

# CONNECT



Quarterly Newsletter of ASA Corporate Catalyst India Pvt Ltd

Volume 22 | Issue 02 April - June 2021

## IS YOUR HUT BURNING?



stunned with grief and anger. "Lord, how could you do this to me?" he cried.

Early next morning, however, he was awakened by the sound of a ship that was approaching the island. It had come to rescue him.

"How did you know I was here?" asked the weary man to his rescuers.

"We saw your smoke signal," they replied.

It is easy to get discouraged when things are going bad. But don't lose hope even in the midst of pain and suffering. Remember, next time your little hut is burning to the ground – it may be just a smoke signal that summons the grace to you.

The only survivor of a shipwreck was washed up on a small, uninhabited island. He prayed feverishly for someone to rescue him, and every day he scanned the horizon for help, but none seemed forthcoming.

Exhausted, he eventually managed to build a little hut out

of driftwood to protect him from the bad weather, and to store his few possessions.

But then one day, after scavenging for food, he arrived home to find his little hut in flames, the smoke rolling up to the sky. The worst had happened: Everything was lost. He was

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## A WORD FROM OUR MANAGING PARTNER

*This is a calming edition of Connect. We have been busy, and we have been happy! Two things stand out distinctly - mental and physical health. And wisely so, for while passing through these strange times one's able companion is a healthy mind and a healthy body. The much-needed sessions on yogic breathing, talk by mental health experts and dietary sessions were immensely welcome. Besides these, RC remained busy in organizing fun sessions for teams across offices. Kudos to team RC.*

*The Admin team continued to do a super job in managing offices and our work life in these testing times. They also took onus of our personal safety by monitoring vaccinations of team members and their families and organizing camps for that. Thanks to these efforts, I am proud to say that 78% of our teams are effectively vaccinated and safe!*

*Our brand ASA is slowly taking a strong position and that was much visible in webinars, articles and in client interactions. I am sure those with the firm for long as well as those recently joined take equal pride in our new vision and mission.*

*And now, let's welcome the new partners joining the Board. With equal fervor I congratulate the newlyweds and those welcoming their bundles of joy into the family. These happy moments in our extended family spread cheer across.*

*The positive energy which continues to run through the firm certainly motivates me and I hope it does that to you too. May it prevail all around us.*

Best regards

AJAY SETHI

.....

SOMETIMES THE  
BEST THING YOU  
CAN DO IS NOT  
THINK, NOT  
WONDER, NOT  
IMAGINE, NOT  
OBSESS.


JUST BREATHE AND  
HAVE FAITH THAT  
EVERYTHING WILL  
WORK OUT FOR  
THE BEST.

.....





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BRIDGE  
India

Spm BST, 16 June

# India after the Second Wave

What lies in store for India's economy and society?

**SPEAKERS**

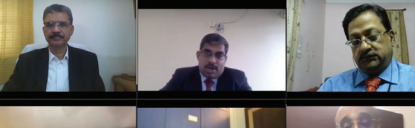
**Prof Rajeev Gowda**  
Former  
Rajya Sabha MP

**Utkarsh Amitabh**  
Founder  
Network Capital

**Ajay Sethi**  
Managing Partner  
ASA & Associates LLP

**MODERATOR**

**John Elliott**  
Former  
Financial Times Journalist




## Recent amendments in Schedule III of Companies Act, 2013

# Recent amendments in Schedule III of Companies Act, 2013

## Recent Amendments in Schedule III of The Companies Act, 2013

**Date & Time**  
**April 23, 2021**  
**3.30 - 5.00 pm**

Organized under the aegis of  
**Banking, Finance and Corporate Affairs Expert Committee, BCIC**




Bangalore Chamber of Industry and Commerce




Going The Extra Mile

**SPEAKERS**




**Mr. D Ramprasad**  
Practice Head,  
ASA & Associates, Bengaluru



**Mr. Vinay K S**  
Executive Partner - Assurance  
ASA & Associates, Bengaluru

**Session Chairman**



**Dr. (Hd) K V Gopalakrish**  
Adv & CS, Consensia Consultancy P. Ltd.  
Chairman, Banking, Finance and Corporate Affairs Expert Committee, BCIC

The recent amendments in Schedule III to Companies Act requires a lot of additional disclosures in the financial statements. These could further affect the decision-making of the reader while analyzing the financial statements. Further, the auditors would also need to validate such additional disclosures and some of it could have a bearing on the audit reports as well. This webinar will throw light on these amendments and its impact on organizations.

**Topics that will be covered**

- Disclosures with respect to Share Holders, Trade Payables, Trade Receivables, Capital Work in progress, Borrowings, Ratios etc.
- Background of the above additional requirements and the impact of such disclosures.

**Who should attend?**

CFOs, finance heads, finance managers, finance controllers, CEOs, key finance personnel, Auditors and other professional practitioners including PCS, and others interested in the subject

**CLICK HERE FOR REGISTRATION**

Event No. 109/2020-21



# THE NEW LABOUR CODES IMPACT ON MANUFACTURERS

ASA invites you to a two-part webinar series on the Labour Codes 2020. This first part is focused on analysing the likely impact of the codes on employers in the manufacturing sector. These 4 new legislations along with yet to be notified rules, while aiming to ease doing business in India, also impose strict penalties for non-compliances.

## TOPICS

- The Labour Codes - salient points
- Impact on employers
- Benefits for employees
- Summary of new Draft Rules
- Q&A

## SPEAKER



Himanshu Srivastava  
Director  
ASA Corporate Catalyst India

### DATE

Thursday,  
22nd April, 2021

### TIME

03:00-4:00 pm (IST)

## COMING UP NEXT

<b>IMPACT ON SERVICES SECTOR</b>	Thursday 29th April, 2021	03:00-4:00 pm (IST)
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## CLICK HERE TO REGISTER

Contact: Tarun Goyal | [tarun.goyal@asa.in](mailto:tarun.goyal@asa.in) | +919935641214

Put up by clients and their personnel only

MSME article  
by G Vishwanathan  
for ETCFO

### What the MSME sector requires post second wave of Covid-19 ?



## Articles by Keyur Dave for ETCFO

Covid lockdown: India Inc seeks more time from SEBI to file Q4, FY,21 results



RBI's new audit norms a shot in the arm for Indian firms



Ind-As: Is deferment of new accounting norms saving investors or harming them?



