

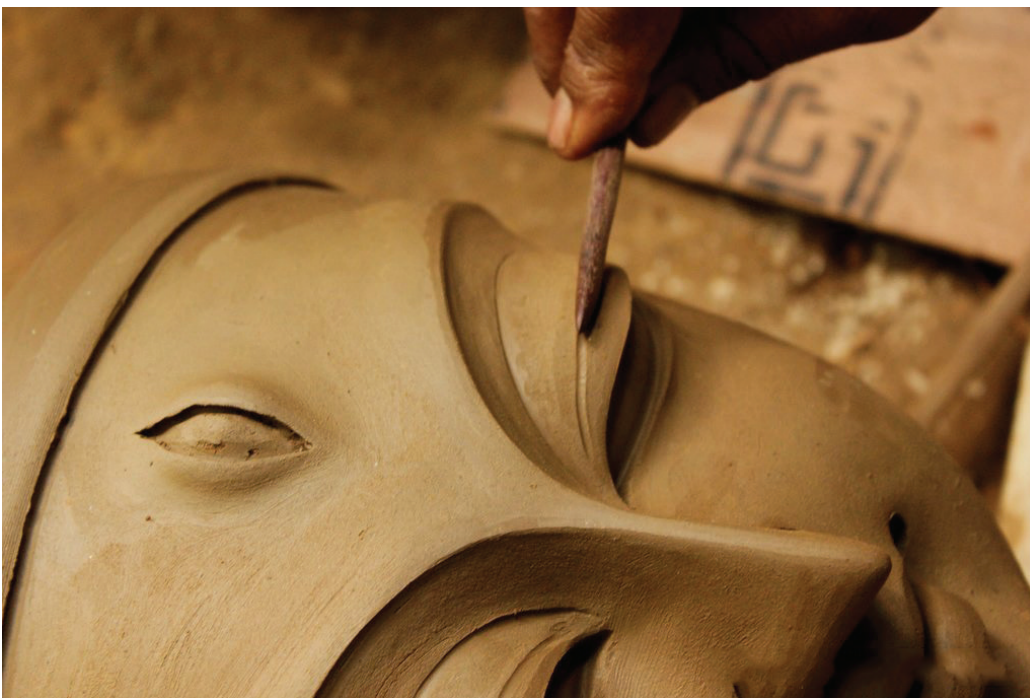
# CONNECT



Quarterly Newsletter of ASA Corporate Catalyst India Pvt Ltd

Volume 33 | Issue 12 January-March 2021

## GO THE EXTRA MILE IF YOU WANT TO EXCEL



The sculptor replied that it would be installed on a pillar 20 feet high.

"If the idol is that far up who is going to know that there is a scratch on the nose?" the gentleman asked.

The sculptor stopped his work, looked up at the gentleman, smiled and said, "I will know it!".

The passion to excel is exclusive of the fact whether someone appreciates it or not.

It is a drive from the inside not outside. It is not for someone else to notice but for your own satisfaction and efficiency.

**Don't climb a mountain with an intention that the world should see you, climb the mountain with an intention to see the world.**

3 Webinars & Online Sessions

5 #Going The Extra Knowledge Mile

7 A Health Connect

8 Did You Know?

8 Literary Connect

9 The People of ASA

10 30th Pearl Anniversary

14 Fun and Frolic

16 Caricature

A German once visited a temple under construction where he saw a sculptor making an idol of God.

Suddenly he saw a similar idol lying nearby.

Surprised, he asked the sculptor, "Do you need two statues of the same idol?"

"No" said the sculptor without looking up, "We need only one,

but the first one got damaged at the last stage".

The gentleman examined the idol but did not find any apparent damage.

"Where is the damage?" he asked.

"There is a scratch on the nose of the idol", said the sculptor still busy with his work.

"Where are you going to install the idol?"



