

## Document of the Month

Geographies play a crucial role in determining the course of businesses in the same way that businesses have an enduring influence on the landscapes that they are part of. This constant interaction between the business and the landscape it operates within, offers an interesting insight into how territorial transformations can be game changers in the economic and business spheres.

The changing of boundaries can have a considerable impact on economic variables such as taxation policy, trade control, employment law, competition regulation, consumer protection, customer base, etc. When in 1960, Gujarat & Maharashtra were carved out of the State of Bombay, Godrej stockists & dealers from both the states had to register for interstate sales tax in order to buy and sell goods from each others' territories. Similarly, when the Reorganization of States Act, 1956 paved the way for reorganization of Indian states on a linguistic basis, a circular dated September 27<sup>th</sup>, 1956 was issued by the Sales Manager of Godrej asking the stockists spread across the country to let the head office in Mumbai know the extent to which this may impact/ affect their business so that suitable arrangements can be made.