## Groundbreakers: Gen Z and the future of Accountancy



ACCA interview  
by Prateet Mittal

6/25/2021

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[2021] 127 taxmann.com 833 (Article)

Date of Publishing: June 24, 2021

**Applying MFN Clause in Tax Treaties - Indian Court Paves Way!**



**SUNIL ARORA**  
Partner, ASA & Associates LLP



**AMEET BAID**  
Senior Manager, ASA & Associates LLP

Most Favoured Nation (MFN) is a concept well known in the sphere of international tax laws. It brings parity in the tax treatment for Treaty Partner Countries. Simply put, MFN allows one Partner Country to accord with the other Partner Country, a treatment that is no less favourable than the one which it accords to other or a third country. In the context of bilateral tax treaties signed by India, the MFN clause entitles a Treaty Partner Country to avail similar benefits (concessional rate and/or restricted scope), that India has subsequently acceded to another Treaty Partner Country.



## Snapshot of ICII's Guidance on Audit of Cash & Bank Balances'

Posted on Jun 22, 2021



**Parveen Kumar**  
ASA & Associates LLP

## Embracing Technology & Digital Transformation

**DIGITAL >>>>>>  
TRANSFORMATION**

POWERED BY

**DELL Technologies**

**CA AJAY SETHI**

Founder and Managing Partner  
ASA & Associates



## IBC Updates: Recent Amendments & Judgements

**SPEAKERS**

 MR. V N SHIVA SHANKAR, VICE PRESIDENT, SICC AND FOUNDER, VNS LEGAL	 MR. RAJESH KUMAR GUPTA, CHIEF GENERAL MANAGER, INSOLVENCY BANKRUPTCY BOARD OF INDIA	 MR. KALYAN JHABARKAR, PARTNER, SUBBANA & SUBBANA INTERNATIONAL ATTORNEYS
 MR. HIMANSHU SRIVASTAVA, PARTNER, ASA & ASSOCIATES LLP	 MR. RAMCHANDER, CO-CHAIR, SICC ROME COMMITTEE, MANAGING PARTNER, CURVENTS ENGINEERING	 MR. N. RAJ KUMAR, PARTNER, DSK LEGAL

RSVP: Bhavani Srinivasan - bhavani.sas@deloitte.in - 09566013348

Knowledge Partner:

31 MAY 2021  
MON 11.AM to 12.30 PM



## Labour Codes & New Normal

"With PF liabilities going up and reduction in take home salaries has already spoiled the mood of the masses. The companies need to brace for the financial impact, prepare and put in motion a strategy to balance the people costs with people potential."



**Himanshu Srivastava**  
Director, Business Advisory, Gurugram  
& Japan Practice Head



## GST UPDATE

### Court Rulings

**Attachment of bank accounts:**  
Attachment proceedings under GST Act cannot be at the cost of Constitutional right to practice any profession, trade or business. If the petitioner has already deposited the estimated tax due, there is no point in attaching the bank accounts.

*M/s Shri Marg Human Resources Pvt Ltd v The Principal Additional Director General, DGGI, Chennai and others (Madras High Court)*

*Taking cognizance of the fact that tax had already been deposited, the Court has astutely observed that attachment of bank accounts will lead to obstruction of business of taxpayer.*



**Sundeept Gupta**  
Director, Accounting and Business Support, Gurugram



## TAX BYTE

### Validity of 148 notices after March 31, 2021

Writ petition filed before Bombay HC challenging validity of notice issued u/s 148 post March 31, 2021 for AY 2013-14, on the ground that the procedure as laid down u/s 148A (inserted by Finance Act 2021) was not followed. Ad-interim stay granted.

*Armada DI Pte. Ltd. v. DCIT [Writ Petition (L) NO.11766 of 2021]*

*Much controversy on legitimacy of 148 notices issued after March 31, 2021, with new reassessment provisions kicking in from April 01, 2021. Matter highly debatable and judgment on writ may provide clarity.*



**BIKRAMJIT SINGH BEDI**  
Partner, Taxation  
New Delhi



## Eagle eye on role of Independent directors

"Proxy Advisors [PAs] provide substantial value addition to the industry and plays a major role in increasing corporate governance in companies as their recommendations have a major impact on companies' workings."

The changes proposed by SEBI on PAs typically bring out publicly disclosed standards an ideal company should follow, often exceeding the standards laid down by law through creation of best practices codes and seeking more transparency through disclosures by PAs.



