun
- Leela
- Subhashini
- Faizah
- Aakash
- Sandeep
- Prerna
- Lakshitha
- Harish
- Raghuram
- Ayushi
- Rukmini
- Hardik
- Aakash
- Ronak
- Shantha Durga
- Divya Darshini

Registration Desk

- Aditya
- Venkateshwaran
- Khushi Jain
- Khushi Khabani
- Varun
- Subhashini
- Rukmini
- Meenakshi
- Swathi
- Lakshitha
- Raghuram
- Harish

Hall & Dias

- Venkateshwaran
- Rahul
- Sridhar Devraj
- Sai Monish
- Rupa
- Sanjay
- Subash



MOC

- Ramacharana
- Additi Solanki
- Rahul Jain
- Mythri
- Kavya
- Prerna
- Pooja
- Ayushi
- Shantha Durga
- Santhiya
- Khitij
- Rakshith
- Rupa
- Sandeep
- Varun

Mementos and back stage

- Yazhmozhi
- Ramacharana
- Khushi Jain
- Additi Solanki
- Rupa
- Kavya
- Pooja
- Meenakshi

Culturals

- Naveen M
- Yazhmozhi
- Ramacharana
- Additi Solanki
- Hardik
- Aakash
- Divya Darshini
- Sandeep

Food

- Kavın
- Venkateshwaran
- Aditya
- Hemnath
- Nivetha
- Harish
- Sanjay
- Sai Monish
- Subash
- Raghuram

Digital Team

- Shridhar Devraj
- Faizah
- Aakash
- Sanjay

There is something delicious about writing the first word of a story. Once started, you will never quit as you don't know where will it take you"

Students are invited to submit write-ups for publication in the e-newsletter. These write-ups can cover either technical or non-technical topics.

Join us - to touch the hearts of many!!

Students can submit their work, along with their name, registration number, and a photograph of themselves, to the email address provided below:

e-mail id: sicasawritersclub@gmail.com



DISCLAIMER

The content published here are original content of writers and have no intention to hurt someone's sentiments or emotions.

