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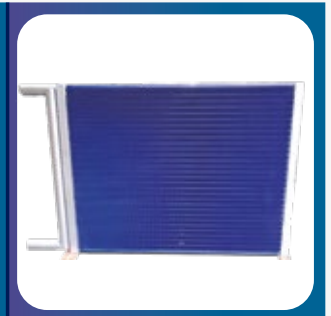
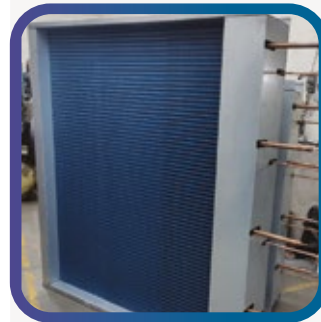
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welcome

to this special edition of our newsletter, marking a remarkable journey of 75 years since the establishment of the Refrigeration and Airconditioning Trades Association (RATA) in 1949. Our association proudly represents a vibrant community of entrepreneurs and business owners in the HVAC&R sector, spanning across India. With a rich history and a membership that now exceeds 1,800 companies in 15 cities, RATA has evolved into a pivotal organization in the industry.

Our leadership, comprising regional committees and a national committee, is democratically elected every two years, ensuring dynamic and responsive governance. From our headquarters in Mumbai, RATA actively engages with governmental bodies, contributing to policy-making and fostering entrepreneurial growth in the HVAC&R domain.

Our association is in close collaboration with the Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE), and we take pride in publishing a special edition of our newsletter for every ACREX event, highlighting our shared commitment to excellence in our field.

In this edition, we invite you to explore the diverse landscape of our industry through profiles of key individuals and summaries of RATA's impactful initiatives. Our featured articles delve into the commercial aspects of the HVAC&R sector, offering insights into the evolving market dynamics.

As the foremost trade body for MSMEs in the HVAC&R industry, RATA encompasses a broad spectrum of members, including manufacturers, contractors, consulting engineers, system integrators, service providers, sales and service dealers, and traders specializing in air conditioning, ventilation, and refrigeration.

We encourage you to consider membership with RATA or to engage with our members through event sponsorships and advertising opportunities in our activities and publications. Together, we can continue to drive the growth and innovation of the HVAC&R industry in India.

Warm regards,
RATA Editorial Team

Ajit Panicker - Past President of RATA / CEO, Nova HVAC Systems - Pureblu
RATA Administrators - Ms. Savita Pillai and Ms. Vishakha Londhe

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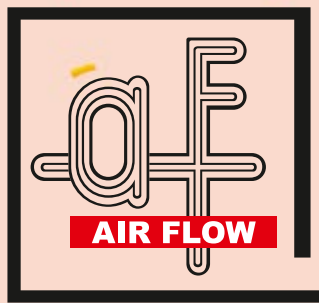


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MESSAGE FROM NATIONAL PRESIDENT

Mr. Mihir Sanghavi

RATA National President 2022-2024



Auro Engineering Company
mihir.sanghavi@auroengineering.com

Dear RATA Family,

As we celebrate RATA's 75th year, I feel honored to be a part of this enduring legacy. Today, RATA stands as a robust voice for over 2000 company members, especially MSMEs in the HVAC&R industry. Our influence and respect are growing within the government and related industries.

Our members are seizing tremendous networking opportunities through Vyapaar Sammelan, Opportunity Giver Program, Mohalla Meetings, and our RATA App and Web Portal. These platforms are instrumental in driving business growth. RATA's commitment to skill development is evident in our initiatives across 15 Indian cities, offering both online and offline programs. The RATA Technician Yojana, a pioneering effort, is setting industry trends by providing skilled manpower. We have a panel of experts to assist with compliance issues. For additional support, members should contact their RRC. Our Trade Discrepancy Committee has successfully resolved numerous intra-trade issues, earning appreciation from our members.

Our Manufacturer, Trader, Contractor, SSD, and Refrigeration forums are actively engaged in addressing member needs by collaborating with MSME, EEPC, and the GST council. As National President, I encourage you to fully leverage your RATA membership. Address your challenges by involving the Association and extend your support by welcoming new members. This collective strength amplifies our voice.

I look forward to seeing you at Acrex in Noida. It's an excellent opportunity for networking and participating in RATA booth activities.

Sincerely,
Mihir Sanghavi

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MESSAGE FROM

CHAIR - GOVERNMENT CONNECT



Mr. Ajit Panicker

CEO, Nova HVAC Systems /
Pureblu Technologies Pvt Ltd
ap@novainitiative.com

Dear RATA Members,

As the Chair in charge, I am reaching out to update you on the current challenges and our concerted efforts in addressing the issues facing the HVAC&R trade in India. While our industry is poised for growth, we also encounter significant roadblocks that require our immediate attention and action.

Our committees, both at the central and regional levels, have been tirelessly working to bring the industry's challenges to the notice of elected representatives and bureaucrats. One of our biggest challenges lies within the contracting community, specifically the lack of clarity on Supply, Installation, Testing, and Commissioning (SITC) jobs concerning the applicable GST rate - whether it should be 28% or 18%. Many of our members have received recovery notices from the department demanding 28% GST, along with interest and penalties. These demands are substantial and have the potential to drive some businesses towards bankruptcy.

We have made numerous representations to the Finance Ministry and concerned ministers, but unfortunately, there has been no concrete action or resolution. This ambiguity continues to hamper the contracting community's ability to scale their businesses effectively.

Additionally, the new BIS norms have significantly impacted supply chains and costs, particularly for materials not manufactured in India, like grooved copper tubes and refrigeration compressors. These norms have inadvertently increased costs and now pose a hindrance to business growth, especially for MSMEs in our trade.

Another critical issue is the scarcity of skilled manpower, from factory floor workers to engineers and field technicians. Despite India having the youngest employable population globally, our trade struggles with this shortage. The root cause is the lack of emphasis on our industry by the skilling ministry, with some existing schemes being unsuitable for our sector's unique needs.

The issues and needs of our industry are indeed grave and worrisome, with the potential to impact our growth, particularly among MSMEs. However, at RATA, we remain optimistic. Our hope is to elevate these issues to the highest levels of political decision-making. We are hopeful that our voices will be heard and that a resolution will be reached, alleviating the stress and fostering ease of doing business in the HVAC&R trade.

Your continued support and collective voice are crucial in these efforts. Together, we can overcome these challenges and pave the way for a prosperous future for our industry.

Sincerely,

Ajit Panicker

Chair - Government Connect

Immediate Past President

EMPOWER YOUR TEAM WITH RATA'S TRAINING EVENTS

One of the significant hurdles faced by MSMEs is the challenge of training their workforce, particularly in the commercial intricacies of business operations. Recognizing this, RATA members from various parts of India have made substantial contributions by hosting a series of online webinars. These sessions are meticulously designed to address specific areas of concern, providing valuable insights and practical solutions.

Our diverse range of webinars covers essential topics such as leveraging Tally for business accounting, embracing digitization, navigating MSME schemes, understanding labor and statutory compliances, intellectual property rights, GST and e-invoicing, adherence to the Prevention of Sexual Harassment (POSH) at the workplace, effective credit management, financial strategizing, boosting VRF sales, implementing lean manufacturing principles, complying with the Metrology Act, adopting Kaizen for continuous improvement, maximizing export incentives, and leveraging government schemes for business enhancement.

These informative online events are available for free, ensuring that all our members have the opportunity to enhance their knowledge and skills.

To access these valuable resources, we invite you to visit the events section on our website at www.rataindia.com. Join us in empowering your team and advancing your business with the latest industry practices and insights.



RATA EVENTS



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MESSAGE FROM

CHAIR TRADE DISPUTES COMMITTEE



Mr. Paras Sirohia

M/S Cruise Appliances Pvt Ltd
paras@cruiseac.com

Dear Members,

I am writing to express my deep appreciation and to highlight the tremendous success of the Trade Dispute Resolution mechanism at RATA. This initiative has proven to be a crucial support system for our members across India, significantly aiding in the resolution of various trade disputes.