**Sounder Rajan**  
Associate Director, Assurance,  
Chennai



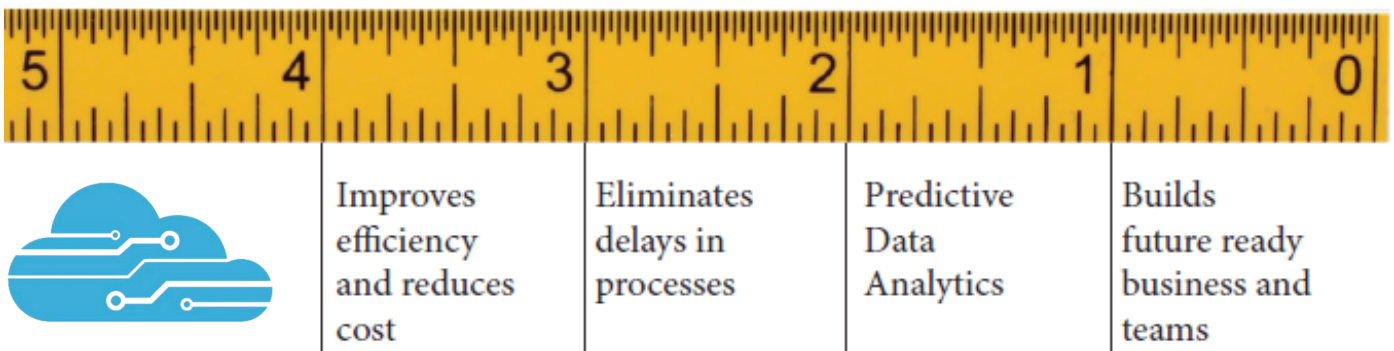
## Step up your digitalization plan



## Digital Automation and Transformation Services (DATS)

COVID-19 has accelerated the advent of Technology in all facets of business and the new digital era is impacting the global economy. To capitalize on the power of digitization and automation, and to make businesses more resilient in the face of threats, our new DATS team led by Manuj Dua is assisting corporates in building predictive dashboards (finance, production, inventory, sales, procurement, cash flow, product performance) for reporting and forecasting, automated tracking systems for better projections, automated processing systems to maintain uniformity, cloud computing along with providing cyber threat identification and mitigation services to ensure security and confidentiality.

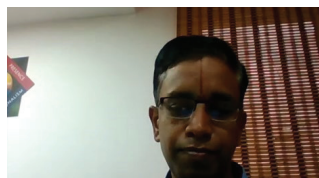
## Digitization is a measurable Rol



# INTERNAL TRAINING SESSIONS

## CHENNAI

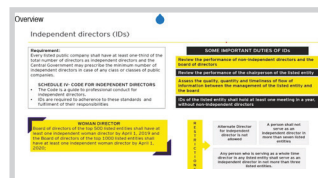
Importance of Risk assessment in Audit by KS Narayanan



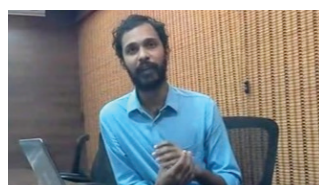
Refunds Provisions under GST by G Viswanathan



Independent Directors by Subramanian Sounder Rajan



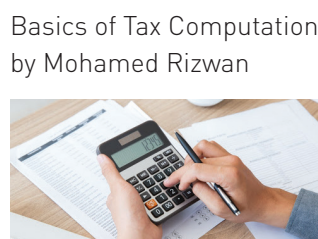
Role of Independent directors & comments on the consultation paper issued by SEBI by Sounder Rajan



Business Responsibility and Sustainability Reporting by Sivaraman V



ROC Compliance & Income Tax form 26 by Arun Karthik



Basics of Tax Computation by Mohamed Rizwan

## BENGALURU

Expectations from professional accountant in different roles by P Nitish



Supplementary Amendments in Finance Act, 2021 by Karthik S S

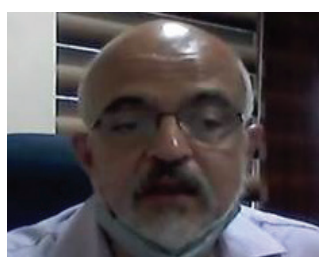


Recent Amendment to Schedule III of Companies Act by Vinay K S



## KOCHI

Taxation of Charitable Trust by K Nithyananda Kamath

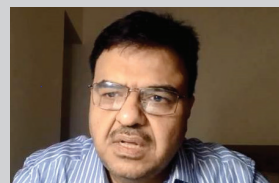


The Art of Negotiation - To evaluate ones powers of persuasion and negotiation



## DELHI - GURGAON

Client Onboarding- The most important step for Business Initiation by Rajiv Arya



Capital Restructuring by Himanshu Srivastava



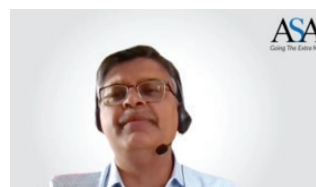
Expatriate Taxation in Covid Times by Sunil Arora



Key Audit Considerations in COVID Times by Nitin Gupta

## MUMBAI

An Overview of Startups in India by Girish Sanghavi





## MENTAL HEALTH CONNECT



### Let the Brain Talk!

What is mental health?  
Why is it important?  
Do I need to assess my mental wellness?  
What stops me from talking to someone about what I am going through?  
Is this something which I am also facing?



Endless questions arise in our minds whenever we read something about mental health on various social media platforms. Mostly, these questions remain unanswered for many, merely because we are hesitant to seek help. Lately, a wave has been set to motion all around the world to create awareness about mental wellbeing and the need has increased since the pandemic and ensuing life changes.

### What is mental health according to you and why is it important?

Our body shows our physical well-being. Our behavior or actions shows our mental well-being, emotionally and psychologically; affecting how we think, feel and act. Both are equally important to our life. But the irony is, that most of the population does not concentrate on their mental wellness.

### Lately, mental health is associated with the word "Depression". Is it correct?

Depression and anxiety are the two common conditions that can be observed in majority of the population. To put it in simple words, fever is a symptom/ result of how our body reacts to any disease. Similarly, depression is one of the results of any mental health issue anyone is facing. When one faces difficulties, which cannot be resolved and feels hopeless for a prolonged time, they say "I am depressed". The term "depressed" is used because it is easier to express, that they are feeling low or sad.

### Even today, mental health issue is considered a taboo and there is a stigma which surrounds it. What is your opinion about it and how can we tackle this situation?

Fear of unknown is the major factor which is causing this stigma. Many

illiterate people are also apprehensive about the label that comes with openly talking about mental health issues. Fear of being judged; fear that it might affect their career ladder by depriving them from major projects, promotions, etc. is another major concern. Every person diagnosed with a mental health condition have equal rights to work in any field as any normal other person even ones who are facing chronic conditions. Many a times there is no medication required.

This situation can be tackled to a major extent through formal education. People do not know psychology. Major portion of the health science in education system in India does not include chapters on mental health. Introducing measures for education and awareness on mental issues at the grass-root level is the key.

