**COMPANY POLICIES**

Our company enforces various policies to safeguard interests of our customers, fellow artisans and staff, some of them are:

* Our company has a complete replacement/refund policy against manufacturing defects and delivery damages.
* We allow our fellow artisans to take some time off from work if they want to learn a new craft. The tutors for the same will be provided by the company and we will be paying the artisans some stipend even when they are no working and learning the new craft. We do this so that artisans can learn more crafts and skill up. It will enable them to earn more at the same time will help the company to get artisans skilled in various crafts.
* We realise that a majority of our employees will be females, hence whenever needed, they can take a 3-month paid maternity leave which is extendable in special cases.
* We also enforce an equal opportunity policy (EOP) which prevents us from discriminating against job applicants or employees if they are a member of a protected class (e.g, race, gender, age, religion, familial status, colour). The EOP is essential for any anti-harassment, workplace violence, non-discrimination.
* We attend to our customers grievances very seriously as customer satisfaction is one of our key mottos. Hence, we have a 24x7 customer service available for assisting our customers and parallelly they can also reach out to us via emails and WhatsApp chat feature.
* For various reasons ranging from health issues to vacation plans, employees may occasionally require to be absent from work. Different kinds of leave (sick leave, Paid Time Off, maternity leave, parental leave etc.) are separate entities and may require different treatment.
* We believe that as a handicrafts company, we will come up with many interesting ideas and would like to work on them with our team. Thus, we would enforce a use of social media policy which outlines what employees may and may not share online and which rules apply to the use of the company’s own IT infrastructure. With that in place, employees are free to use out IT infrastructure for skilling up, accessing resources and training.

**TIN NUMBER**

Our Company would have to apply for a valid business TIN. As we purchase and deliver handicrafts to our customers, it is mandatory for us to have a TIN. TIN is an identification number assigned to business enterprises for tracking their transactions. TIN is basically required for all entities that are registered under VAT for trade of goods and services. TIN consists of 11 characters out of which the last two depict the state of the applicant. If I was applying for TIN number for our company, the first 2-digits of it would be 10 and state code would be BH as I would be applying from Bihar. An online form can be filled for the same and relevant documents can be uploaded. We would need, identity proofs, address proof, proof of address of business, PAN card and security.

**VAT**

Our company will also have to apply for VAT. Application needs to be submitted and relevant documents are supposed to be submitted. Local VAT office will inspect our business and charge a fee. After this, TIN will be allotted to us. VAT fees is about Rs 500 and depending on the turnover, it is charged. It depends from state to state and city to city. For applying online, we need to Log on to our state’s VAT website and click on the registration tab. Then we need to add information and attach documents as request for our company and we will be allocated our temporary VAT registration number. Once the verification is complete, our Permanent VAT registration number is allotted and we can check the status online. We will have to submit various documents like,

* Incorporation Certificate of Company (in case of Companies)
* MoA & AoA (in case of Companies)
* Particulars of people involved in the firm.
* Address Proof of Director – Lease / Rental Agreement
* Company PAN Card / Individual PAN card in case of Proprietorship
* ID Proof of Director – Pan Card / [Election Card](https://www.bankbazaar.com/voter-id.html)/ Passport/ Driving License
* Rental Agreement/ Lease Agreement of Company / Proprietorship
* In case of Partnership firm- Partnership Deed
* Passport size Photograph of Director of the firm

Since, TIN mandatorily needs to be quoted while submitting VAT, hence, the Tax Identification Number is furnished automatically at the time of registration. TIN is used to identify businesses registered under VAT. This is an effective way to track transactions carried out by enterprises in the country.

WIN tax would not be applicable for our company as our company does not deal with that.

**GSTIN**

Our company will have to apply for GSTIN. We can apply for this online and the process is fairly straightforward. GSTIN has replaced all other taxes and thus this single form of tax is enough or our company. Thus, applying for GSTIN is very important. Our category would be normal taxpayer as our business is not seasonal and would be active all year long. We are also residents of India and hence our business falls under this category. Failing in registering for GSTIN, we will have to pay heavy penalties. For applying for GSTIN, we would need

* [PAN](https://cleartax.in/s/pan-card) of the Applicant
* [Aadhaar card](https://cleartax.in/s/aadhaar-card)
* Proof of business registration or Incorporation certificate
* Identity and Address proof of Promoters/Director with Photographs
* Address proof of the place of business
* Bank Account statement/Cancelled cheque
* [Digital Signature](https://cleartax.in/s/digital-signature-certificate-get-dsc)
* Letter of Authorization/Board Resolution for Authorized Signatory

We need to register at <https://reg.gst.gov.in/registration/> and submit the needful.

**TOTAL NUMBER OF EMPLOYEES**

In total, our company will have about 30 employees to start with. We will be hiring more employees as we grow and will expand our business.

To provide authentic online store assistant for each store -

* An admin to maintain the record about the customer’s details, the stock details, the supplier details, the delivery person details.

For maintaining raw supplies and order new supplies -

* An inventory clerk who is responsible for managing incoming and outgoing supplies and products within a business. It may involve the task of maintaining the raw supplies and ordering new supplies.

Technical support staff

* A team of software engineers need to look after the technical functioning of the business. The success of this online virtual store lies entirely in the hands of the technical team.

Logistic Services

* Consumers demand better service, and this mandate creates a need for shippers to provide fast, accurate and quality service. Good management strategy is aimed to constantly optimize transportation processes and eliminate disruptions. Therefore, it has a direct impact on customers’ satisfaction.
* Improved customer service can bring a good reputation to a company’s brand and help generate more business. Ultimately, well-handled logistics contributes to the overall positive customer’s experience.