It has been heartening to see the positive response from our members regarding the trade dispute mechanism. Many have shared that merely informing their customers about escalating issues to RATA has led to resolutions, showcasing the respect and authority our association commands. This process has not only provided a platform for fair hearing but also acted as a deterrent against unfair practices.

The active involvement of RATA's regional committees in resolving these disputes at the local level has been commendable. Their dedication and efficient handling of cases have made a significant difference, bringing about timely and just solutions. We are proud to report that numerous cases have already been successfully resolved through this mechanism.

While we have pending cases still under resolution, our commitment to transparency has led us to list the unresolved ones in our magazine. This step ensures that all members are informed and can make prudent decisions in their dealings with these customers.

The detailed Standard Operating Procedure (SOP) for Trade Resolution has been a cornerstone of this success. The key highlights include requiring both parties to substantiate their claims and facilitating an amicable resolution. In instances where there is a lack of intent to resolve issues, the entire case is shared with our members for their personal evaluation and information. This approach not only ensures fairness but also upholds the integrity of our trade practices.

The success of this mechanism has reinforced RATA's role as a pivotal entity in the HVAC&R industry, providing a robust support system to our members and upholding the highest standards of trade ethics and practices.

The active support from our committee members and RATA members have been instrumental in achieving this success, and I look forward to continuing our efforts in ensuring our trade continues to grow with fair trade practices.

Sincerely,

Paras Sirohia
Chair Trade Disputes Committee
RATA Presidential Member

RATA TRADES DISPUTE LISTING UNRESOLVED TILL DATE

Complain Date	30.10.2021	Complain Date	30.10.2021
Complainant Party	Jinal Industries	Complaint Against	Cool Point Sales & Service
Address	3, Kotkar Industrial Est, Vishveshwar Nagar Road, Gorgaon East, Mumbai - 400063.	Address	103, Raja Bhadur Bldg, Shop No. 13, Maulana Azad Road, Nagpada, Mumbai.
City	Mumbai	City	Mumbai
Owners Name	Mr. Dishank Shah	Owners Name	Mr. Rauf Saikh
Type Of Dispute : Payment Rs. 1,72,610/- Publication Month : December 2022 News letter			

Complain Date	04.05.2022	Complain Date	04.05.2022
Complainant Party	Airflow Pvt Ltd	Complaint Against	Febo Engineering Pvt Ltd
Address	J-90-91, Surajpur Industrial Area, Site V, Kasna, Greater Noida-201310.	Address	D-17, Lower Ground Floor, Greater Kailash, Enclave-II, New Delhi-110048.
City	Delhi	City	Delhi
Owners Name	Mr. Rajani Johari	Owners Name	Mr. Amitabh / Mrs. Lekha
Type Of Dispute : Payment Rs. 22,64,706/- Publication Month : December 2022 News letter			

Complain Date	11.04.2022	Complain Date	11.04.2022
Complainant Party	Cruise Electric Pvt Ltd.	Complaint Against	LAIMAR AIR TECHNOLOGY SYSTEMS
Address	G2, Industry House, 23B, Mahal Industrial Estate, M. C. Road, Andheri East, Mumbai-400093.	Address	Shop No U, Building No 4, Apana Bazar, Jalna Road, Aurangabad-431001.
City	Mumbai	City	Aurangabad
Owners Name	Mr. Ashok Patawari	Owners Name	Mr. Tahir Shaik
Type Of Dispute : Payment Rs. 1,00,000/- Publication Month : December 2022 News letter			

Complain Date	04.06.2022	Complain Date	04.06.2022
Complainant Party	Cool Plus	Complaint Against	Esaplling Pvt Ltd
Address	G-8, New Opera House, Bamroli Road, Surat, Gujarat-395002.	Address	Office 513, Rainbow Plaza, Rahatni, Pune, Maharashtra-411027.
City	Surat	City	Pune
Owners Name	Mr. Shantilal Sancheti	Owners Name	Mr. Satya Patri
Type Of Dispute : Payment Rs. 1,32,160/- Publication Month : April 2023 News letter			

RATA TRADES DISPUTE LISTING UNRESOLVED TILL DATE

Complain Date	10.06.2023	Complain Date	10.06.2023
Complainant Party	Auro Engineering Company	Complaint Against	Coolwell Engineers
Address	F-119, Ansa Industrial Estate, Saki Vihar Rd, Andheri (E), Mumbai-400072.	Address	Gate No. 471, Plot No.1, Mangalam Foods Compound, Shaikhed Road, Nashik - 422101.
City	Mumbai	City	Nashik
Owners Name	Mr. Mihir Sanghavi	Owners Name	Mr. Nishad Satardekar
Type Of Dispute : Payment Rs. 68,992/- Publication Month : October 2023 News letter			

Complain Date	20.06.2023	Complain Date	20.06.2023
Complainant Party	Volga Freeze	Complaint Against	Coolwell Engineers
Address	001, Ground Floor, Deepam Signature, 12 Sudhanagar Society, Jetalpur Raod, Vadodara-390005	Address	Gate No. 471, Plot No.1, Mangalam Foods Compound, Shaikhed Road, Nashik - 422101.
City	Vadodara	City	Nashik
Owners Name	Mr. Jigar Bhalavat	Owners Name	Mr. Nishad Satardekar
Type Of Dispute : Payment Rs. 1,20,905/- Publication Month : October 2023 News letter			

Complain Date	19.06.2023	Complain Date	19.06.2023
Complainant Party	Cruise Appliances Pvt.Ltd.MP	Complaint Against	Superdeal Electronics
Address	G-2, Industy House, 23B, Mahakali Caves Road, Andheri East, Mumbai - 400 093.	Address	D-13 Harishankarpuram Lashkar Gwalior, M.P. 474002, India
City	Mumbai	City	Madhya Pradesh
Owners Name	Mr. Paras Sirohia	Owners Name	Mr. Ajay Parpyani
Type Of Dispute : Payment Rs. 10,44,000/- Publication Month : October 2023 News letter			

Complain Date	26.07.2023	Complain Date	26.07.2023
Complainant Party	Ishwar Trading	Complaint Against	Coolwell Engineers
Address	107 Great Western Building, 23 Bake House Lane, Fort, Mumbai - 400 023.	Address	Gate No. 471, Plot No.1, Mangalam Foods Compound, Shaikhed Road, Nashik - 422101.
City	Mumbai	City	Nashik
Owners Name	Mr. Akash Varma	Owners Name	Mr. Nishad Satardekar
Type Of Dispute : Payment Rs. 60,000/- Publication Month : October 2023 News letter			

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MESSAGE FROM

NATIONAL SECRETARY



Dear RATA Members,

As the National Secretary, it is a privilege to share with you how RATA embodies organization and discipline in all its endeavors. This ethos is most evident in our Monthly National Meetings, which are a model of structured and efficient planning. Each meeting is a testament to our commitment to operational excellence.

At RATA, we operate as a Section 8 company, where all directors work selflessly on a voluntary basis. Our operations are governed by a structured constitution, ensuring that every action we take is well-regulated and aligned with our mission. We pride ourselves on conducting monthly meetings regularly, without fail, showcasing our dedication to consistent engagement and progress.

Our RNC meetings, typically lasting 90 minutes, are meticulously planned with a structured agenda. This approach highlights our respect for time - a value deeply ingrained in our culture. Our meetings start and end punctually, ensuring we maximize productivity while respecting the schedules of all involved.

In each RNC meeting, we rigorously discuss the status of action items from the previous month's minutes of meeting, maintaining a continuous track of progress and accountability. This practice allows us to review plans effectively and engage with responsible stakeholders in a meaningful way.

From the next society year, only the top six performing RRC presidents, along with our National office bearers, past national presidents, and Zonal chairs, will be eligible to attend RNC meetings. This decision underscores our commitment to excellence and encourages a culture of high performance.

