

Tax on indirect advertising in offing

SAMEER RANJAN BAKSHI

Residents of Bangalore might have to pay tax on "no-parking" boards affixed on their compound gates. These boards bear the names of some business ventures and thus advertise their brand indirectly. "In order to increase its revenue, the BBMP is planning to levy tax on residents using "no-parking" posters indirectly advertising some companies and brands, in front of their gates", said the Deputy Commissioner (advertisement collections), Ateeq Ahmed.

The advertisement tax collection by Bruhat Bangalore Mahanagara Palike is not upto its potential. "BBMP is losing revenue due to leniency in its enforcement in advertisement tax collections", said Deputy Commissioner, Bruhat

"In order to increase its revenue, the BBMP is planning to levy tax on residents using "no-parking" sign boards" -- Deputy Commissioner

Bangalore Mahanagara Palike. The Bangalore Mahanagar Palike, which often attributes its inability to improve the city's infrastructure to lack of funds, is losing

revenue in its advertisement tax collection. ing of the board to the Aptech Centre of Ganganagar.



Tax will be charged for putting no parking boards by Google images

Posters and boards nailed on trees, advertisements on light poles in the areas not under public-private partnership, advertisements on the back of auto-rickshaws and "no-parking" posters on the gates of residents showing names of some companies have not been taxed by the BMP.

The public has various opinions on the proposed law by the BBMP. Mr. Madhavan Kutty, a resident of Gedallahali asked why he should pay tax, as he has not fixed the "no-parking" board on his gate and he saw the board suddenly one morning fixed on his gate. He agreed tacitly that he also gets benefit from the board but blamed the fix-

Murali, a retail shop owner, asked what was wrong in fixing the boards on their house gates. "The advertising company is giving the board free of cost and that's why we fix the board on our gates which simultaneously serves both the residents and the advertiser." The manager of Aptech Center, Ganganagar (an advertiser), said "Most of the time the residents come to us to take the "no-parking" boards which we give them free of cost." She also said why the BBMP should levy tax on these Advertisements as it is benefit for both the residents and the BBMP. Fixing such boards keeps the "choking of traffic" at bay.

Cars eat into two-wheeler sales

ITIKA SHARMA

There was a drop in the sales of two-wheelers at a national level in the last quarter according to a leading financial daily. A study revealed that two-wheeler companies in Bangalore were also greatly affected by the same.

D Ravikumar, Sales Manager, City Motors, said, "Though every year there is a drop in sales during this period, this year it was huge."

Gaurav Issar, a buyer, remarked that cars have become quite affordable and so if he would want to spend money, he would invest either on a



Two wheeler sales have dropped by Debi

company sold, second hand car or a low-cost one. He said that last year, when he wanted to buy a motorbike, he decided to opt for a Maruti 800 instead, as its price is competitive and its maintenance does not cost a lot.

Ravikumar informed that there was a complete block for 15 days due to the Hindu traditional belief of not purchasing anything during *pitrapaksha* (an inauspicious fortnight according to Hindu belief) and the Muslim festival of Ramzan. He said that since the two

occasions clashed this year, the sales all over India suffered.

Though he denied that the launching of low-cost cars in the market had anything to do with the drop in sales of this quarter, he stated that this trend has definitely affected the two-wheeler business over the last few years.

Despite the fuel prices rising sky

high, Saurabh Rana, a software developer working with Whipro Technologies remarked, "We have to spend almost the same amount for a good bike or a fairly good car, so it is always better to buy a car. Especially with the banks financing them at minimal rates of interest."

Though this seems to be bad news for the two-wheeler industries, Ravikumar believes that they have their own place in the market that cannot be hampered.

Amway has withdrawn its non-cash rewards

Amway India Enterprise has reduced non-cash incentives for its agents this year. The production cost of newly launched TV advertisement campaign is the cause behind this reduction. Agents are showing their mixed reaction.

No Amway agent can get the opportunity to go abroad as the motivating reward. Amway India Enterprise has stopped this incentive for their agents this year. This direct selling business enterprise also has reduced many other non-cash incentives for its manual market expansion machineries.

S. Viswanath, Manager, Corporate Communication said "We have reduced the motivating incentive packages little bit for the agents this year. We have stopped foreign tour."

Amway India has launched advertisement campaign for broadcasting media last September. Its production cost was Rs 15 crores. This huge amount has made bound the non-cash incentives to be reduced.

S Viswanath, Manager, Corporate communication, Bangalore "We have already launched the ad campaign for TV. It is one of the causes behind the

reduction of non-cash incentives." One portion of Amway agents who are new in this arena is indifferent. But, others who get usually big amount of commission are not pleased with this decision.

Prakash, an Amway agent said "I have no problem. But this ad campaign has reduced our job. No need to start for approaching the people what is Amway. After viewing this TV ad people can come to know what Amway is."

Ravi, Amway agent, said "Though this ad can reduce our job, but I am not happy with incentives reduction decision."

India's biggest direct selling enterprise Amway has introduced TV ad campaign and reduced non-cash incentives. How much these will help the agents? Future will answer this question.

More women choose work from home option

ITIKA SHARMA

More women in Bangalore are opting for working from home. Companies these days are offering women part-time or virtual team jobs to avoid the high attrition rate



Work from home allows women to manage family and work - www.historycooperative.org

time economically viable for the companies. Money is saved on infrastructure that would be required to provide working space to these employees.

The basic requirements for taking up such a job are an Internet con-

HR trainer in Chennai and Bangalore says her career would have died if her company had not given her this opportunity. She added, "Now I work part time for my company and have enough time for my family. I even take up independent projects at times to make some extra money. This is a great concept and is the future of corporate industry."

Richa Aggarwal, who works with BrandComm India, a PR company, said that her company employs many part-time women content writers who work between two hours and three hours a day and are paid on an hourly basis.

The company is handling web portals of various companies including a prestigious media house. It is shocking to know that a lot of their staff work part time or from home.

Richa said, "Though I don't get a byline for my writings, but it's quite satisfying as I can work while I give adequate time to my child and still manage to make my own money."

With the corporate sector already realizing the importance of human resource, this is a great opportunity to use trained manpower and keep the employees satisfied.

due to women dropping out for various personal reasons. This helps the companies to retain highly qualified, trained employees. These employees can access the office network and work from home. This arrangement is employee-friendly and at the same

nection, a personal phone line and availability of phone and net during working hours (besides the basic educational qualifications required for the job).

Many women have benefited from this arrangement. Mahitha Suresh, who works as a part time

Currency rates	
U.S Dollar	39.49
Australian Dollar	36.27
Euro	56.87
Japan Yen	34.42