### So, the most important question... How to identify that one is going through a mental health situation and needs professional help?

There can be specific symptoms like anxiety attacks or emotional breakdowns, but it is situation and person specific. Three major and common clues are sleep and appetite getting affected and the day-to-day functioning is disturbed with a significant change in behavior and mood. If this happens for a

continuous period of three months, then it is time to tell someone and seek professional help.

When a family member or friend observes that someone is going through such a situation, they just have to ask three things – How are you feeling? Do you want to talk about it? and Assure that I am here for you!

There is also a self-assessment checklist i.e. General Mental Health questionnaire with 10-15 questions available online. This is like a basic screening for the person to assess themselves of their mental health status, although, conclusions cannot be drawn through this.

### As friends and family around, what should we look around when a person has sudden breakdowns or has anxiety attacks due to any triggers?

The best thing is to ask about the emotions that they are feeling; tell them that you can see that they are hurt; and ask them what they want you to do to feel better. The key is to listen to them and act accordingly. Sometimes, they just need to know that someone is listening.

One should however avoid saying that everything will be okay, as they feel that things will not be fine at that moment; and asking them what happened, because they will have to go through all the pain again by explaining themselves.

Reading to the above conversation, let us ask ourselves...

Where do we stand on our mental health?  
Do we know anyone around who needs help?  
Can we converse on this openly without hesitation?

Mr. Kiran S Sawekar is a M.Sc. & M.Phil. in Health Psychology  
\*Mr. Kiran S Sawekar can be reached out at skiransawekar@gmail.com

by Connect Bengaluru

## PHYSICAL HEALTH CONNECT

### Small Changes for Better Health..



Connect Chennai in conversation with  
DN. ROSHNI SV  
*Dietetics & Nutritionist*

#### Lifestyle Changes

- Break the sedentary habits like sitting in the ideal place for a long time, skipping or avoiding physical movement.
- Engage in physical movement step by step.
- Complete targeted step counts.
- Keep yourself Hydrated.
- Reduce the ideal screen time to active screen time by small movements regularly.
- Take stretch breaks at regular intervals.

#### Eating habits

- Implementing changes to ensure eating at right time and intervals and improve eating habits over a period of time.
- Increase in abdominal obesity can be overcome by including whole grains, fibre rich foods, pre and probiotics.

#### Physical Fitness

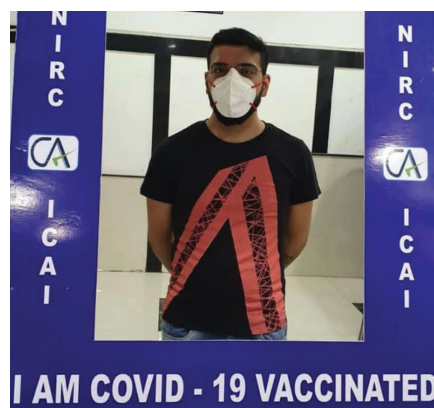
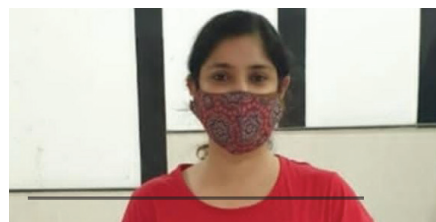
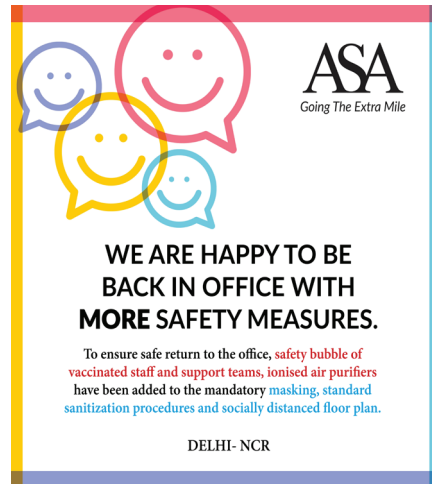
- Physical fitness can be acquired with consistent and regular exercises with adequate intervals.
- Regardless of age, physical fitness can be acquired with professional guidance.
- A total of 150 minutes of low to medium impact cardio exercise per week helps in overall physical fitness.
- Muscle building exercise should be precisely planned according to the individual need and requirements for 60 mins a week.
- Weight can be managed with regular exercise, dietary changes and lifestyle modifications.





## VACCINATION CAMP

Vaccination camps were organized by our Delhi as well as Chennai office in collaboration with NIRC of ICAI and managed by Apollo hospital, where Covishield/ Covaxin vaccinations were administered to our ASA family.



## Breathe In - Breathe Out

SC-RC arranged regular Yogic Breathing sessions namely "Breathe In-Breathe Out" with Dr. Sanjiv Pathak, founder of Chaitanya Yoga Foundation. These real time sessions immensely helped participants to increase their lung capacity and boosting immunity.



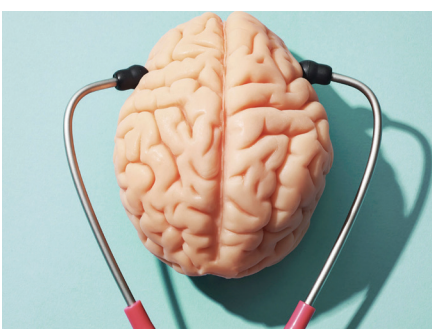
## DIETARY SESSION

A nutritionist session was organized for all ASA employees. The speaker was Ms. Pallavi Srivastava, a well-known nutritionist in Mumbai, who shared dietary plans which are helpful in recovery from COVID and post-recovery COVID effects.



## Mental Health Session

In these unprecedented times it is hard to find a shoulder to lean on due to social distancing norms. SC-RC arranged pan-India session on Mental Health mainly to help participants to relax. All the queries were duly addressed by Psychologist Ms. Mehek Rohira.



E-Counselling  
for a generation  
that sees no  
stigma.

