

Selling Online Just Got Simpler

With a career spanning 18 years specialising in utilizing complex web application development, Pranav Aijaonkar Founder and CMD of the PSCS Group is recognised as an e-business connoisseur with his experience in Information Technology and Cyber Security Management expertise setting him apart. He has a passion for innovation and has a proven track record in planning, building and launching successful high-profile 'Dot.coms', E-Commerce businesses and extensive web applications. Additionally he maps and creates a business vision, transforming and empowering organizations with the tools, technologies, and strategies that bridge the digital business gap. Simply put, he is making selling online a simple fare for entrepreneurs. His website StartupChef.in is an initiative of freKart for a social cause. He wants to make selling online affordable and within reach of the common man. And for society, he does his good deed by giving away 5% of the income of StartupChef to CSA (Catalysts for Social Action), a Not-For-Profit organization set up in September 2002, dedicated to the cause of upliftment and betterment of less privileged children living in the orphanages across the country. In conversation with Dominic Rebello, this web-pro highlights the opportunities for businesses through selling online

What drives you?

The desire to create something that inspires, benefits and fulfills a need of everyone drives me.

I love to assist, mentor businesses and watch them succeed. I believe there is an extraordinary driving force in each of us that makes us go further. If we can tap into it, we will be able to take that extra step or even face that extra risk and thus achieve success.

How big is the potential for a business like yours?

Humongous! Today everything is sold online. Almost every business entity is selling online. And now with our help "Individuals" including young students are selling tiffin services or T-Shirts for college festivals. There are salaried individuals and housewives who wish to start a side business on a mobile app that can be managed with ease while getting on with his regular work.

We provide end to end solution under a single umbrella. We help people set up online stores along with a mobile app under their branding and assist them with marketing and making a noise on social media. We also provide a payment gateway connecting their saving or current account, where a company account or current account is not a mandate anymore. However, a pan Card is mandatory, and with this we help them with delivery and accept COD payments through our partner Shipdesk, who remains widely connected with almost all logistics vendors.

Any major customers that you now cater to?

We are trusted by major Brands like Tiptop Fashion, Kriaa, Edusports, Varda, Alfa Carpeting Pride Group, HLL Lifecare, Narang Group, Deoras Group, 101cart, Stylonn, Khadi Ghar, Sriarti Crafts, Mind Mattered, Rangoli Boards along with International customers like V3 Design USA Inc and L & G Gemstones UK

What kind of numbers do you expect from a business like yours? Any statistics to compare with international standards?

With growing e-commerce, the Indian E-commerce industry may touch \$22 billion mark in 2015 where currently, eTravel comprises 70% of the total eCommerce market. The size of the eTail market is pegged at \$6 billion in 2015. Books, apparel and accessories and electronics are the largest selling products through eTailing,

constituting around 80% of product distribution. The increasing use of smartphones, tablets and internet broadband and 3G has led to developing a strong consumer base likely to increase further. eCommerce will rise rapidly in India in coming years. Around 75% of Indian internet users are in the age group of 15 to 34 years which is growing as we speak. Our Product is designed to achieve success, and we want to help people actualize their dream to make a difference.

How do you plan to scale up; raise funds through seed or venture capital or simply grow the old fashioned way through rising turnovers?

Our current focus is getting customers onboard and helping them understand and experience what we do and how we add value to their product and service to sell better. We are currently taking it the old organic way, and the parent company PSCS (www.pscsglobal.com) is funding the project within the group since five years. We are sure, more people will know us and feel the need to explore our services and assistance our future is positive. However, we do welcome any institute or company with the same wavelength wanting to work with us. I believe a group of minds can achieve more than a single mind.

Who would primarily be your consumer audience?

.....Homemakers, Entrepreneurs, Startups, SMEs, large Enterprises, Industry Vertical and Horizontal Wholesalers. Almost everyone who wishes to sell some or the other product or services online.

Where do you see yourself five years down the road?

I see our company as one of the leading solutions company offering e-commerce services to almost everyone who wishes to accept payments or sell online.