To evaluate and recognize our progress, we have a structured leaderboard mechanism in place. This not only measures performance but also motivates all members to strive for excellence. It is a reflection of our commitment to continuous improvement and achieving the highest standards in all we do.

As we move forward, let's continue to uphold these values of discipline, punctuality, and efficiency, ensuring that RATA remains a leader in its field.

Sincerely,
Urvish Shah
National Secretary RATA
2022-2024

Challenges in Skilling in India's HVAC&R Industry: Navigating the Road Ahead

The Heating, Ventilation, Air Conditioning, and Refrigeration (HVAC&R) industry in India is poised for a remarkable growth, projected to expand eightfold over the next two decades. This surge is accompanied by a significant opportunity for job creation, with an estimated demand for 200,000 skilled technicians in the next two years. However, this potential boon for employment is hindered by several substantial challenges.



Impact of the Problem

- » **Energy Efficiency and Environmental Concerns:** The industry's expansion raises concerns about increased energy consumption and the need for eco-friendly refrigerants. A staggering 80% of inefficiencies in developing a sustainable business model stem from a lack of skilled manpower.
- » **Growth and Opportunity Risks:** The dearth of skilled workers threatens to undermine the industry's growth potential. Cooling, far from being a mere luxury, is a crucial factor in enhancing productivity and efficiency.



Difficulties in Problem Solving

- » **SMEs and Lack of Awareness:** The industry, largely managed by small and medium enterprises, suffers from a lack of understanding of the problem and its future implications.
- » **Resource and Knowledge Shortage:** Many organizations lack the resources, knowledge, and financial capability to support effective skilling.
- » **Certification Gap:** Approximately 50% of current HVAC&R technicians have acquired skills on the job without formal education or certification.
- » **Disconnect with Educational Institutions:** Current Industrial Training Institutes (ITIs) are not aligned with industry needs, leading to high unemployment among graduates.
- » **Competition from the Gig Economy:** The allure of immediate earnings in gig economy roles often outweighs the benefits of long-term skill development in HVAC&R, posing a challenge in attracting students.
- » **Industry Association Dynamics:** While recognizing the opportunity, many industry associations prioritize personal institutional interests, overlooking the broader challenges.
- » **Outdated Training Methods:** Reliance on traditional classroom methods has proven ineffective at scale, underscoring the need for innovative approaches.
- » **Government Oversight:** Despite a focus on skill development, the government has yet to recognize the specific potential and needs of the HVAC&R sector.

An Alternative Approach

- » **Industry-Specific Course Material:** Develop online courses covering basic HVAC&R knowledge, tool usage, safety precautions, soft skills, and maintenance of air conditioning systems. These courses should be accessible through platforms like YouTube or OEM websites.
- » **Collaboration with SMEs:** Engage local SMEs as evaluators and training partners, offering practical offline tests for certification by a government agency.
- » **Government Support:** Implement subsidies for candidates and training companies, and provide financial incentives for certified technicians with Mudra loans to encourage small business start-ups.
- » **Focus on Self-Employment:** This approach not only addresses current remuneration challenges but also promotes entrepreneurship and reduces the reliance on traditional training methods.

Phase 2: Upskilling and Long-Term Development : Once a database of certified technicians is established, focus on upskilling through specialized programs, including: Air Conditioning and Ventilation Installers Program, Refrigeration Technician Program, Various HVAC&R Troubleshooting Programs, and a three-year Bachelor's program for advanced skills.

Pilot Program : The Refrigeration and Airconditioning Trades Association (RATA), a prestigious 75-year-old organization, is currently testing this model to assess its hurdles and viability.

Author Bio : Ajit Panicker, CEO of Nova HVAC Systems and Pureblu Technologies, is a technology innovator in the HVAC&R industry. He also serves as a presidential member of RATA, based in Mumbai, India.



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MESSAGE FROM

MUMBAI RRC PRESIDENT



Mr. Akash Varma

Ishwar Trading
akash@ishwarsolutions.com

Dear RATA Members,

Reflecting on the past 15 months, I am filled with pride at the progress made by the next generation in RATA Mumbai Committee, under the guidance of our seasoned industry members. Our team's commitment and resolve have been crucial in managing the responsibilities towards our 333 member companies as of October 1, 2022, growing to 460 members today.

Our journey, guided by the SOAR vision for 2022-2024, focused on Strategy (S) for scaling, Organizing (O) offline networking programs, Assisting (A) in growth with expert advice, and Rising (R) through unity and collaboration. RATA Mumbai has conducted 42 programs, bringing value to all member categories. We've invited successful entrepreneurs to inspire and offer insights to our traders and SSD members, encouraging open discussions for problem-solving within our community.

Our diverse city-wide meetings have promoted the Disputes Redressal Forum, shared success stories, and highlighted the importance of community-based solutions. The dual GST rates issue has been a significant topic in our discussions, providing valuable insights to our members.

We've also engaged our members in competitive events like the RATA Premier League Cricket tournament and HVAC Power Team Muqabla, fostering teamwork and strategic thinking. These events have deepened our reach into member companies, creating more RATA advocates and aligning them with industry goals.

Our educational sessions covered topics like cash flow, supply chain management, exponential growth, financial literacy, and power dressing. The RATA Technician Yojana Scheme, a pioneering initiative, offered apprenticeships for field technicians, partly subsidized by the government.

Additionally, we organized the first Ducting Contractors' meet, addressing their unique challenges and integrating them into our network.

Looking ahead, we aim to increase awareness and utilization of MSME Schemes, organizing seminars with the MSME Director, Mumbai, to empower our members. Understanding and implementing GST laws remain a priority, and we plan to bring in a GST consultant for member queries and potentially organize a seminar with State GST officials.

Sincerely,
Akash Varma
President of RRC Mumbai
2022-2024



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MESSAGE FROM

DELHI RRC PRESIDENT



Mr. Sachin Maheshwari

Caryaire Equipments
India Pvt Ltd
sachin@caryaire.com

Dear RATA Members,

I am immensely proud to share the remarkable journey and achievements of our Delhi committee over the past three years. Since its revitalization, RATA Delhi has experienced significant growth, adding over 200 corporate members and becoming a pivotal voice for HVACR MSMEs. This robust momentum has expanded to other key cities in Northern India, including Chandigarh, Lucknow, and Meerut.

RRC Delhi has been a trailblazer within RATA, initiating the Forum concept that has connected all MSME manufacturers under the Manufacturing forum. Following this, the Contractor, Traders, and SSD Forums have also become influential at the national level, addressing specific concerns and issues pertinent to their respective trades. The upcoming ACREX in Delhi is set to host the next round of these impactful Forum meetings.

Our Delhi team is actively involved in fostering relationships with relevant government institutions, championing the agendas of MSMEs and the HVACR industry. We are excited to host a major event with the MSME Department in Delhi soon, offering our members a valuable chance to interact with MSME officials and learn about various schemes and incentives.

Additionally, the Delhi team has recently conducted a webinar with the Engineering Export Promotion Council (EEPC) and is in the process of signing an MoU. This collaboration aims to enable our members to access various benefits and incentives provided by EEPC.

We are also working closely with allied societies and associations like ASSOCHAM, India Cooling Coalition, CEEW, ISHRAE, and RAMA to further the interests of the HVACR and MSME sectors.

RRC Delhi has been pivotal in organizing innovative webinars and programs such as the Family Business Series, ERP solutions, Certification Series, Lean Manufacturing, Opportunity Givers, Manufacturers seek Traders, Safety Practices, and more. We are committed to continuing this journey with many more innovative and beneficial programs in the coming year.

Your participation and support have been instrumental in our success, and I look forward to our continued collaboration as we further our goals and initiatives.