Let's  
Talk Therapy!

### Some Diet Tips for Post Covid Recovery

- ❖ Our Indian kitchens are full of potent Anti-inflammatory and Anti-viral ingredients such as Ginger, Turmeric, Garlic, Cumin- jeera, Coriander, Mint, Cinnamon, Honey, all of which can be used in different combinations for overall well being. One should Nourish the body well for at least six months post-COVID treatment.
- ❖ Avoid Elaborate cooking and stick to simple recipes with more Greens like Spinach, methi, sarson saag and other Saag as they are known to lower Anxiety levels.
- ❖ Taste and smell may take a while to return to normal making every bite of food utterly tasteless, but it is still important to keep up the Appetite with Small and Frequent Meals.
- ❖ Drink herbal tea / decoction (Kadha) made from Tulsi (Basil), Dalchini (Cinnamon), Kalimirch (Black pepper), Shunthi (Dry Ginger) & Munakka (Raisin) - once or twice a day. Add jaggery (natural sugar) and / or fresh lemon juice to your taste, if needed.



### LET US TALK ABOUT CLIMATE CHANGE FOR A BETTER PRESENT

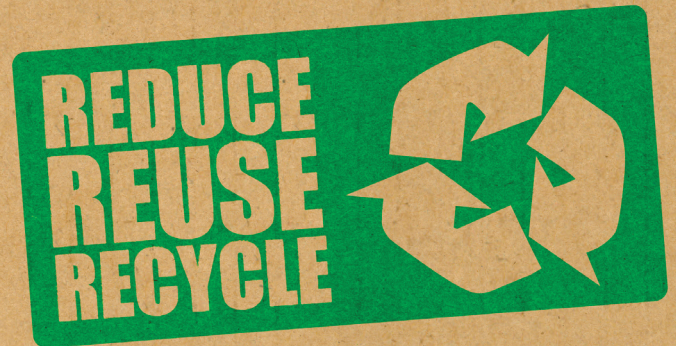
Climate change remains to be the greatest threat to mankind – it is a scientific truth. There is, however, conspicuous silence on this immediate danger to our lives in our everyday social and political circles.

There are several blind spots in environment preservation efforts worldwide. For instance, fishing as an industry is perhaps one of the biggest causes for substantial damage to the environment, yet no one is talking about it. Riding on an image of a small-time fishermen community barely earning their livelihood, the life-sized corporations are farming the ocean indiscriminately.

Instead of banning large crawlers crawling the ocean floors and taking in its fold not only the fish but all forms of marine life and leaving behind huge amount of plastic waste, one is merely talking about banning single use plastics or preferring to sell to the public "sustainable seafood". This is when the stage for such sustainable fishing is long past.

The above apart, the reason why many of us do not engage with the issue is perhaps because climate change as a problem is being faced by the humanity as a whole, and hence, it allows people to shut their eyes and trust that someone (like government, environmentalists, or others) must be taking care of it!

Moreover, climate change also has been presented as something to worry about in the future. A study showed that most believed that climate change would not affect them personally and would affect



the future generations. Although clearly that is not the truth. It has been reported that more people die of pollution annually than the Covid 19 Pandemic itself has, however still somehow climate change is still the problem of future. Until and unless, we realise that it is a problem of today and not legacy of future generation, we will remain complacent.

There are several things which we can do at an individual level to help save the planet like becoming vegetarian, planting trees, and follow the principle of "Reduce, Re-use and Recycle". Most importantly, we need to start talking about it leaving behind our social awkwardness and inhibition in the interest of collective well-being.

*[Acknowledgements: "Don't Even Think about it: Why our brains are wired to ignore climate change" by George Marshall Bloomsbury USA & Netflix documentaries on Environmental issues such as Seaspiracy]*







# JAPANESE WORK ETHICS

Japanese way of doing business has various customs and rules very different from the other countries. Japanese workplace etiquette revolves around respect, modesty and harmony. People value a disciplined attitude towards work. Employees at Japanese companies have a "work-first" philosophy and will often prioritize time at the workplace over friends and family. Japanese are known around the world for their punctuality, be it commencement of working hours, meeting time, or other scheduled events, being punctual and meeting deadlines is of utmost priority.

## #1 Be Considerate Toward Others

Japanese value a peaceful environment and harmony among groups. For this reason, people have a mindset of separating one's "honne" (true feelings) from their "tatemae" (facade) depending on the situation and who they are interacting with. For example, if you want to turn down a request from a business partner, instead of just saying no (hone), you might want to reply with something like "I will think about it" or "I will discuss it with my boss." (tatemae).

## #2 HoRenSo (Report, Communicate, Consult)

While working in a team in Japan, it is important not to disturb the wa "(harmony) of the group.

The concept of "HoRenSo" (Report, Communicate, Consult) plays a significant role, ensuring projects to proceed smoothly leading to improved performance and successful businesses.

Hokoku: Report the current state of progress and clients' reactions to boss.  
Renraku : Communicate and share information about client requests and modifications.

Sodan: Consult others for advice to find a solution.



## #3 Understand and enjoy the Japanese Drinking Culture

Japanese companies will hold get-togethers called "nomikai" (drinking party) for employees or with business partners. These parties are neither business events nor personal events, but somewhere in between. Nomikais are often held with the intention of deepening relationships term for hard work – "hard yakka!"

*by Connect Kochi*

## PRIDE MONTH

### History Behind Rainbow Flag

Pride movement is all about hope - it brings sense of community to a new level. The month of June has long been recognized as LGBTQ Pride month all over the world in remembrance of the Stonewall riots at New York in June, 1969. It was one of the most significant protest by gay community protesting police oppression, which converted into a liberation movement demanding the rights of the LGBTQ to live openly. Following year onwards Pride marches were being organised in remembrance of 28 June 1969 in honour of the said movement and over the years has gained momentum.