## A WORD FROM OUR MANAGING PARTNER

*And we are 30! How I wish I was too. 30 symbolizes aspirations and abilities. The power to turn dreams to reality. The wisdom in a Pearl. Our new branding exactly represents that. The open blue sky denote our aspirations while our slogan, going the extra mile, implies our determination. All backed by us passionate people with a desire to ever excel – the 30th anniversary celebrations and APMM showed our inclination towards high performance, be it work or play! The joyful mood was visible when we inter-culturally mingled and as we partied, physically and virtually. The moments are perfectly captured in this 'Connect'. And from the earlier years – the lungi picture is one crazy shot! This edition is a treasure trove.*

*The page 'What ASA means to me' is deeply touching. A unanimous vote for ASA = family feeling. I too agree. This firm is my extended family as well. This feeling of joy and happiness is best amplified through the women's day picture of our smiling ladies from Mumbai.*

*Congrats SC TD for the well-deserved win. Your support is much required as the firm pushes the 'knowledgeable look' to the outside world. The online platform, thinkific, is a step in the right direction. Frankly, each SC played a key role in these trying times – be it Admin and EDP managing the back-end as we tackled deliveries during the crisis or be it RC and Connect which kept us engaged and motivated or ES and the new knowledge magazine BottomLine team creating avenues of fresh opportunities. Well done each, for the firm is but a total of our individual efforts. A special thanks to all ASAians who are pushing forth the boundaries at speaking sessions, conducting workshops and contributing knowledge papers.*

*Remember, winning is all about beating your yesterday, which is all about hard yakka! Don't stop that. I certainly won't.*

Best regards

AJAY SETHI



### PEOPLE

To strive for excellence while fostering a sense of pride and satisfaction in all that we do - our people are our competitive advantage



### PASSION

To remain competitive, relevant and of value to our clients, we lengthen our stride and go that extra mile - always exceed expectations!



### PERFORMANCE

To blend good intent with uncompromised standards, attention to detail, and intelligent execution - not just do, but to excel

## OUR WEBINARS SERIES

At ASA we always believe in going the extra mile for our clients. ASA brings to you the 'Budget 2021' webinar series to help our clients decode and understand the implication of various aspects of Budget 2021 on their businesses.



### Charting the Recovery

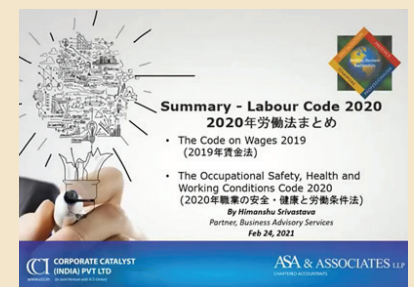
**Speakers:** Ajay Sethi, ASA, Jayant Krishna, Group Chief Executive UKIBC, Georg Graf, Freudenberg Regional Representative India & Immediate Past President, IGCC and Mathieu Jouve-Villard, MEDEF India Representative and Managing Partner Wedge Consulting. Moderated by Sumeet Anand, President IFCCI & Founder IndSight Growth Partners.

**Panelists:** The panelists shared their views on the current Indian economy as to how India is emerging as a manufacturing Hub for the world and further discussed options and strategies for foreign companies in India to chart their own recovery building on the reforms announced by the Government of India, culminating with the Union Budget 2021.

### Labour Code 2020, Summary

**Speakers:** Himanshu Srivastava

ASA organized a webinar in Nihongo on the recent labour reforms with a deep dive into the impact of the codes, namely Wages Code, The Occupational Safety & Health Code, Industrial Relation Code and Social Security Code.



### Union Budget with MUFG Bank

**Speakers:** Ajay Sethi, ASA, Tatsundo Maki CPA(Japan), Partner, Director, SCS Global Consulting, Satoshi Noguchi, CPA(Japan), Senior Manager, SCS Global Consulting, Teppei Ino, Senior Analyst, Global Market Research, MUFG Bank.

**Panelists:** The webinar was organised in collaboration with MUFG Bank, for Japanese corporate representatives and covered the major announcements in the Union budget and their implications for Japanese corporates in India.

### Union Budget 2021

**Speakers:** K Venkatraman, Sunil Arora, Himanshu Srivastava and Sundeep Gupta

A webinar presenting the synopsis of the key direct tax, indirect tax and policy changes announced in the Union budget 2021 along with their impact on corporates in India.