Sincerely,
Sachin Maheshwari
President of RRC Delhi 2022-2024
RATA National Vice President



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MESSAGE FROM

AHMEDABAD RRC PRESIDENT



Mr. Sanjay Basantani

Milestone Engineers
sanjay@milestoneengineers.com

Dear Members

I am filled with a sense of pride reflecting on our shared journey at RATA. The resilience and dedication shown by the RRC Ahmedabad and all our RATA members have been nothing short of inspiring. This year has been marked by several groundbreaking initiatives, particularly by RRC Ahmedabad and our various forums (SSD, Manufacturing, and Traders), which have significantly advanced our industry.

Among the numerous events and programs we've held, some notable ones include "Dil ki baat, RATA ke saath" sessions, the RATA Day celebration, workshops on enhancing customer services, networking opportunities, a manufacturing forum meet, a blood donation camp, and a seminar on payment recovery solutions for MSMEs. These events not only empowered our members but also fostered a sense of community and shared purpose.

RATA Ahmedabad has also seen a remarkable achievement in becoming the second-largest region nationwide, with over 236 members. This growth underscores the importance of each member in our collective strength. I urge everyone to renew your membership or join us if you haven't already. Your membership enriches our community, offering numerous benefits including networking opportunities with industry leaders, access to market intelligence, industry updates, and a unified voice in advocacy and representation.

Our collective efforts are essential in ensuring that the refrigeration and air conditioning industry continues to be a vibrant part of the Indian economy. As we move forward, I invite new members to join us in this journey of innovation and excellence. Your participation is crucial to our success, and together, we can achieve greater heights.

Looking ahead, I am excited to collaborate with each one of you, as we continue to innovate and set new benchmarks of excellence in our industry.

Sincerely,
Sanjay Basantani
President of RRC Ahmedabad
2022-2024

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MESSAGE FROM **BANGALORE RRC PRESIDENT**



Mr. Mulendra Bengani

Sharvan Ref Air Pvt Ltd
mulendra@shravanrefair.com

Dear Fellow RATA Members,

Joining RATA as the Vice President of RRC Bengaluru in 2019 was a remarkable experience, especially under Mr. Ajit Panickers inspiring leadership as National President.

It's been an honor to serve as the President of RRC Bangalore for the 2022-2024 term. The year 2023 has been extraordinary for our industry, with RATA at the forefront of this success.

A standout moment for us and RATA as a whole was the RATA Conclave. With over 300 delegates, including industry stalwarts, the Conclave has firmly established itself as a must-attend event, showcasing our collective strength and unity.

Our reach has extended beyond Bengaluru, penetrating cities and towns throughout Karnataka. We've introduced various programs aimed at enhancing operational efficiency and unlocking the potential of diverse businesses. These initiatives have not only benefited our members but also contributed to the overall growth of the industry.

I encourage every member of our fraternity to seize the opportunity to be a part of RATA, if not already. Your participation and engagement are vital to our collective progress.

I am proud to announce that we were recognized as the most active trader forum for the 2022-23 session, a testament to our dedication and hard work.

Together, let's continue to drive growth and innovation in our industry.

Sincerely,
Mulendra Jain Bengani
President of RRC Bangalore
2022-2024

It's time for a ~~change~~ *an evolution*

As most of you are aware, we have recently converted our Partnership Firm into a Private Limited entity.

To usher in this new entity, we have formally changed our name. However, this is more than a mere change of words... It is a landmark in our journey of evolution. From who we are, to who we aspire to be.

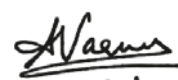

With this new name we are evolving into an organisation that's ready to meet future expectations.

In nature, evolution is constant. Species adapt and develop traits to thrive. Ditto in business. It's a quest for continuous learning, innovation, and growth to progress further.

But, business can only thrive when our planet thrives first. Today, the very ecosystems that we humans depend on for our survival are threatened due to climate change. The climate crisis is no longer a forecast. It's at our door and the time for businesses to act is now.

As part of the the worlds agenda on climate goals, India has set to meet its own commitments. Climate action from the Indian corporate sector is the need of the hour and the order of the future.

In our brand new avatar, we are joining this revolutionary move towards energy-efficient and sustainable business solutions... To create a larger share of the future for our teams, partners, customers and our planet.



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Mr. Sanjay Sharma

Director of Marketing, India
Carrier Commercial HVAC

THE IMPACT OF NET ZERO AND DECARBONIZATION ON INDIA'S HVAC INDUSTRY

Our planet is at a critical juncture. Climate change is causing irreparable damage to the environment. Health risks from indoor and outdoor air quality are on the rise.

Thankfully, there are global groups addressing climate change. The United Nations Framework Convention for Climate Change created the Conference of Parties (COP) meetings serve where governments assess global efforts to advance the key Paris Agreement aim of limiting global warming to as close as possible to 1.5 degrees Celsius above pre-industrial levels.

Nations have made specific commitments to climate action. India's Prime Minister Modi committed to a five part nectar pledge (Panchamrit). Four of these are pledges are reachable by 2030. India's goals include reaching 500GW of non-fossil electricity capacity, generate half of all energy requirements from renewables, reduce emissions by 1 billion tons and reduce emissions intensity of GDP by 45%. The fifth pledge commits India to net zero emissions by 2070. India's five commitments are a critical foundation in the global pathway to achieving the ambitious 1.5 degrees Celsius global warming target.

Carrier's 2030 Environmental, Social & Governance (ESG) Goals include helping customers avoid more than 1 gigaton of greenhouse gas (GHG) emissions by 2030. These ESG goals include investing over \$2 billion to develop healthy, safe, sustainable and intelligent building and cold chain solutions that incorporate sustainable design principles and reduce lifecycle impacts. Water neutrality, zero waste to landfills and reducing energy intensity by 10% in operations are some of our other ESG goals.

Carrier continues to make improvements across our own operations, especially with our supply chain program. This includes assessing factory suppliers against our program criteria. Many corporations like Carrier require suppliers to follow ESG goals and disclose them.

Supply chain is critically important to many RATA members, who are one of the more than 60 million micro, small and medium enterprises (MSMEs) in India. MSMEs employ over 110 million people producing over 45% of India's manufacturing output, and are responsible for emitting 90% of India's GHG emissions. These organizations have an immense role to play in India's decarbonization efforts and net zero journey.

MSMEs face challenges in adopting positive climate action. The SME Climate Hub, a non-profit global initiative that empowers small to medium sized companies to take climate action and build resilient businesses, studied 194 SMEs in India. The study found that 60% of the businesses surveyed had a climate action program. Lack of resources prevented 68% of the SMEs from taking climate action with 48% attributing lack of funds as the reason for not acting.

Over the last 15 years, Carrier India has taken several measures to help reduce GHG emissions. Changes at our Gurugram factory save 1500 Metric tonnes of CO2 equivalent GHG emissions every year. The changes also earned the 33-year-old factory a Platinum certification by the Indian Green Building Council (IGBC). These efforts include a 500kW solar power plant. For captive power generation, we shifted from diesel based gensets to bi-fuel gensets. The paint shop runs on green fuel.

LED lighting and clear sheet lighting in our plant save energy. Air compressors were upgraded to more efficient variable speed technology. Solar water heating is used for process heating.

The use of water recycling plants, waterless urinals, low orifice taps, rainwater harvesting, ground water recharge and drift cooling towers saves over 11,000 gallons of water every year.

MSMEs should note that all the improvements did not happen in a short span of time. Carrier took one step at a time tackling resources and funding at times. For those who feel they are not ready for any investment today, follow trends shaping the HVAC industry. These include climate change and sustainability, energy transition, the rapid adoption of green energy solutions accelerated by government regulations and incentives and digitalization.

With a shift from fixed speed equipment to variable speed, educate customers to do the same with the HVAC products or systems you design and install. There is also a shift from unitary products to centralized products. Technologies like VRF offer a choice of IDUs, piping flexibility, controls, part load benefits and diversity.

Another change is with the replacement of CFC/HCFCs to HFCs/HFOs. While regulation is automatically taking care of the transition, you can speed this up by offering solutions with the latest low global warming potential (GWP) refrigerants.