During Pride Month, it is common to see the rainbow flag which is proudly displayed as a symbol for the LGBTQ rights movement. The history behind the adoption of Rainbow Flag as a significant symbolism of Pride Movement dates back to 1978, when the artist Gilbert Baker who was an openly gay man and a drag queen, designed the first rainbow flag. Baker saw the rainbow as a natural flag from the sky, so he embraced eight colors for the stripes, each color with its own inherent meaning (hot pink for sex, red for life,



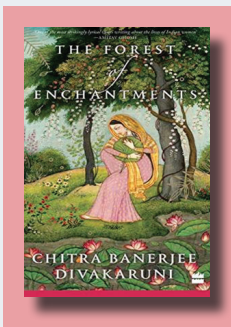
orange for healing, yellow for sunlight, green for nature, turquoise for art, indigo for harmony, and violet for spirit). These colours came to reflect both the immense diversity and the unity of the LGBTQ community worldwide.

In 1994, the rainbow flag was truly recognized as the symbol for LGBTQ pride when Baker created a mile-long version of the Flag for the 25th anniversary of the Stonewall riots. The flag was later cut into small sections to be distributed around the world. Now the rainbow flag is an international symbol for LGBTQ pride and can be seen flying proudly, during both the promising times and the difficult ones, all around the world.

## AROUND THE WORLD

## 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 FOREST OF ENCHANTMENTS

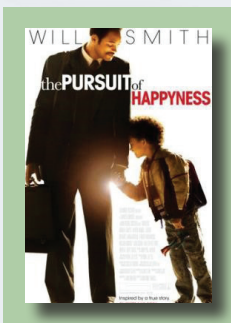
The Forest of Enchantments is a retelling of the great epic of Ramayana from Sita's perspective. It gives us a glimpse into the lives of the royal women, who despite their immeasurable contribution to the lives of the men, got little credit. The untold stories of Urmila, Kaushalya, Mandodri and Kekeyi are of immense significance, told with an unassuming ease!

by Chitra Banerjee Divakaruni

Connect Mumbai



## Movie Connect



### THE PURSUIT OF HAPPYNESS

The Pursuit of Happyness is based on the life of the tycoon Christopher Gardner played by Will Smith. The film demonstrates the battles that Christopher faces while attempting to make a good life for himself and his child. The fundamental themes in the film are determination & will power by which one can accomplish anything in life, if you invest your time & effort, not surrendering even when the times are difficult.

by Gabriele Muccino

Connect Hyderabad



## WINNING POETRY

### SWEET LITTLE DESIRES

Ponies tied, Boots up and gears on,  
It was the eight of us - The cousins;  
Wandering the deep dense wilds.

The pack of eight wolves  
Climbed up, down, walked and walked;  
And guess who spotted an 'Echo spot'?  
Wolf No.6 yelled, "I desire skittles rain";  
As the echo hit me, I wondered,  
What could I possibly desire?

To do what I wish to do;  
To feel what I wish to feel;  
Spotting a butterfly fly,  
Oh dear me, is freedom what I desire?

Timing out on a forest floor,  
Flashbacks striked from the times  
My Mighty Heart said, "Go for it" - while  
My Mightier Mind said "Oh! Jibber jabber, Zip it!"  
Caught and shot in the cross fires,  
Is peace what I desire?

Sling shooting stones into nowhere,  
I realized I wanted more.

Aurora Australis to Borealis,  
Glacier walks to hot spring baths;  
Universal studios to Disneyland rides,  
Red bull in Martini glass;  
Is endless fun what I desire?

Eeny meeny miny moe,  
Could I even desire more?  
Asked was a simple question;  
Why can't I figure out one?  
Is it too much to know,  
What I truly desire?

Questions in mind,  
As we perched on the river bed;  
My friend Mr. Brooke said,  
"Why settle for one?  
While, love, u can have it all?"

Here we are in my lantern camps,  
Looking at fireflies, I wonder -  
To what do I owe these desires?  
For not just one, not just two,  
I have a plenty to feast!

Oh! must I sweat if not bleed,  
To taste triumph for me to quench;  
Little by little, one after another,  
All of my sweet little desires.

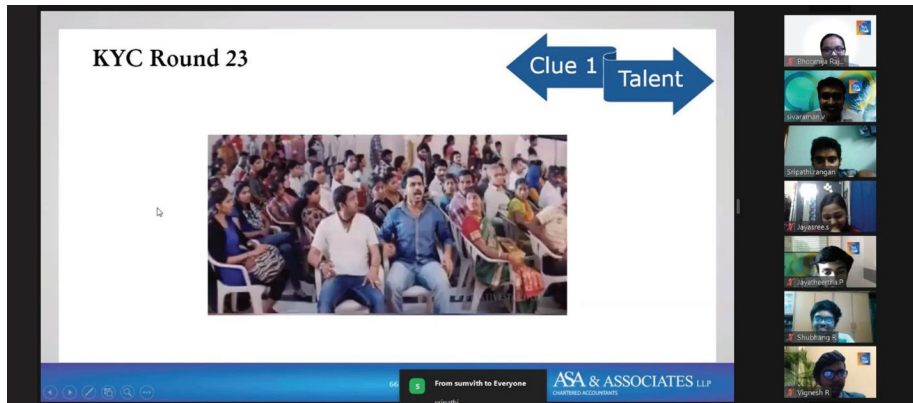
by Anuradha C

Trainee, Assurance, Chennai



## KYC – Know Your Colleagues

Chennai has organised a fun filled exciting game to better understand the team members and colleagues.



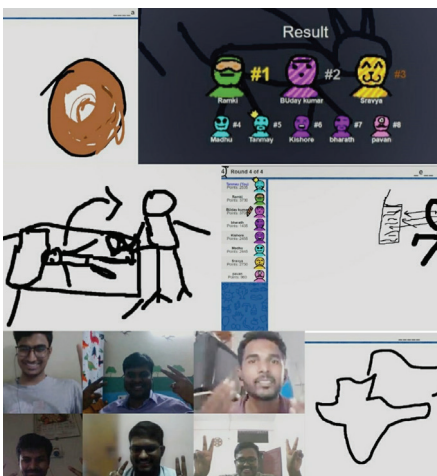
## Environment Day Contest

World Environment Day was celebrated with a week long awareness campaign and a contest. The participants had to either prepare a craft with eco-friendly and waste material or to share their balcony /terrace gardening videos.



