



21 years of Excellence – Meroform India



N. Binu

Founder Director

Litmus Meroform celebrated its 21 years of excellence this year. Sometimes a journey is placid and pleasant and at other times you are in a storm and get headwinds.

We had a baptism of fire to start with. So, when the headwind came, we did not falter. We believed in our principles and ethos. We always kept the interest of the customer in mind. We treated our associates well and they all stood with us in good times and bad times. We also defined the tenets that we will keep.

Be ethical, Be transparent And have the attitude to walk that extra mile with a smile for the clients.

When I started, there was struggles and challenges. Exhibition business was its nascent stage and quality was an accident. I decided to make it a rule. It was difficult but not impossible. In those days, we did not have the help of computers, IT or communication facilities. Drawings were made by hand, artwork by hand and work was more physical. I had the backdrop of technical education and experience of working in an industry. I tried to bring in all the management techniques and rules of productivity to exhibitions. To an extent, I was successful. I am using the adjective to an extent as I still feel that our businesses can still adopt many practices and do better. Each business needs to define and adopt best practices suitable to the industry and make them a habit.

There has always been struggle for funds too. But I always kept in mind what Dhirubhai Ambani once said – "If you have a solid business plan, funds will never be difficult". Then came phases of many challenges when the existence of the company became difficult. But as I said before, when your clients and associates trust you and support you, no challenge is insurmountable.

My motto throughout has been "Perseverance is the very hinge of all virtues." This I copied in my diary from what my teacher wrote on the blackboard and this has stayed with me all along. To this day, I believe in that and persevere for any objectives that I set.

There are many theories in management. One theory is to focus only on one business where you have complete mastery. The other one is slightly broader. Bajaj Auto believes that making motor cycles is their area of excellence and they stopped making scooters. Tata Motors believes that moving people and materials from one point to the other is the expertise that they have. I believe in the latter theory. Display is our expertise, whether it is in the field of exhibitions or any allied businesses. Broad basing helped us find new pastures.

Meroform is gearing up to overcome the challenges posed by Covid19. COVID is a circuit breaker and Black Swan. It is too early for a prophecy as to what will happen when the pandemic is over. Sometimes, I think a bit philosophically, that world will be a better place having experienced the humbling phase we are going through now. I also believe that post COVID world will be a much more efficient place with more technology interventions.

The challenges and opportunities come from technology. The shift from physical to virtual is an emerging challenge. The setback the virtual is facing is temporary. It will become better and better as time goes along and become a challenge to wood and aluminium. The opportunity also lies in the same sphere. We have a wonderful opportunity to migrate to a better and eventually profitable phase. Right now an Indian exhibition is visited by a million at the max. In the virtual world, the number can be ten times. We will almost become B2C where exhibition will reach every home just as Netflix and Amazon Prime reaches every home. Maybe, industry will have its most prosperous phase when that happens and if we are prepared to change with time

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It is too early to talk about any definite date in terms of business in coming years. Every night has a day. Let us hope that the times turn for better sooner than we think. World is like a Sine Wave in mathematics. Sine Wave goes up and down the median in equal measure. Sometimes I think that it should have been taught is philosophy class because life is like that. Up and downs in equal measure. One should not rejoice too much when the graph is at the highest point nor despair when it hits the bottom. It's a cycle and we will soon be back at the top of the graph.

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A Message from the President



Sunil More
President, IESA

Dear Friends,

As the first CoVid19 wave subsided, we were looking for possibilities of opening of the exhibitions and events industry. But alas, Corona Virus had something else in its mind and it came back viciously during end March – early April hitting us very badly with the number of patients and casualties far exceeding the predictions made by experts. During the first wave, we heard of numbers but in the second wave of pandemic, unfortunately, we lost a number of relatives, friends and business colleagues. This was an emotional blow to all of us.

Though we saw a glitter of hope by the end of February 21, with CoVid resurfacing again, barring a very few events, mostly weddings, most of the industry remained shut and continues to do so.

The second wave underlines the unprecedented demand for creation of support infrastructure to create hospitals and CoVid Centers. Many of our members responded positively to the request of the central and state governments and created infrastructure to cater to the enormous number of daily cases. This edition covers photographs of construction work carried out by some of our members in different parts of our country. Needless to say, our members have taken utmost care maintaining all standards of safety and hygiene while creating the infrastructure.

Mr. Nanu Binu, Meroform India has shared his vision on successful completion of 21 years in the exhibition industry. My heartiest congratulations to Mr. Binu and the Meroform Team for the exceptional achievements!

We now hope that the corona virus restrictions will continue to ease so that we can gather our strength and look forward to opening up of the events and exhibitions sector. So friends, oil your machinery and get ready to start rolling as soon as the Governments give a go ahead.

Till then, be safe and in shape.

Hoping that life will return to normalcy once again soon and with warm regards.

Indian Exhibition Industry Association (IEIA) elects Sonia Prashar as its new President

CURRENT EC MEMBERS FOR THE TERM 2019-21

IEIA has unanimously elected Ms. Sonia Prashar as its new President at the 80th Executive Committee Meeting in New Delhi. The decision was taken by all EC members after the unexpected bereavement of Sh. Balasubramanian S. Pillai, who was the current President. Ms. Prashar is the first woman President of IEIA and she has been working in the Trade Fairs Industry for more than 21 years.