Digitally enabled lifecycle solutions that aggregate, analyze and visualize data are enabling real-time, intelligent outcome-based results, making buildings more efficient and responsive, while providing occupants with confidence in the health and safety of their indoor environments. Connected equipment with IoT devices, artificial intelligence and sensors improves asset management for more predictive service using data to track and optimize equipment health and energy performance.

Think of yourselves as far more than contractors, channel partners or suppliers. MSMEs are sustainability crusaders. Collectively we all make a difference in the HVAC industry.

REFERENCES:

- » Carrier Global Website
- » United Nations Sources <https://sdgs.un.org/>; www.un.org
- » www.ilo.org
- » www.industrialenergyaccelerator.org
- » SME Climate Hub

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10. Unable To Identify

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MESSAGE FROM

PUNE RRC PRESIDENT



Dear RATA Members,

I am thrilled to share updates through this newsletter. When I began my tenure, RATA Pune had about 85 members. I'm proud to say we've surpassed 100, with the count now nearing 120. Engaging with people and building connections has been key to this growth. In Chatrapati Sambhaji Nagar (Aurangabad), we've also seen a surge, with nearly 20 active members.

Our association encompasses diverse sectors like traders, contractors, and manufacturers, each with unique challenges. To address these, we've initiated monthly meetings focused on various topics, starting with the RRCs to understand member issues.

We realized the importance of understanding manufacturing processes, leading to industrial visits, which were highly educational. Recognizing a gap in business owners' strategies, we partnered with SIL University for a month-long series of seminars, enlightening many attendees.

Our efforts were recognized when RATA Secretary Shri Mihir Sanghavi received the Best Secretary award from SIL. To boost networking, we introduced "Puneri Baithak," hosting both online and physical gatherings, which were a great success.

We also focused on contractors, organizing a series at the MCCIA where a common basic price list for services was developed. This initiative brought clarity and helped mitigate price erosion.

Addressing manpower challenges, we met with ITI Pune and the ICICI Skill Development Institute in Aurangabad, exploring avenues for skilled labor.

A highlight was our online GST event, drawing 55 members for a comprehensive session with a CA, demonstrating the thirst for knowledge and practical solutions.

"Chai Pe Charcha," led by Vice President Shri Lalit Bachhavat & Vimal Sanghi, continued our tradition of casual yet meaningful discussions.

Recently, we've launched an HR series to enhance professionalism among our members.

This year has been bustling with activities, catering to a wide range of member needs. Our goal remains to ensure the industry receives adequate attention from the government while preparing ourselves for a prosperous future.

Sincerely,
Vimal S. Chavda
RATA Pune President
2022-2024

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MESSAGE FROM HYDERABAD RRC PRESIDENT



Dear RATA Members,

I am thrilled to share that this has been a landmark year for RRC Hyderabad. We've reached a significant milestone, surpassing 100 members, and extending our presence in Vijayawada and Vizag.

Our current membership now exceeds 120, and we are well on our way to reaching 150 by March 2024. This growth highlights the collective strength and unity of our members, embodying the true spirit and power of RATA.

Our focus has been on designing beneficial programs aimed at enhancing the efficiency of your organizations.

These initiatives are crafted to streamline processes and bring a systematic approach to managing your businesses. It's heartening to see the positive impact of these programs on our members and their operations.

Looking ahead, our industry is poised for exponential growth. To harness this potential, it is imperative that we focus on skill development. Strengthening our skill sets is not just an option but a necessity to keep pace with the industry's growth and to ensure the continuous advancement of your businesses.

Together, let's embrace this opportunity for growth and development, ensuring that each member of RATA is equipped to thrive in the evolving landscape of our industry.

Sincerely,
Bashyam Kalyanaraman
President of RRC Hyderabad
2022-2024



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MESSAGE FROM **VADODARA RRC PRESIDENT**



Dear RATA Members,

RATA Vadodara had a remarkable year in 2023-24, marked by significant events and achievements. One of the highlights was the participation of RATA members in the Industrial Expo Exhibition, organized by the Vadodara Chamber of Commerce and Industries (VCCI) in January 2023. This event showcased their commitment to engaging with the industrial community.

A notable event was the enlightening session with renowned motivational speaker Mr. Rahul Malodia. His talk, titled "Vyapari to CEO," captivated over 225 delegates. This event was supported by various prominent organizations, including VCCI, GCCI, CGCCI, ISHRAE, VADA, and RAAS, demonstrating a collaborative spirit.

RATA also focused on educational programs for its members, covering essential topics like Trademark Registration, PF and ESIC Laws, MSME Benefits, payment recovery, Tally, and E-invoicing. These initiatives reflect the organization's dedication to the continuous learning and development of its members.

In April 2023, an innovative "Vyapar Samellan" was organized online, providing members with a platform to understand each other's businesses better. Additionally, industrial visits to Refresh Air conditioning and SBC Cooling offered insights into diverse manufacturing processes.

The organization held various forum meetings for manufacturers, traders, and SSD Dealers/Contractors. These meetings brought to light key challenges such as the shortage of skilled manpower, money recovery, trade disputes, and issues with refrigerant gases. To address the manpower issue specifically, a "Mohalla Meet" was organized, fostering community-based solutions.

Furthermore, RRC Vadodara took a proactive step by identifying an agency to liaise with the Skill Sector Council of India, Government of India. This initiative aims to enhance skilling and upskilling of manpower in the HVAC & R sector, underscoring RATA's commitment to addressing industry challenges through strategic partnerships and skill development.

In summary, RATA Vadodara's year was marked by meaningful participation in industrial events, educational initiatives, collaborative efforts, and strategic actions to overcome industry challenges.

Sincerely,
Mr. Jigar Bhalavat
President RRC Vadodara
2022-2024



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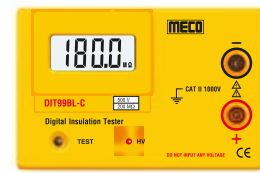
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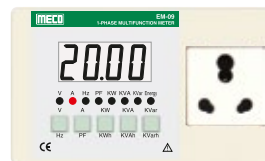
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Unlocking Growth for Small Businesses: The Role of Technology in HVAC&R Sector

Small and Medium Enterprises (SMEs) within the HVAC&R industry are navigating a transformative landscape marked by increased competition and several pressing challenges:

» **Diminished profitability** » **Limited access to skilled labor** » **Challenges in scaling operations**

In this dynamic environment, technology emerges as a pivotal ally for SMEs aiming to expand their reach and enhance operational efficiency. The integration of Artificial Intelligence (AI) presents a unique opportunity for these enterprises to leverage cost-effective solutions that significantly boost productivity, reduce operational costs, and facilitate sustainable growth.

Among the technological advancements, OpenAI's GPT-4 stands out as a powerful tool for SMEs, particularly in the realm of data analysis. This advanced AI model offers invaluable insights into customer behavior and profitability trends, enabling businesses to fine-tune their strategies. It aids in deciphering complex procurement cycles and provides a streamlined approach to creating marketing and sales materials with minimal expenditure.

These technological interventions are not merely tools but catalysts for small businesses striving to match the prowess of larger counterparts. While larger entities may have the upper hand in terms of resources, infrastructure, and skilled personnel, technology levels the playing field, offering SMEs a chance to compete on equal footing.

The journey towards embracing technology involves a crucial transition from traditional processes to digitization and advanced data analytics. This progression is essential for businesses in the HVAC&R sector to harness the full potential of technological advancements, thereby unlocking new avenues for growth and competitiveness in an increasingly digital world.



Process

Workflow



Digitisation

Software



Data Analysis

Artificial Intelligence

Author - Ajit Panicker Founder,
Pureblu Technologies
ap@pureblu.in

MESSAGE FROM **KOLKATA RRC PRESIDENT**



Mr. Navin Lamba
Crystal Refrigeration
navin@crystalrefrigeration.in

Dear Members and Friends,

As RATA celebrates 75 years, I am honored to be part of this remarkable journey. What began as a small initiative to unify the HVAC&R industry under one association has flourished into the vibrant, progressive, and dynamic RATA, now comprising nearly 1800 member companies nationwide.