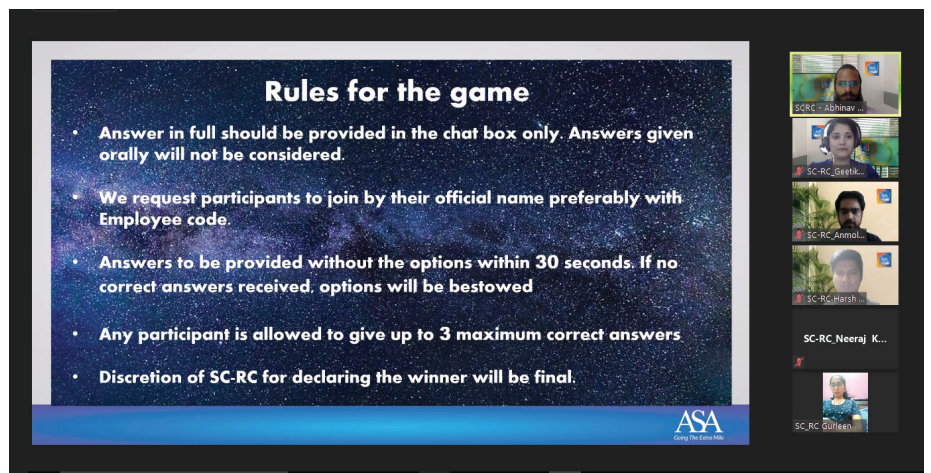
## Fun Time – It is time to Scribble

Hyderabad has organized an interesting time bound scribble game.



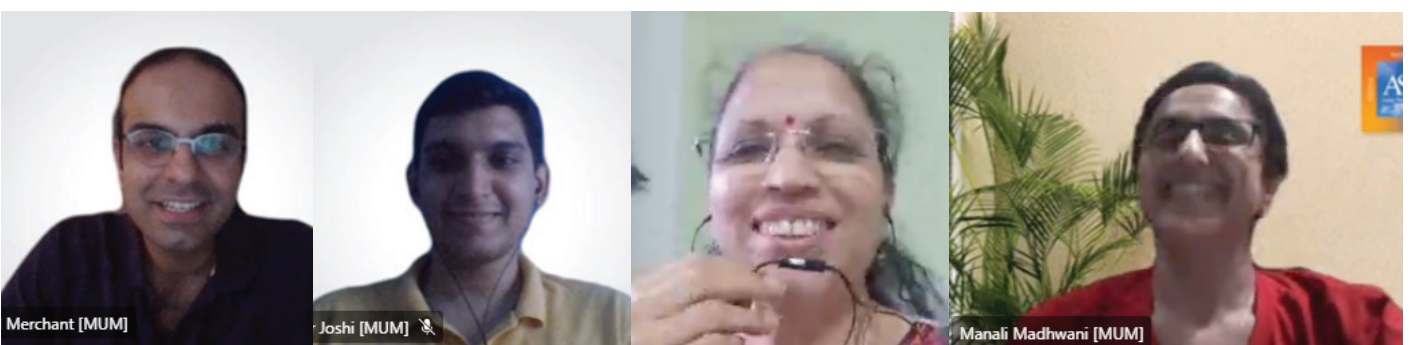
## Riddles Night

Working from home, interacting with colleagues over video conferencing, having lunch and tea breaks with family instead of colleagues is quite a routine now! As a pleasant break from such a routine, Delhi organized a riddle night.



## DRAW, GUESS, WIN

Mumbai came up with an event "Draw, Guess, Win" where participants were required to play an online game called "Drawasurus". The participants had to draw a word out of 3 options within 10 seconds and others must guess the word within 60 seconds.



## Binge, Plunge and Bingo

Hyderabad made the entire office to call out numbers in this fun game.



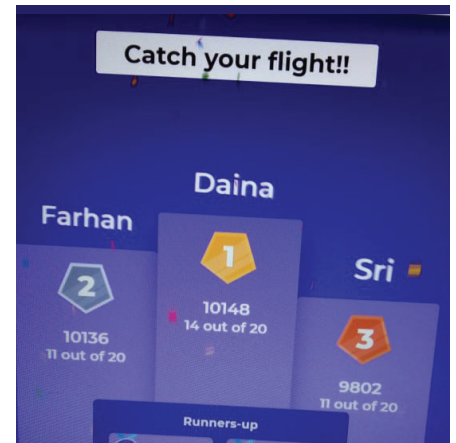
## Sticker Challenge

To add a flavor of excitement and enthusiasm to Work from Home, Sticker challenge was initiated by Kochi where hilarious sticker videos were invited from the participants.



## Quiz-a-Thon

Kochi organized a Three Level Quiz called "Quiz-a-thon".



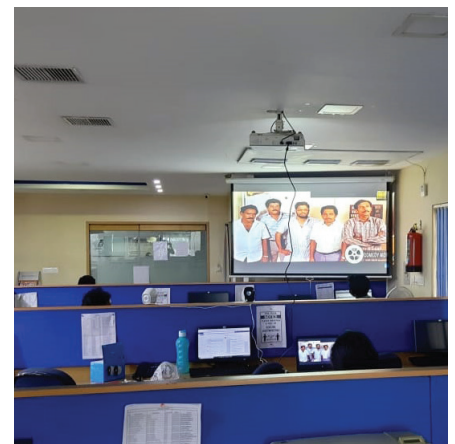
## Memory Moves [World Dance Day]

Kochi organized an activity on World Dance Day, where each player had to mimic the dance moves of the player stood behind him.



## Movie Night

Kochi Office screened evergreen Malayalam movie 'Mookilla Rajyathu Murimookkan Rajavu'.