## EVENTS

**Vinay KS** was invited by the IndoFrench Chamber of Commerce and Industry (IFCCI) to moderate their webinar on “Consumer Goods Industry in the Digital Age”.



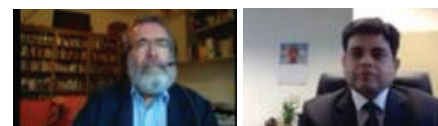
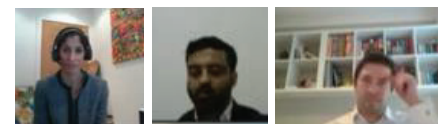
**Parveen Kumar** was invited to speak at a webinar organized by the Institute of Chartered Accountants of India (ICAI) about Indian Accounting Standard 19 - Employee Benefits.

**Sundeep Gupta** was invited to be on the panel discussion jointly organized by Federation of Indian Chamber of Commerce and Industry (FICCI) and Clear Tax on “GST & e-invoicing – changes, implications and solutions”.

**Labour Code 2020** Himanshu Srivastava was invited by CII to address the members of their MSME Council about the labour law reforms 2020 and their impact on MSMEs in India.

**Bristol & West UK – India Business Gateway (IBG)** Kim Collaço was invited by FICCI UK and Sabre Capital to speak about the realities of doing business in India at the virtual launch of the “Bristol & West UK – India Business Gateway”.

**Access India Programme - II Workshop** Ajay Sethi was invited by the UKIBC and FICCI UK to speak at the Access India UK workshop about the recent policy initiatives taken by the Government of India 3rd edition of MSME SUMMIT.



**Himanshu Srivastava** was invited to speak at the virtual panel discussion organized by The Law Society, UK and CharlesRussel Speechlys in partnership with ASA and Khaitan & Co. on the impact of COVID-19 on the Insolvency and Bankruptcy Code.

### Digital CXO Virtual Board Room Session

Ajay Sethi was invited to speak at the Virtual Boardroom Session organized by Dun & Bradstreet India on Modernizing Business Communication through Cloud Telephony.



“Is the Automobile Industry on a Path to Recovery – Post COVID Lockdown”  
G Viswanathan (Article published in Motoring Trends)



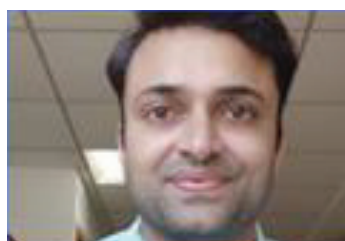
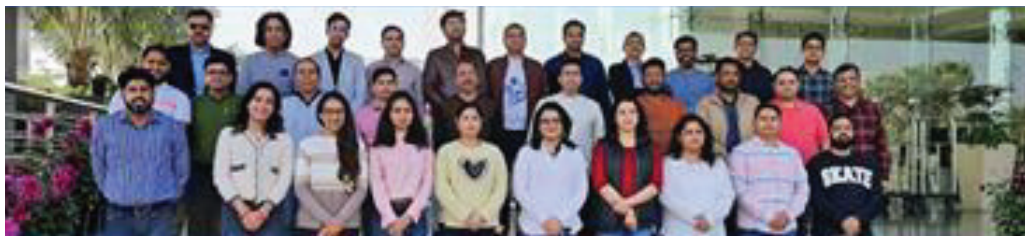
“Key Takeaways from Labour Codes 2020” -  
Himanshu Srivastava (Article published in Taxsutra on their portal Law Street India)



## APMM 2021 #HYBRID MODE

For the first time ever, our Annual Partner and Manager Meet was held in hybrid mode with all 8 locations coming together as a group and connecting to each other virtually to make this event a resounding success.

### 22ND ANNUAL PARTNER MANAGER MEETING, 2021

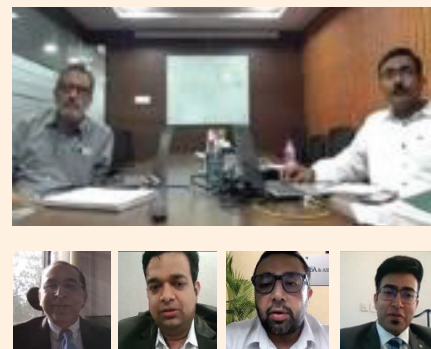


## #GOING THE EXTRA KNOWLEDGE MILE

“Knowledge is power. Knowledge shared is power multiplied.” At ASA, we believe in the power of knowledge and go an extra mile to share the same with our people...