In the eastern region, we have achieved a significant milestone, surpassing 100 members, thanks to the relentless efforts of our dedicated committee members. This year, we've conducted numerous informative programs, enriching our members and their teams on various topics.

We've also addressed critical issues like Payment Realization, Employee Attrition, and Compliance Matters, with insights from industry and subject matter experts.

As we embark on a new year, we are filled with hope and rejuvenated energy to continue adding value for our members. Our aim is to aid in their business growth and expansion, while also contributing to the maturation of the HVAC&R industry into a robust and prosperous sector.

I extend my gratitude to the RATA National Team and the back-office staff for their unwavering support in our endeavors. Together, we look forward to a bright and prosperous future for RATA and the industry we serve.

Sincerely,
Navin Lamba
President of RRC Kolkata
2022-2024

MESSAGE FROM

SURAT RRC PRESIDENT



Mr. Hiren Shah

Future HVAC Systems
fortunehvac@gmail.com

Dear RATA Members from Surat,

As the President of the Surat Committee, I am thrilled to address you and reflect on our significant achievements during my term. Our journey has been marked by a steadfast commitment to promote our organization and optimize trade benefits, and the progress we've made is a testament to our collective efforts.

We have focused on developing knowledge and skills for local manufacturing and product development, empowering our members to innovate and thrive in the dynamic market landscape. Our commitment extends to providing extensive support to our members, ensuring that effective business practices are adopted to enhance life safety and security – fundamental human rights we all value.

Our agenda has always been more than just business; it's about creating new business opportunities through specialized services and strategic initiatives. Ethics and morals have been the cornerstone of our operations, guiding us in successfully resolving trade disputes, both locally and nationally. We have strived to maintain profitability and stable pricing, even in the face of challenges like OEM issues, delayed material deliveries, and price uncertainties.

Our focus on educational and commercial programs has been unwavering. We've organized numerous webinars and sessions on topics like project management, finance and loans, GST, income tax, insurance, MSME, and Gems portal registration. These initiatives have provided our members with invaluable insights and knowledge, essential for navigating today's complex business environment.

We have also been proactive in securing and promoting trade member payments, ensuring that our community thrives on mutual support and security.

As we look to the future, I encourage more individuals to join our association. Being a part of RATA not only offers professional growth and development opportunities but also allows you to contribute to a larger cause – the advancement of our industry and community.

Together, we have achieved remarkable milestones, and with continued collaboration and dedication, there's no limit to what we can accomplish. Let us keep pushing the boundaries, innovating, and supporting each other towards a brighter, more prosperous future.

Sincerely,
Hiren Shah
President of RRC Surat
2022-2024

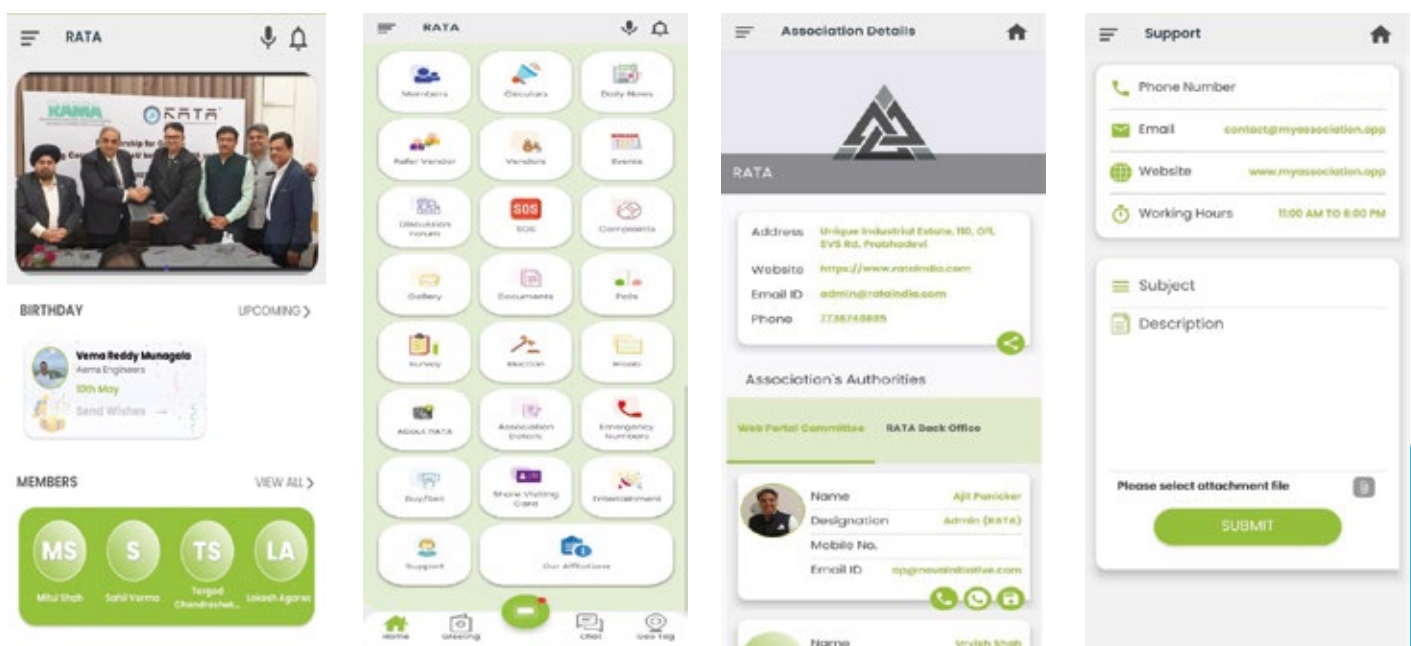
Introducing the RATA Mobile App: Connect, Engage, and Grow

The Refrigeration and Airconditioning Trades Association (RATA) is excited to announce the launch of our dedicated mobile app, designed to foster connectivity and collaboration among our members throughout India. This innovative platform offers a multitude of features tailored to enhance your RATA experience:

- » **Networking Opportunities:** Connect with fellow RATA members to discover potential customers, suppliers, and partners nationwide.
- » **Latest Updates:** Stay informed with real-time circular updates from RATA.
- » **Event Engagement:** Simplify your event participation with easy registration and payment options.
- » **Community Forums:** Engage in meaningful discussions with peers on various topics in our online forums.
- » **Resource Access:** Quickly access a compendium of government-released documents at your fingertips.
- » **Feedback Mechanisms:** Participate in polls and surveys to voice your opinions and contribute to our community's direction.
- » **Membership Management:** Effortlessly renew your membership and manage payments through the app.

Our members are already leveraging the app's Timeline feature, akin to a Facebook feed, to showcase their companies, introduce their products, and highlight their services. This platform not only serves as a powerful networking tool but also offers a cost-effective digital solution for expanding your professional network within the RATA community.

Download the RATA app today and start maximizing your membership benefits through this dynamic and interactive platform.



MESSAGE FROM

INDORE RRC PRESIDENT



Mr. Amit Vijayvargiya

Air Shoppe
airshoppe@gmail.com

Dear RATA Members,

I am delighted to share with you today the progress we have made as a collective. Our journey in recent times has been marked by significant achievements that have strengthened our association and the services we offer. Notably, we have implemented the RATA recommended price list, which has been instrumental in ensuring optimal profitability for our members and fair pricing for customers. This initiative has been a cornerstone in fostering trust and transparency within our industry.

Additionally, our commitment to holistic development is evident through the diverse range of programs we have introduced. These initiatives are tailored to foster the overall growth of our member organizations in various aspects.

Moreover, we have successfully cultivated a sense of harmony among our members, reducing unnecessary competition and fostering a collaborative spirit that benefits us all.

However, our journey has not been without challenges. We have observed a lower than expected participation of members in our programs, and understanding the specific needs of members for these programs has been a hurdle. The pending formation of a manufacturing forum, ensuring full attendance of post holders at RRC meetings, and the challenge of securing yearly sponsorship despite our continuous efforts are areas where we need to focus our energies.