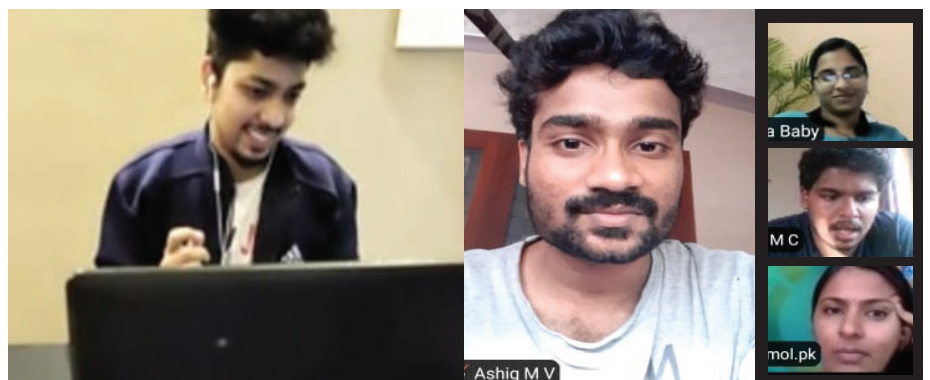
## Vishu

Kochi celebrated Vishu on 13 April, 2021 which signifies joy and prosperity while Vishukkani marks the start of the day. Vishukaineettam was given by P N Ramachandra Kamath to ASA's Kochi family.



## The Mentalist

Kochi organized an online event called 'The Mentalist'. This was performed by a well-known mentalist Mr. Arjun Satheesh and his team who demonstrated their highly developed mental and intuitive abilities by performing various tricks which included hypnosis, telepathy, and mind control.





Veerendra Baligeri joined ASA in April 2021 as an Executive Partner, ABS, Bengaluru.



**Favorite binge watch series?**

I don't follow any series.

**Favorite food/street food?**

I love my basic food – Anna, sambar with Fryums/ Sandige. Not a fan of street food.

**Favorite ice cream flavor?**

I am not fond of ice creams but I eat everything. No specific flavor. Probably you should ask what brand of Beer I like 😊

**Your all-time favorite book?**

Aavarana by SL Byrappa. It's a Kannada book translated in multiple languages. It talks about history of India narrated in the form of interesting stories.

**Current song on your mind?**

Aye Zindagi Gale Laga Le, currently playing in my mind and also my favorite song.

**A leader you follow passionately?**

Suno Sabki, Karo Manki!

I don't follow one person. I take whatever I like from everyone and just follow what I feel right.

**What is something you can't do?**

Break somebody's heart. It's okay if I can't make someone happy, but definitely try not hurting anyone.

**Are you a morning or a night person?**

I am a night owl.

**If you could travel right now, where would you be?**

Just outside Bangalore towards Western Ghats where I can see greenery.

**What is better: certificates or experience?**

Definitely experience

**If you could compare yourself with any animal, which would it be and why?**

Lion – I would like to be the King.

**When did you start your journey with ASA-CCI and how has it been so far?**

I joined in the month of April. To describe my time so far in one word, it has been 'HECTIC', yet I'm really excited and enjoying the time by getting to know the firm, my team, colleagues, and clients.

**Let us know one thing that you realized during lockdown?**

I feel lucky and thank God that I am in an industry/field where I can work from home and still earn to make our living.

**If you could change one thing about yourself what would it be?**

I would like to change the growing family pack 😊 and start exercising.

**How do you like to spend your free time? One Hobby?**

Pre Covid – I love spending my free time by catching up on my childhood friends with a pint of beer  
Currently – I am spending my free time playing chess online. It takes away the stress and is relaxing.

**What is the first quality that you look for in the people you meet?**

Honesty, when the person is talking straight from Heart...  
Usse zyada kuch bhi nahi chahiye.

**Name one thing that you would like to pursue post-retirement.**

Travel! Travel all parts of India. Travel without limits. And Travel not as a vacation but to spend time in the place as much as I want, enjoy the place, understand the culture, and savor the taste buds to the extremes.

**You learn of a last-minute business trip, what do you do first?**

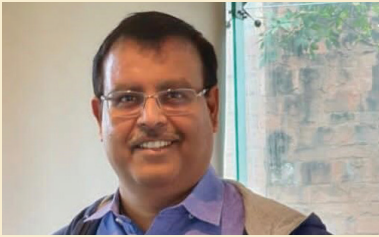
Pack my bags and run. Get ready for the job!

**One piece of advice you would like to share with your fellow colleagues here in the firm.**

Question! Keep questioning anything and everything. Questioning enhances knowledge.



## Our Leadership Team Expands



**Subroto Bose**  
*Partner*



**GN Ramaswami**  
*Partner*



**Vinay KS**  
*Partner*



**Ramakrishna V**  
*Executive Partner*



**Nitin Gupta**  
*Executive Partner*



**Kim Collaco**  
*Executive Director*

## Wedding Wows



**Madhusudhan Reddy**, Assurance  
Bengaluru Spouse – *Lasya*



**Shruti R Bhat**, Assurance  
Bengaluru, Spouse – *Shriram*

## Stork's Visiting



**D/o Alok Kumar Sahu**



**D/o Manoj Sharma**



**S/o Navrachit Gupta**



**D/o Subramanian Sounder Rajan**





Be it Mother or Professional,  
she happily balances the two..  
Her achievements are motivational  
and promises to woo..

She picks up new hobbies to  
fill up her heart..  
Be it photography, cooking,  
travelling or some other Art.

Jayashree SK  
Associate Director  
ABS, Bengaluru



Caring, soft spoken and takes  
pothing for granted..  
His go-getter attitude makes  
him always wanted.

Tennis, Badminton or travelling,  
an adventure lover to the core..  
Keeping abreast with the latest  
keeps him on the fore.

Vipul Kumar  
Associate Director  
ABS, Gurugram



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