### National Assurance Workshop

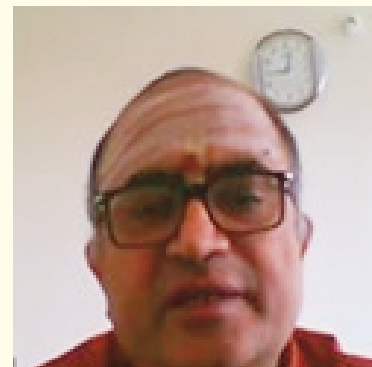
A 2-day Pan-India National Assurance Workshop was organized for staff with various informative sessions taken by Parveen Kumar, Giridharan DK, D Ramprasad, Sundar Rajan, Keyur Dave, Vinay K S Abhishek V M of CaseWare India amongst others.



## Weekly knowledge dose



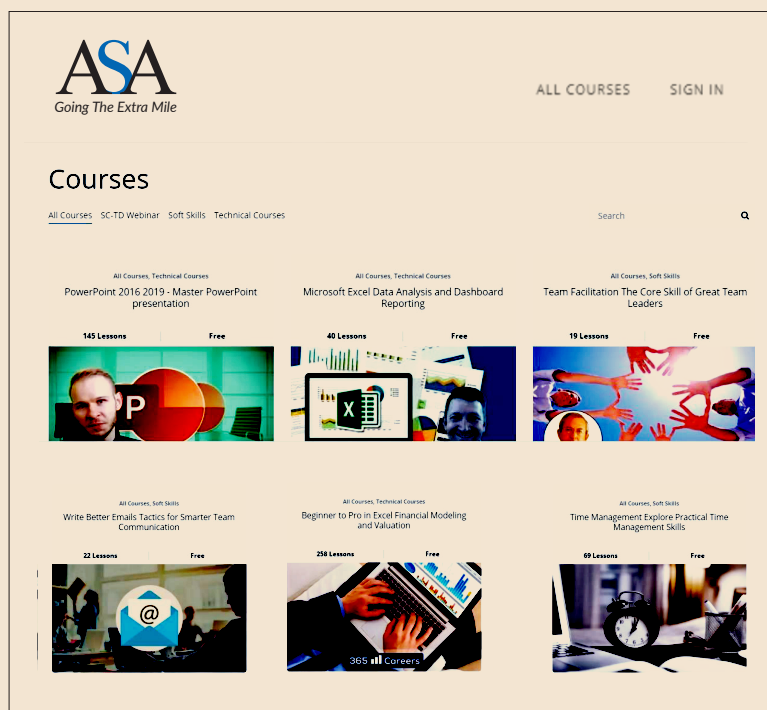
Many intriguing and interesting weekly sessions were organized across locations for staff taken by senior management and many external speakers on essential and relevant topics such as “India’s Economic Engagement” by Ajay Sethi, “Report on Audit Quality Review” by D Ramprasad, “Professional Code of Ethics - Do’s and Don’ts” by Prateet Mittal, “Introduction to Cloud Computing Technology” by Iqbal Singh (Director Cloud Deployment at Nokia), ‘Understanding the Equity Markets’ by Satish Krishnan and many more....



## Think Knowledge. Think Thinkific.



Keeping in mind the necessity and importance of ensuring continuous upskilling of staff, SC-TD launched multiple new e-learning courses on our online Learning & Development platform – Thinkific.



## Give it up for the winners!!

Warmest congratulations to SC-TD, National subcommittee winners for the year on your achievements!!