CONSIDER THIS BEFORE PURCHASING A HEALTH INSURANCE POLICY

There is no debate on the criticality of Health Insurance in every individual's financial portfolio. With rising medical costs and growing propensity to hospitalization, it can be risky not to be covered under a Health Insurance plan. It is advisable for everyone not only to be adequately covered under a Health Insurance plan, but it is equally important to ensure that you make use of other offerings from Health Insurance providers that enhance the efficacy of the coverage. Also with growing instances of Health Insurance claim rejections, it is important for the buyer to do a thorough research of the kind of Health Insurance policy that one should opt for

Until recently, Health Insurance providers in India did not offer the OPD (Out-Patient Department) covers, pre-existing diseases and critical illnesses like cancer and heart ailments in Health Insurance plans. However, this scenario has undergone a sea change in the last few years with the advent of new players in the private sector. The arrival of new players in the Health Insurance space has increased the competition in the industry, which has ultimately benefited the policyholders. With rising competition, factors like pre-and-post hospitalization expenses, maternity expenses and overseas treatment have been included under ambit of Health Insurance. And the good news is that the scope for improvement continues to expand with more conditions - which were not covered previously - are now getting covered under the Health Insurance offerings.

While most providers are now offering products that cover basic ailments to cashless treatment facility abroad, etc., a comprehensive cover (that covers most commonly-occurring medical conditions) can be availed at an incremental cost. At the same time, it is recommended that ideally, one must opt for an all-inclusive Health Insurance cover for the entire family.

This comes not only at a cost lower than the cost of multiple insurance for individual members, but it also ensures absolute peace of mind for families.

One aspect that has been frequently written about is the age at which one must take a Health Insurance cover. This is

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because the age of the individual is the key factor that determines the premium that needs to be paid over the term of the policy. An individual between 21-25 years needs to pay an

average of Rs 10,000-12,000 p.a. for a cover of Rs 10lakh. The premium for same policy will jump by 5% for an individual of 35 years. However, today's reality is that a medical emer-

gency can strike to any one, any time, irrespective of one's age, gender or location. Hence, the best time to take a health cover is now. Understandably, while all the aspects listed above are likely to make the policy stand out and help the buyer cover his medical emergencies, it is important to note that one

must buy the cover that is adequate. Medical care is getting less invasive and more costly due to new advances in medical sciences and technology. The cost of super-specialty equipment and robotics is obviously passed on to patients. Health Insurance is a tool that works to reduce - or even eliminate - the burden of hospitalization costs. Today, a basic cover of around Rs 10lakh is a minimum requirement for a family as most medical problems can be treated within a single cover.

People overlook a number of important aspects while taking a Health Insurance plan. For instance, most people are not aware of waiting period for pre-existing diseases. Most people do not know that their Health Insurance policies do not cover any pre-existing disease for first few years. It also helps to know that the pre-existing diseases generally get covered after 3-4 years of the first purchase of the policy.

Last but not the least, it is important to have an individual Health Insurance plan covering the self and the family, even if he/she is covered by the employer or a group Health Insurance plan. This is because once you quit your employer your insurance cover ceases to exist.



The Power Of Passive Income

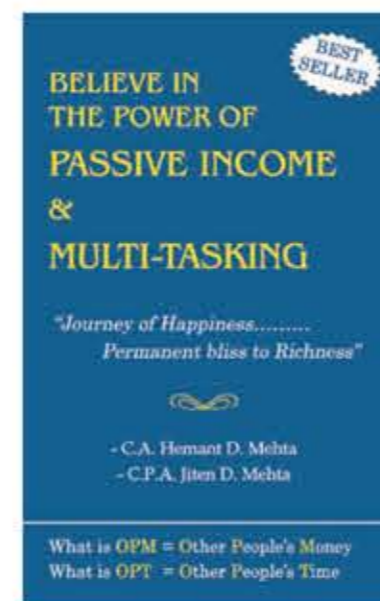
By Dominic Rebello

Here is "a book with a difference!" If a young person, starting his or her earning career follows the rich, powerful, practical easy rules, guidance, instruction, suggestion, hints, appropriate quotation, charts and lot many useful sources of information provided in the book he/she is going to make difference in his/her life. This book is by highly experienced and proven wizards in the field of financial management. The journey to permanent bliss, happiness and richness is assured and surely he/she can retire by about 45 years of age, with passive income at his or her disposal to pursue all that he/she could not possibly indulge in for paucity of time etc. earlier says Holistic Healer and Philanthropist Bipin Parekh in the foreword to the just released book 'Believe In The

Power Of Passive Income & Multi-Tasking' authored by CAs Hemant Mehta & C.P.A. Jiten Mehta.

The book talks about what active income is and what is passive income. Many banks have survived because of treasury(passive) income. This publication has endeavoured to share distilled financial wisdom of world economy and we have set principles. If one can understand and implement these principles one can definitely make a mark in the economy. The book relied upon distilled wisdom of many books, websites, and financial sources.