Team of Tutors

* As a company, we would always encourage our fellow artisans to skill up by learning new crafts. Hence, we assembled a team of tutors to help them in learning a craft and helping them skill up.

Human Resources

* To overlook the working in the company and taking care of employee grievances.

Customer Support

* To manage customer grievances.

We also believe that as a growing start-up, we will have a lot of opportunities for students to learn and grow. Thus, we would be open to the idea of hiring interns in various technical and non-technical domains. We would hire them by either visiting few universities or even off campus recruitments. We believe in appreciating the hard work interns will put in and thus will make sure that all our internships are paid and that our interns get to learn a lot from the work our company offers them.

**COMPANY CHART**

**COMPANY REGISTERATION**

We believe that Private Limited Company structure is well suited for our company. We believe so because, Our business has two or more owners and is actively seeking investment from other parties. We are also sure that we will be able to recover the setup and compliance costs. Its also better because of limited liability clause. This means that the liability of its members is restricted to the amount of contribution made by them or the value of shares each member holds. Choosing a Private limited structure will also help us in attracting investors because of the trusted structure. This structure will also help with our high turnover.

We must submit an application to the Ministry of Corporate Affairs (MCA). We make the application online at MCA portal remotely too. For registration, we’ll need a Digital Signature Certificate (DSC), and Director Identity Number(DIN), among other things.

To register a company in India, We need-

* 1. Digital Signature certificate.

As the registration process of the company is completely online, Digital signatures are required to file the forms on the MCA portal. DSC is mandatory for all the proposed directors and the subscribers of the memorandum and articles of association.

* 1. Director Identification Number (DIN)

The Director Identification Number (DIN) is an identification number for a director and it has to be obtained by anyone who wants to be a director in a company. The DIN of the proposed director along with the name and the address proof is to be provided in the company registration form.

* 1. Registration on the MCA Portal

To apply for company registration, the SPICe+ form is to be filled and submitted on the MCA portal. To fill the SPICe+ form and submit documents, the Director of the company has to register on the MCA portal. After registration, the director can log in and will obtain access to the MCA portal services which include filing e-forms and viewing public documents.

* 1. Certificate of Incorporation

Once, the registration application is filled and submitted along with the required documents, the Registrar of Companies will examine the application. Upon verification of the application, he will issue the Certificate of Incorporation of the Company.

**SUBSIDIES**

In India, registration of a company cannot be done without proper proof of identity and proof of address. Proof of identification and address would be required for the incorporation of all the company’s directors and shareholders. All the particulars of the directors and shareholders is to be submitted to the registrar at the time of registration. Pan Card/Aadhar card/Diving license/passport can be submitted as proof of identity. Latest Telephone Bill /Electricity Bill/ Bank Account Statement is to be submitted for proof of address.

The organisation must have a registered office in India for online business registration in India. A recent copy of an energy bill or the property tax receipt or water bill must be sent to confirm admission to the registered office. In addition to the tenancy/rental agreement, the maintenance bill or the sale deed or a letter or NOC from the landlord with his/her permission to use the office as the company’s registered office is accepted. Along with these documents the DIN and DSC of all the directors is also to be submitted. These documents mentioned are the general documents which are to be submitted for registration of LLP, One Person Company, Private Limited and Public Limited Company.

Our company can leverage various government subsidies that are open for public like the A. Ambedkar Hastshilp Vikas Yojana, Handicrafts Artisans Comprehensive Welfare Scheme, Infrastructure and Technology Development

Scheme. According to these schemes, we can help our fellow artisans receive a much better infrastructure.

Government of India organizes Mega clusters is a drive to scale up the infrastructural and production chain at Handicrafts clusters which have remained unorganized and have not kept pace with the modernization and development that have been taking place so far. The Mega Clusters will be taken up for development through Handicrafts Mega Cluster Mission (HMCM) or through Central/State Corporations as and when announced in Union Budget or as per requirement and as per the DPR prepared for the purpose. The objective is to develop these clusters with world-class infrastructure. The guiding principle behind the design of clusters would be to create world-class infrastructure that caters to the business needs of the local artisans & SMEs to boost production and export. We will encourage our fellow artisans to attend such clusters so that they can promote their craft and at the same time understand the developing industry better. They will get exposure to various crafts which they can choose to learn later on.

According to A. Ambedkar Hastshilp Vikas Yojana,

• Financial Assistance will be provided to the tune of INR 300/- per artisan for the number of persons to be surveyed and mobilized for empowerment in the form of grant in aid.

• Financial assistance will be provided for a maximum of Rs 1 lakh per year for a maximum of three years for formation of Producer Company/ Federation/Institution.

Such grants can really help our fellow artisans financially and boost their morale. We always encourage them to attend as many meets and clusters as they can so they can understand how they can match the everchanging fast-paced handicraft industry.

Indian government also offers support in terms of marketing and services,

In order to promote and Market Handicrafts financial assistance will be provided to different eligible organizations to organize Craft Exhibitions in metropolitan cities/state capitals / places of tourist or commercial interest/ other places. This will provide direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country.

In order to promote and Market Handicrafts financial assistance will be provided to different eligible organizations to organize Gandhi Shilp Bazaars (GSB)/Crafts Bazar in metropolitan cities/state capitals / places of tourist or commercial interest/ other places. This will provide direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country.

The Indian government also takes care of research and development in this field. They allocate funds for the purpose to those who are eligible and willing to contribute to the development. This includes, development of infrastructure, geographical mapping of handicrafts, resource management etc.

According to these schemes, Artisans have a lot of opportunities to skill up and receive financial grants. We as a company are always in support of this and would always encourage our fellow artisans to apply for such schemes and attend meets and clusters.