### A HEALTHY BODY CHANGES YOUR ATTITUDE AND MOOD...

To help you reduce those extra pounds that you have gained while working from home, Connect Kitchen brings to you an easy comforting recipe of Honey Oatmeal to help you achieve your weight loss targets. Go ahead and enjoy this yummy bowl of goodness with your loved ones

#### Honey Oatmeal

##### Recipe

###### Ingredients

1 cup quick cooking rolled oats

1 TBSP honey

½ TSP vanilla essence

###### Method

###### Step 1:

Combine the oats and 3 cups of water in a mixer and blend till smooth

###### Step 2:

Put the strainer in a deep bowl and put the muslin cloth over it

###### Step 3:

Pour the mixture and strain it well to get smooth milk

###### Step 4:

Add the honey and vanilla essence and mix well

###### Step 5:

Serve immediately or store in an air-tight container in the fridge and use it within a day



**Note:** You can add almonds, walnuts, chia seeds, black raisins, pumpkin seeds as per your taste







# AUSTRALIAN WORK ETHICS



Australians have a different workplace etiquette compared to people from other cultures. They generally tend to do more during their working hours and don't say no to extra work. At the same time, they strive to keep their work separate from their family lives. They often use blunt humour to diffuse tension, rather than letting a horrible situation continue painfully. Australians will often call it out and then move on with a few harmless, tongue-in-cheek jokes keeping the work atmosphere easy.

## #1 Less Hierarchy in the Workplace

Compared to other countries, Australians don't place as much value on office hierarchy. In most offices, employees enjoy the same treatment. There's a strong emphasis on the team instead of any high-ranking individual. This contributes to the relaxed atmosphere. It also opens the door to a less competitive workplace culture in Australia compared to other countries. But Australians play by the rules, the workplace culture in Australia is subject to a lot of rules and regulations. These exist to ensure everyone is safe and comfortable in their workplaces.

## #2 People Speak Their Mind

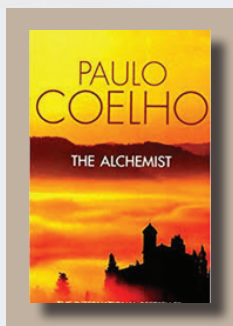
Since there's less hierarchy in the office, people are also more likely to speak their mind. In fact, executives encourage their staff to give input and share their thoughts. Everyone thus gets a chance to voice their opinions and have them heard. This is also true outside of the office. Australians are very direct and straightforward. They have no problem saying what is on their mind. It makes communication much simpler and more honest.

## #3 They love their Slang

The workplace culture in Australia values time above all else. It is thus no surprise that there's a tendency to shorten words and use a lot of slang in everyday office talk. So, instead of saying "document," people will say "doco." Excel spreadsheets are often called "spreadies," while PowerPoint presentations are "presos." Because Australians work so hard, there's even a term for hard work – "hard yakka!"

## Literary Connect

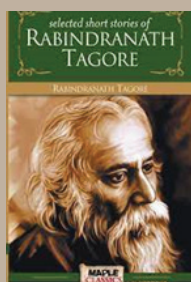
Reading is to the mind, as exercise is to the body. Connect recommends to you a magnificent collection of literary work to make your mind stronger than ever... Come read on



### THE ALCHEMIST

According to The Alchemist, 'Personal Legends' meaning "what you have always wanted to accomplish" serve as the only means by which an individual can live a satisfying life. The idea that all individuals should live in the singular pursuit of their individual dreams emerges as the primary theme of The Alchemist.

by Paulo Coelho



### SELECTED SHORT STORIES

"Love does not claim possession, but gives freedom." Regarded as the inventor of modern Bengali short stories, Rabindranath Tagore is well-known for his remarkable contributions in Indian as well as world literature. Beautifully depicting the essence of human relationships. Richly wrapped in vivacity and spontaneity, 'Selected Short Stories' of Rabindranath Tagore presents the readers with varied aspects of Tagore's writing.

by Rabindranath Tagore

The people of ASA tell us what ASA means to them...