Sonia Prashar
President



Rakesh Kumar
Ex-officio Past President



Sudeep Sarcar
Vice President



Bhupinder Singh
Honorary Secretary



Gaurav Juneja
Treasurer



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EC Member



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Dharampal Malhotra
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VASISHT AGENCIES PVT. LTD. – Projects for CoVid Hospitals during pandemic

PVC Flooring work done by Vasisht Agencies Team for Temporary COVID Hospitals in the various states of the country as under:

- Himachal (5 Locations) ● Varanasi ● Panipat ● Gurugram (2 Locations)
- Safdarjung Hospital Delhi ● Delhi Airport (T-2) ● Haldwani ● Raipur ● Kolkata
- Bokaro ● Chitradurga (Karnataka) ● Hubli (Karnataka) ● Jammu ● + Ongole (Andhra)

Any many more to go. Our team is standing strong with you to fight the COVID wave together.



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Kumbh Mela 2021 at Haridwar & Rishikesh : Temporary Shelters construction made by RMB Event Management, Mumbai, India

Work of Construction of temporary night shelters at various places under Kumbh Mela 2021 was awarded to RMB Event Management Pvt. Ltd. by P.W.D, Uttarakhand under National Competitive Bidding. The Kumbh Mela was currently held under all strict COVID guidelines provided by PWD.



For Kumbh Mela, a month-long event, 12 Pillarless structures were designed and constructed at 10 locations allocated by the Mela authorities in Haridwar and Rishikesh. Total capacity of these night shelters is approximately 2500 beds. These shelters are equipped with information, medical and storage kiosks, drinking water facilities, changing rooms, branded cots, mattresses and bed sets, general lighting, power points and suitable furniture. Windows have been provided for fresh air circulation and sunlight. Beds have been placed as per social distancing measures. Double door



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entrances, emergency exits, and fire-extinguishers have been placed under safety measures.

Entire work was completed in record time with RMB Event team's efforts and full support of vendors and sub-contractors. The Kumbh Mela Office and local authorities have praised the work carried out and these night shelters were quite popular with the visitors.

All the visitors enjoyed very comfortable night stay at these shelters for free by showing registration, Negative RT-PCR Report and Aadhaar Card during their spiritual stay at khumb mela.



For more info, please make contact with:

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IESA's Members created Covid Hospitals for central and state governments

500 beds of Covid hospital for Defence Research & Development Organisation (DRDO) in Jammu by **PARAS ART STUDIO**



Covid hospital in Delhi & Varanasi by DEEPALI DESIGNS & EXHIBITS PVT. LTD.



GST UPDATES

Under GST, every registered person having aggregate turnover exceeding Rs. 50 cr in FY 2020-21 is required to



comply with E-invoice provisions. Aggregate turnover includes the sale of taxable / exempted / exports of goods or services, sale to branches with different GST registration but the same PAN.

Provisions of E-invoice are summarised as-

1. E-invoice is required for the supply of both-goods and services.
2. E-invoice provisions are required to be complied with only by the registered person. Those who are not registered in GST are **not required to comply** with E-invoice provisions
3. E-invoice provisions are required to comply while exporting goods or services outside India or while supplying goods or services to units located in SEZ area.



4. E-invoice provisions are **not required to be complied** with by the units located in SEZ.
5. E-invoice provisions are applicable only if goods or services are supplied to a registered person. If the customer to whom goods or services are supplied are not registered in GST, i.e.



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B2C supply, then E-invoice provisions are not applicable.

6. While supplying goods, the provisions of E-invoice are required to be complied with before or at the time of despatch of goods. Goods cannot be supplied until the provisions of the E-invoice are complied with.



7. If the business enterprise supplies both taxable and exempted goods, then E-invoice provisions are required to be complied with only in case of taxable supply. **No compliance is required** when exempted goods are supplied.
8. E-invoice provisions are required to be followed while issuing tax invoices or revised invoices. The provisions are **not applicable while generating tax invoice under RCM for inward supply, Debit note, Credit note, Delivery Challan.**
9. Even after compliance of E-invoice provisions, business enterprises are required to generate E-way bill, wherever applicable.
10. If the provisions of the E-invoice are applicable but have not been complied with, then **both buyer and supplier are liable to be penalized.**



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Upcoming Exhibitions/Events

A decent number of Exhibitions/ Trade Shows have been postponed or cancelled worldwide due to the COVID 19 Pandemic till further notice.

We will share the updates on upcoming Exhibitions/ Events in the edition of next month.

Keep Reading and Stay Safe !!



From the Editor's Desk

Dear Readers,

As we all aware that during the second wave of COVID 19 pandemic our exhibition industry remains closed in some parts of the country and reopens in others. Businesses may have found it difficult to carry out during this hard time but there are signs resurgence is beginning to take shape.

It was very sadden to hear about the loss of many industry leaders form the past two months due to deadly 2nd wave of pandemic. We have to struggle not only financially but emotionally too.

In this edition, we have shared the photo gallery about the construction work of COVID hospitals done by IESA Members in various cities of India. We are proud of our members who have completed the covid hospitals by taking all standards of safety and security and followed all the guidelines provided by the government.

On the completion of 21 glorious years of Meroform India, Mr. Nanu Binu, Founder Director shared his experienced and achievements.

With a positive note that the corona virus restrictions will continue to ease and looking forward to the forthcoming events / exhibitions happens soon.

Hoping for life will comes back on routine once again shortly.



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