Incidentally, list of all the publications and websites put together show motivational ways. One can easily conclude that only those individuals and organizations who have active income coupled with passive income can prosper. If you check history, you will realize that banking and insur-



ance companies having active and passive (silent) income have made a mark in the economy world over.

The recent down fall of several companies in the world has proved that those companies which did not have reasonable silent income over and above their active expenses/overheads have collapsed. One can derive the concept that if your total expenditure is more than your active and passive income you will be in debt trap and eventually you will financially collapse like M/S Arthur Anderson, M/s Clincher, M/s Lehman, British Bank, Global Trust Bank, to name a few.

Then there are other aspects in the book which look at funding. It is needless to say that without adequate finance your dream projects remain only in dreams. Many motivational books motivate you to think big, dream big and achieve big suc-

cess. However, out of many new companies only few companies having viable projects do survive after 3 years mainly because of active or passive income.

There are tons of publications on money, wealth, finance, loans, but this publication is a very unique as it gives you direct access to private financiers bankers, cooperatives credit societies and over 500 non banking companies who are eager to finance your project either with security or without security. A good first information guide for both investors and entrepreneurs.

Name: The Power Of Passive Income & Multi-Tasking
Published By: Hemant Thakkar for N. M. Thakkar & Co. 140, Princess Street, Mumbai
Price: Rs 200

Avoid These Mistakes While Picking A New Home



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« PERSONAL FINANCE

Buying a house is a life altering decision, and for a first time home buyer the decision is even more difficult. Most people make compromises when they are seeking out their first homes, but the pertinent question to be asked here is how far should you go while making sacrifices? Read on to find out more.

Perhaps nine out of ten people who have bought their first property would tell you that they have had to make certain compromises when they zeroed in on their first homes. This may be encouraging for you to hear, if there are certain things that you don't quite like about the purchase of your first home. But let us tell you that there is no "one size fits all" policy when home buying is concerned. While you may be called upon to make some sacrifices, here some tips we have gathered for you that we strongly feel that you should not compromise upon.

Your affordability

You may be looking out for a three bedroom apartment, because you feel that your own house should indeed have that much space. But before you take the final decision take stock of not just your present cash-flow but your future cash situation as well. This means you will need to take stock of your income, expenses, your assets and your existing debt. Only after you are completely sure of your affordability, make the purchase. The point we are trying to make here is that you must have realistic expectations based on your affordability. You do not want to find yourself trapped in a house that you find difficult to pay for later.

Crime rate in the locality

Just finding a good house is not enough. If you are moving in with family or are in the expansion mode of your family, the safety of your loved ones is topmost on your mind. While buying a property you must therefore check out the locality thoroughly and find out about the crime rates in the area. Do some research online, get word of mouth advice, and trust your gut feeling about the same. But be absolutely sure that you have done your bit to ensure your family's safety. Local crime rates are therefore strictly not negotiable when checking out a new house.

Proximity to educational institutions

If you have school or college going children, their education is quite naturally on the top of your mind while choosing a new house. While you may be willing to compromise on the amount of time you take to travel to your workplace, you must make sure that your children do not have to go through any such ordeal. Ideally, a good school and other educational institutions should be within 2 kms of your new home.

Healthcare facilities

When you are buying a new home, you want to give the very best to your family. So along with good schools you should check out the healthcare facilities nearby. Find out where the nearest hospital is, and check out if you have medical practitioners nearby. If you are already suffering from some ailment and regularly consult a physician, do take his recommendations about the healthcare facilities of the new area you are planning to move to.

Overall neighbourhood

Buying any kind of property involves a lot of soul searching and crystal ball gazing. That apart, it involves a lot of personal research to find out more about the neighbourhood. It is prudent to take stock of the overall neighbourhood that you intend to stay in at least six months in advance of your property purchase. Besides, making friends ahead of moving in to your new home is always a good idea!

The ultimate question that you need to ask yourself as a home buyer is whether you see yourself staying put in the house you have zeroed in for the long term. Ask yourself honestly if you are willing to see your children grow in the house and will have a good quality of life there.

If the answer to this question is yes, the compromises that you are making are worth it. On the other hand, if you find yourself telling that you cannot stay in this new place for more than five years, you are perhaps better off renting as of now. There is perhaps never the "right house" but it is upto you of how right you can make of what kind of property you can afford.