"A place to find one's IKIGAI"  
- Sreevidhya V Pai



"PPP – great partners, professional staff, people friendly"  
- Rajesh Krishnamurthy



"Beyond the barriers"  
- Aalwin George



"Fabulous journey which can't be put in one word"  
- Raju T.R



"Asa is our second family. We live a safe and secured life here"  
- Pravin Gurav



"A step above"  
- Abhishek George Mathew



"Assimilate, stimulate and accelerate"  
- Rahul Arora



"Persistent in spreading happiness, bundle of opportunities, learning hub"  
- Shreekrishna Vaidyanathan



"Passionate, client committed and people oriented firm of professionals"  
- Rahisuddin Saifi



"ASA is a fusion of knowledge and proficiency"  
- Uday Kumar



"ASA adopted to provide service with high allegiance, glad to be a part of it"  
- Abdul Aziz



"9 Years of continuous journey is an output of the motivation received from ASA"  
- Dharavath Srinu



"ASA - All Smarties in action!"  
- Srisha D R



"Giving life to my desire to work after a long break"  
- Sandhya R



"Going the extra mile is a vital ingredient, the opportunities will follow here"  
- Nitin Gupta



"A place for teamwork and self-development"  
- Nargis C R



"Work while you work, play while you play"  
- Jayashree S



"A synonym for professional etiquette"  
- Vishnuraj P R



"Feels at home, since I am away from home!"  
- Bijjam Venkateshwara Reddy



"Learn & work, fun with friends...repeat!"  
- Abhimanyu P Anil



"It has been unlike any other place I have worked with earlier, it feels like family here"  
- P Narayanasamy



"Progressive, empathetic, collaborative"  
- Manali Madhwani



"ASA means family"  
- R Rajagopal



# 30TH PEARL ANNIVERSARY

## Welcome to our 30th Pearl Anniversary Celebrations!

Come join us in celebrating 30 years of our people and their passion for delivering excellence in every performance...

Week-long celebrations started across locations at ASA to celebrate 30 years of 'US'. The virtual celebration bash commenced with a pooja on 7th March conducted by K Venkatraman seeking blessings from the almighty followed by heart-warming testimonial videos from our clients and mentors across the globe and inspiring words from Ajay Sethi...



A nostalgic trip down memory lane by Rajiv Arya was just what we needed to realize the euphoria of how far we had come...



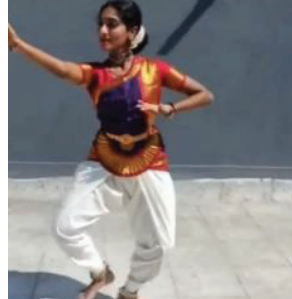
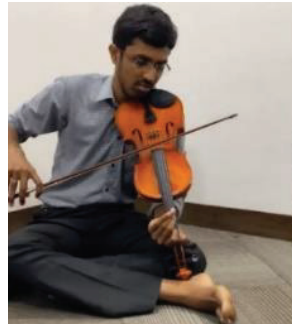


**We at ASA believe in “Unity in diversity” and our virtual cultural event put together by all our locations was a testimonial of the same...**

**Mumbai office** kick started the cultural event with a beautiful video on Mumbai’s famous food, sites to see and it’s famous festivals.



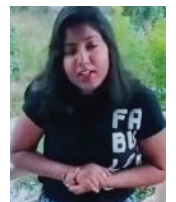
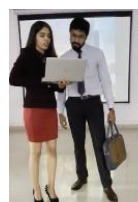
**Chennai** commenced the event with a time lapse video taking the viewers into the Chennai office, food delicacies and the famous bull fight festival ‘Jallikattu’. Next in line was a spectacle dance flash mob followed by some mesmerizing performances by Preethi D. (Bharatanatyam), Prakash (violin), Tanjore paintings by Shanmugha Priya, Mridangam played by Krishna amongst others.



**Hyderabad office** brought in the additional enthusiasm with chanting #ASAROCKS slogans all along. Ramakrishna, Subhasini & Alok Kumar Sahu prepared and shared the mouth-watering Andhra’s special recipe ‘Pesarattu’ also known as ‘green gram dosa’.



**Bengaluru office** cultural show started with a beautiful song sung by Ashwini Bhatt devoted to Goddess Saraswati, followed by a video about the garden city ‘Namma Bengaluru’ meaning ‘Our Bengaluru’ in Kannad. Divya painted a beautiful life like masala dosa which left the audience drooling for some actual yummy dosas. Well, their wishes were granted (Virtually ofcourse ☺) with Madhusudhan cooking for us a mouth-watering recipe of Ragi Mudde, a wholesome meal in the state of Karnataka and the Rayalaseema region in Andhra Pradesh. Ending the show with some energetic dance performances and a surprise fashion show!