To address these challenges, we are implementing several key solutions. We are considering support from the Head Office to aid the offline program expenses. In response to the varied interests of our members, we plan to shift our focus and include a wider range of programs that touch upon different aspects of life like music, health, money investment, and personality development, in addition to our regular technical and commercial offerings. Furthermore, we are committed to celebrating and learning from the success stories of our members, understanding that these narratives of growth and achievement can inspire and guide us all. Strengthening the RATA brand is also a priority, and we aim to ensure that RATA certified professionals and contractors are recognized and valued in the industry.

Your continuous support and active participation are crucial as we navigate these challenges and embrace these solutions. Together, we can continue to build on our achievements and strengthen our association for the benefit of all members.

Sincerely,
Amit Vijayvargiya
President of RRC Indore
2022-2024

MESSAGE FROM

CHENNAI RRC PRESIDENT



Mr. Sridhar V.

Enmac Systems Pvt Ltd
sridhar@enmac.in

Dear RATA Members,

It gives me immense pleasure to address you as the President of RATA. Since assuming my role in October 2022, one of our primary objectives has been to enhance RATA's presence and awareness in the Chennai region. With the support and collaboration of Mr. Ajit Panicker and President Mr. Mihir Sanghavi, we have successfully made a significant impact in the RAC market of Chennai, which is evident from our membership growth, doubling from 42 to 84 members.

The RRC Chennai has been actively organizing various programs that have sparked considerable interest among our members. These events have covered a range of topics, including Tally, GST challenges, price increases, and the prevention of cybercrimes, among others.

These programs have not only been informative but also instrumental in enhancing the knowledge and skills of our members. The Refcold 2023 event at Chennai was also gave good mileage to efforts of Rata with TN state Minister for Milk and diary development Mr Mano Thangaraj visiting Rata stall.

Looking ahead, RATA Chennai is committed to further strengthening our team and fostering harmony and pleasantness among our members. We are in the process of planning a series of activities aimed at boosting the bonding and cooperation among our members, ensuring a more connected and delightful business experience for all.

I am excited about the journey ahead and look forward to working closely with each one of you as we continue to grow and strengthen our association.

Sincerely,
Sridhar V
President of RRC Chennai
2022-2024

MESSAGE FROM

JAIPUR RRC PRESIDENT



Mr. Mohit Sharma

Across Engitech Pvt Ltd
mohit@acrossengitech.com

Dear Members,

This year has been a significant one for our association, marked by concerted efforts to enhance the interests of our members and fortify the foundation of our trade association. A key achievement is the creation of a comprehensive price list for various air conditioning low-side works, a step towards ensuring transparency and standardization in our industry. This initiative is crucial in establishing a fair and equitable environment for all.

We have also been dedicated to the all-around development of our members, organizing programs focused on financial freedom and investment education. These initiatives are aimed at equipping our members with the necessary knowledge and tools for their growth in our ever-evolving industry.

Our recent collaboration with the PHD Chamber of Commerce has been a milestone, offering us deeper insights into government policies and benefits for RATA members. This partnership is an ongoing effort, and we are committed to maintaining this relationship to support and inform our members effectively.

I am delighted to share that our trade membership is growing each month. Our unified goal is to establish a strong presence in every city across Rajasthan by enrolling over 300 trade companies under the RATA Rajasthan Committee. This initiative is designed to create a robust network, encouraging collaboration and development among our members.

To further support our members in understanding government policies, we are actively liaising with key government bodies like the MSME Department, GST Department, ESI & PF Department. Our objective is to provide accessible information and resources to simplify business operations for our members.

Moreover, our engagement with the Rajasthan Chambers of Commerce and FORTI is opening new avenues for growth and partnership, integrating our members into a broader industrial context.

I want to express my deep appreciation for your unwavering commitment and support. Together, we are poised to take RATA Rajasthan to greater heights of success and prosperity.

Sincerely,
Mr. Mohit Sharma
President of RRC Jaipur
2022-2024

MESSAGE FROM **VIDARBHA RRC PRESIDENT**



Mr. Narendra Pampattiwar

AIRCON UNIVERSE
pampattiwarvoltas@gmail.com

Dear RATA Members of Vidarbha,

Greetings from the vibrant Orange City!

It's with great pride that I address you as a member of the newly formed RATA chapter in Nagpur. Our journey to establish this chapter has been swift and filled with high expectations for enhancing our business prospects.

Nagpur, positioned at the heart of our country, experiences intense summer temperatures ranging between 40-48 degrees Celsius, creating a crucial need for air conditioning, refrigeration, and cooling solutions. This region, with its less humid climate, provides a unique opportunity for our industry. Many in our local fraternity have long sought a platform to voice their concerns and aspirations, and I am confident that RATA is the perfect avenue for this.

RATA is committed to supporting and aiding traders, contractors, SSDs, and manufacturing units in the HVAC category. Our role extends beyond mere support; we aim to be a guiding force bridging the gap between government agencies and our fraternity, fostering mutual benefits and growth.

The entrepreneurial opportunities in our region are vast and varied. As a central hub, Nagpur offers strategic advantages in terms of logistics and market access. Collaborating and growing together can open doors to new possibilities, enhancing our collective strength and market presence.

I urge all members to unite and work collaboratively to address our common challenges, ensuring smooth operations across all sectors of the HVAC&R industry. Let's leverage our collective expertise, share knowledge, and support each other in our entrepreneurial journeys.

I extend my best wishes to all members for the upcoming season. Together, let's make the most of the opportunities that lie ahead and steer our committee towards success and prosperity.

Sincerely,
Mr. Narendra Pandurang Pampattiwar
Acting President of RRC Vidarbha
2022-2024

Strategic Initiatives for Empowering Manufacturers and Enhancing Global Trade

RATA remains steadfast in advocating for MSME rights, with ongoing emphasis on enforcing 45-day payment terms and facilitating access to collateral-free loans. Our commitment to supporting our members encompasses a broad spectrum of focused groups and initiatives:

- » **MSME Rights Advocacy:** We continue to champion the rights of MSMEs, emphasizing the importance of timely payments and easier access to financing, crucial for the sustainability and growth of small businesses.
- » **Export Focus Group:** Under the leadership of Varun Pahwa, this group aims to galvanize our exporting community, providing a platform for shared experiences, strategies, and opportunities in global markets.
- » **Certifications and Lab Testing Group:** Chaired by Amit Goel, this focused group is dedicated to driving excellence in product standards through certifications and rigorous lab testing, enhancing the credibility and quality of our offerings.
- » **Trade Exchange Feedback:** We encourage member feedback to refine the Dun & Bradstreet Trade Exchange Program, aiming to provide reliable customer credit ratings to inform safer business decisions.
- » **Networking Events:** We plan to increase the frequency of Buyer and Seller meets, urging members to actively engage in 'Vyapaar Samelan' to foster stronger business connections and opportunities.
- » **Expert Panels:** The empanelment of business experts and consultants will provide members with access to seasoned advice and consultancy, spanning various domains including business strategy, GST, and compliance.
- » **Interactive Webinars and Events:** Members are invited to contribute ideas for future webinars and events via our WhatsApp groups, ensuring our offerings remain relevant and beneficial.
- » **Government Liaison:** Strengthening ties with relevant government departments is key to ensuring MSMEs can fully leverage the latest benefits and schemes offered by both central and state governments.
- » **MSME Department Collaboration:** We aim to work closely with MSME departments in various cities to organize informational sessions, keeping our members informed about the latest MSME advantages and schemes.
- » **Exporters and EEPC Enrollment:** Encouraging exporters to join EEPC, followed by collaborative planning for joint participation in international exhibitions, starting with Mostra in Italy for 2024.
- » **Advocacy for MSME Payments:** A robust advocacy program will be launched to reinforce the 45-day payment mandate for MSMEs, ensuring fair and timely compensation for services rendered.
- » **Specialist Empanelment:** We will continue to empanel a wide range of experts, including business and GST lawyers, ISO consultants, and lean manufacturing specialists, to provide comprehensive support to our members.
- » **Diverse Webinar Series:** An ongoing series of webinars will cover topics such as opportunity creation, manufacturer-trader partnerships, business masterclasses, lean manufacturing, space and material handling efficiencies, certification processes, solar installations, compliance, and ESG norms.
- » **Cross-Industry Participation:** We encourage HVAC manufacturers to participate in exhibitions across various industries, such as the International Hospitality Exhibition (IHE), to broaden market reach and visibility.
- » **PLI 2.0 Review:** The potential involvement in PLI 2.0 will be considered once there is sufficient interest from at least 50 member companies, ensuring collective benefit and impact.