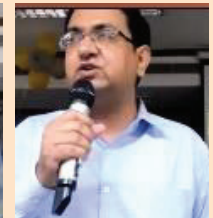
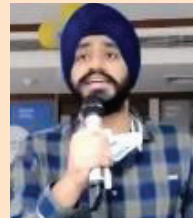
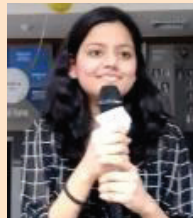


**Kochi** event began with a captivating video about the beauty of Kerala, making us want to visit it soon, followed by a traditional group song performance by Kochi's very own nightingales, they together sang the 'Naadan Paatu' – traditional Malayalam folk songs dressed in beautiful traditional attires. Then, the boys took over the floor in Kerala's traditional attire 'Mundu' showing us the various ways of wearing it followed by lively group dances and a spirited tabla performance by Umanath.



**Delhi & Gurgaon office** cultural event started on the auspicious day of Maha Shivaratri. The event started by seeking Lord Ganesha's blessings through a video compilation by Pankaj Aneja backed by amazing background score. Dilli's Talented lot thrilled the audience with some lively singing by Manpreet Singh, Anshika Kaushik and a mesmerizing piano piece played by Anshika Tomar.

Nisha added the element of qirk with her TikTok video and the curtains were drawn on the cultural event leaving the audience with a good laugh thanks to our in-house comedian Arun Kumar.







## The Employee Awards

The celebrations ended on a high note with the announcement of the Best Performer of the Year Award, Long Service Recognition Award, and Innovator of the Year Award to staff across all locations.





## FUN'N' FROLIC

This quarter was double on celebrations with SC-RC organizing exciting events and activities across locations... here's a sneak peek into all the fun!!

### Happy Lohri!



### Munch on!

To bring some excitement in our hectic office schedule, SC-RC organized a snack party for those present in Mumbai office. Everyone enjoyed scrumptious snack with their ASA office family.



### 30th Anniversary Dinner!





## Let's have some fun!

SC-RC organized a 'FUN WEEK' of games like Caroms, Chess, Bus & Playing Cards for the staff at the Kochi office.



## Happy Women's Day!



## Flechazo Feast!

SC-Admin Hyderabad organised a sumptuous telugu cuisine feast for the staff at Flechazo.







His charming, cheerful, social and uncomplaining life style, Compliments so well with his self-made thorough professional work style.

A lover of mind games be it puzzles, crosswords or chess, Whose passion for reading ancient literature is no less.

**Y Ramakrishnan**  
Associate Director  
Taxation, Chennai

Our Nightingale of ASA equally passionate about cooking and dancing, An affectionate pet loving person who always spreads positive vibes around.

An all-rounder with strong managerial skills, Who inspires all with her quest for learning new and daring skills.

**Sreevidhya V Pai**  
Associate Director  
Assurance, Kochi

Published at New Delhi Office: 81/1, 3rd Floor, Adchini, Aurobindo Marg, New Delhi 110 017. Tel (91) (11) 4100 9999 [www.asa.in](http://www.asa.in)

#### Editorial and Content Team

Bikramjit Singh Bedi, Anukriti Sud, Pankaj Rautela, Kanika Kalra, Kavyashree L, Melany Roberts, Md. Rizwan, B. Sai Laxmi, Sheethu Sara James, Amrutha A, Kshama Gala, Tanay Kotecha, Pallavi, Dinesh Krishnamurthy, Nikitha G Jain, Anusha A Rao, Jayabalaji, Swetha V, Arularasan, Mrinalini RE, Nargis CR, Keerthana C, Mahin K Jose, Yadhukrishna, Sandhya Salvi, Rishabh Seth, Saidinesh Reddy

**Design Team** Keshav Mishra & Sandeep Singh

For internal circulation only