Through these focused efforts, RATA is dedicated to enhancing the operational efficiency, market reach, and competitive edge of our members in the HVAC&R industry, both domestically and on the global stage.



Mr. Vishal Kapur (Chair Contractors Forum)

Strategic Initiatives and Goals Set Forth by RATA Contractors Forum

RATA is dedicated to fostering a collaborative and thriving environment within the HVAC&R industry through a series of targeted objectives designed to uplift the community and its practices:

- » **Standard Tender Documentation:** We are set to develop and endorse a standard tender document that includes all critical commercial terms and conditions, promoting uniformity and operational efficiency across member companies.
- » **Membership Growth:** Our goal is to broaden our network by welcoming contracting companies from diverse regions, bolstering our collective strength and influence.
- » **Enhancing HR Practices:** We plan to launch targeted training sessions on optimal HR practices and policies, aiming to strengthen organizational frameworks and enhance talent retention.
- » **Boosting Financial Acumen:** By organizing programs on essential financial management topics such as credit risk, debt recovery, and cash flow management, we aim to elevate the financial literacy of our members.
- » **Staying GST Compliant:** Regular workshops will be conducted to ensure members are up-to-date with GST regulations and compliance requirements.
- » **Leveraging Market Insights:** The introduction of price movement charts for select items on our website will enable members to make informed decisions regarding price adjustments.
- » **Quality Assurance through Contractor Grading:** We will explore the potential for a contractor grading or licensing system to ensure service quality and reliability.
- » **Skill Development Initiatives:** Our commitment to workforce development will be manifested through extensive training programs and educational tools covering key industry aspects.
- » **Insurance Literacy Programs:** Tailored programs will be provided to demystify insurance options, policies, and coverage, especially concerning project-based needs.
- » **Safety First Training:** We are dedicated to promoting safety at work through comprehensive training sessions focused on safety protocols and best practices.
- » **Local Community Engagements:** Organizing regular meetings in various cities and regions will foster a stronger sense of community, networking, and knowledge exchange among contractors.

Additional Initiatives Include:

- » **HR Documentation Standards:** Provision of HR documentation templates to RATA members to ensure compliance and maintain professionalism.
- » **Labor Law Compliance:** Distribution of information on labor laws and state-wise minimum wages to aid in manpower retention and ensure regulatory compliance.
- » **Insurance Expertise Sharing:** Facilitating knowledge sharing on insurance matters, including project-specific coverage.
- » **Consultant Panel:** Empaneling field consultants in GST, HR, and labor laws to provide expert support to RATA members.
- » **Warranty and Costing Negotiations:** Engaging with OEMs to discuss warranty commission issues and develop costing strategies for select locations.
- » **Commercial Contract Guidelines:** Releasing RATA-recommended commercial terms and conditions for contracts to guide members in their business dealings.
- » **Technical Method Statements:** Collaborating with ISHRAE to create method statements for various technical activities like ducting, insulation, and refrigeration piping, with RATA overseeing implementation.



Mr. Paras Sirohia (Chair Traders Forum)

Strategic Initiatives for Empowering Traders in the HVAC&R Sector

In our continuous effort to support and enhance the capabilities of traders within the HVAC&R industry, RATA has identified several key areas of focus to ensure our members are well-equipped to navigate the complexities of the market:

- » **Statutory Consultation and Certification Assistance:** Recognizing the need for expert guidance, we aim to provide consultation services in critical areas such as GST, Income Tax, ESI & PF, Labour Laws, Professional Tax, and Digital Signature, along with Weights & Measures. Furthermore, we will assist in obtaining vital certifications like ISO, MSME, and EEPC, bolstering credibility and operational excellence.
- » **Business Credibility Reference:** To facilitate secure business transactions, we're establishing a mechanism for members to inquire about the credibility of potential customers or clients, ensuring informed decisions without the risk of sales loss.
- » **GeM Portal Navigation:** With the government's efforts to streamline procurement processes, it's imperative that our members become proficient in utilizing the Government e-Marketplace (GeM) portal, enhancing access to government procurement opportunities.
- » **Manpower Development:** Emphasizing the importance of skilled manpower, we advocate for regular training and development programs to enhance the capabilities of our workforce, ensuring they remain competitive and efficient.
- » **Refrigerant Storage and Refilling Guidelines:** Addressing the technical aspects of our trade, we will provide comprehensive guidelines on the proper storage and refilling of refrigerants, ensuring safety and compliance with industry standards.
- » **Next-Generation Inclusion:** Encouraging the integration of the younger generation into family businesses, offering fresh perspectives and innovation for sustainable growth.
- » **E-Marketplace Adaptation:** Addressing the rise of e-commerce platforms and their impact on traditional trading, we will explore strategies to enable our members to adapt and thrive in this evolving marketplace.
- » **OEM Relationship Management:** Fostering a constructive dialogue on engaging with Original Equipment Manufacturers (OEMs), identifying potential challenges and opportunities for collaboration.
- » **Integration Strategies:** Discussing the potential for forward and backward integration within our businesses, creating more cohesive and efficient supply chains.
- » **Trade Grievance Resolution:** Implementing a Standard Operating Procedure (SOP) for addressing trade grievances, to be shared and utilized by traders in various cities under the guidance of local RATA chairs.
- » **Authenticity Verification Mechanisms:** Collaborating with refrigerant manufacturers and importers to establish methods for verifying the authenticity of refrigerants, safeguarding against counterfeit products.
- » **MRP Act Compliance:** Disseminating information on the procedures and legal requirements under the MRP Act (Weights & Measures), with local RATA chapters leading the initiative to ensure compliance and awareness among traders and importers.

Through these focused initiatives, RATA is committed to providing a robust support system for traders, enhancing their operational capabilities, and ensuring a competitive edge in the dynamic HVAC&R marketplace.



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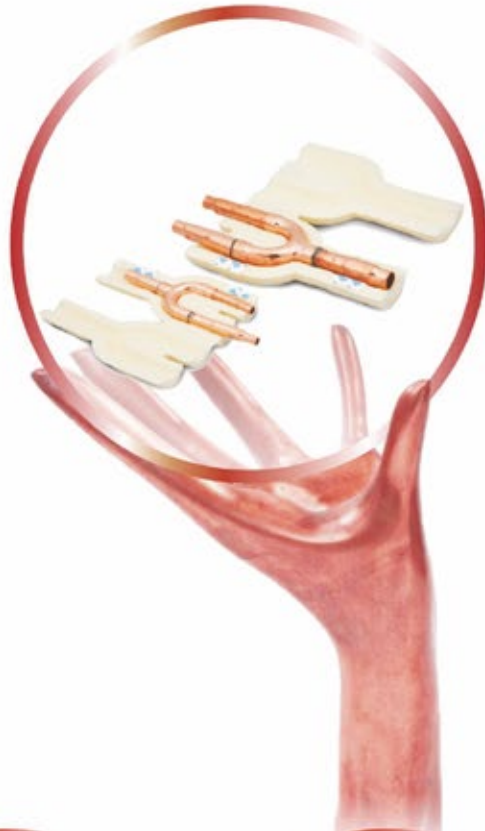
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