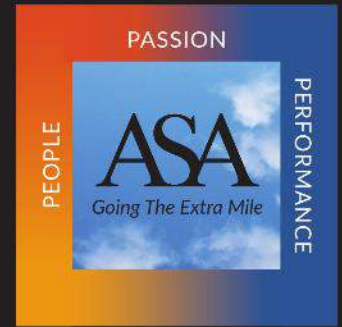


CONNECT



Quarterly Newsletter of ASA Corporate Catalyst India Pvt Ltd

Volume 22 | Issue 03 July - September 2021

Adversity can make you stronger if you let it.

There once was a very wealthy and curious king. This king had a huge boulder placed in the middle of a road. Then he hid nearby to see if anyone would try to remove the gigantic rock from the road.

The first people to pass by were some of the king's wealthiest merchants and courtiers. Rather than moving it, they simply walked around it. A few loudly blamed the King for not maintaining the roads. Not one of them tried to move the boulder.

Finally, a peasant came along. His arms were full of vegetables. When he got near the boulder, rather than simply walking around it as the

others had, the peasant put down his load and tried to move the stone to the side of the road. It took a lot of effort but he finally succeeded.

The peasant gathered up his load and was ready to go on his way when he saw a purse lying on the road where the boulder had been. The peasant opened the purse. The purse was full of gold coins and a note from the king. The king's note said the purse's gold was a reward for moving the boulder from the road.

Every obstacle presents an opportunity to improve our circumstances, and whilst the lazy complain, the others are creating opportunities through their willingness to get things done.

- 3 Webinars & Articles
- 6 Internal Training
- 7 Health Speak
- 9 Social Connect
- 10 Our Planet
- 11 Did You Know?
- 12 Winning Photography
- 13 Fun and Frolic
- 19 Coffee with Connect
- 20 Caricature





A WORD FROM OUR MANAGING PARTNER

In the last 2/3 months, I re-indulged in my favorite indulgence, travel. I was in Mumbai, Bangalore and Chennai offices. Meeting colleagues and teams in person - catch-up, share old memories and create new ones. It was exhilarating! And, importantly, enjoyed the REAL Daal Khichdi, Dosas, Pongal.... I could drool on and on. Oh yes, encouraged by this joie de vive, I did some excellent business meetings too.

Post lockdown, we all went into hyper drive - be it travels, meetings or client delivery. Hyderabad moved to a beautiful new office. I am much looking forward to visiting them. Hopefully, the virus will relent in Kochi soon and allow me to go there as well.

Markets are in state of frenzy - Global and Domestic. Some sectors are moving straight up while some are getting ready to start their journey upward. The foreign investors are also getting warmer. We may well be on the verge of a great rise (touchwood!). All of you have toiled hard, and earned your fun moments. A peek inside will set to rest any misgiving that we at ASA are a shy, backbench sort of bunch. I much enjoyed the travel picture section. Each captured the beauty that is life. I congratulate the new parents, those who shared knowledge via webinars/articles and those who shared their creativity, be it in this magazine or in various RC events. This is what sets us apart - a sharing and caring family.

Time to now pray and seek the boon of joy and prosperity. May Lakshmi shower it in abundance on each of you. Happy Diwali!!

Best regards

AJAY SETHI

.....

“SHIPS DON'T
SINK BECAUSE
OF THE WATER
AROUND THEM.

SHIPS SINK
BECAUSE OF THE
WATER THAT
GETS IN THEM.”

UNKNOWN

.....



A 3-part webinar series was curated for the CFOs / Finance leaders to talk about critical issues that they must not overlook and practical solutions thereon.

CFO SERIES 1 of 3





TOP 10 WARNING SIGNS NO CFO SHOULD IGNORE

With the increasing demands placed on finance leaders, it is imperative that certain signals should be red flagged for immediate investigation to mitigate future risk of exposure

SPEAKERS:


PARVEEN KUMAR
National Head,
Assurance, ASA


AMARJIT CHOPRA
Ex-President ICAI,
EX Chairman NACAS

SCHEDULE:
WEDNESDAY
1ST SEPTEMBER, 2021
FROM 3PM TO 4PM

CLICK TO REGISTER

CFO SERIES 2 of 3





PRACTICAL ASPECTS OF DIGITALISING THE FINANCE AND ACCOUNTING FUNCTION

Building a clear milestone plan to go digital with clear budget frames, making the best use of available tools, mitigating risks of cyber attacks and ensuring complete involvement of team members

SPEAKERS:


MANUJ DUA
Associate Director
Digital Automation and
Transformation, ASA


VIKAS WADHAWAN
Group CFO at REA India
(Prop Tiger.com, Housing.com
and Makans.com)

SCHEDULE:
WEDNESDAY
15TH SEPTEMBER, 2021
FROM 3PM TO 4PM

CLICK TO REGISTER

CFO SERIES 3 of 3





TOP 10 RED FLAGS WHILE TAX PLANNING

The pace of legislative changes and judicial rulings have had an impact on traditional tax planning, some of which may even lead to risk of high exposure. This session will highlight to the CFO specific such instances as are to be avoided

SPEAKERS:


SUNILARORA
Partner
Taxation, ASA


YOGESH MITTAL
CFO & Lead Strategy
IBM Environment Project

SCHEDULE:
WEDNESDAY
22ND SEPTEMBER, 2021
FROM 3PM TO 4PM

CLICK HERE TO REGISTER

Ajay Sethi and Sanjiv Kumar Chaudhary talked about the new MDP and Networking Guidelines for professionals at NIRC



NORTHERN INDIA REGIONAL COUNCIL

The Institute of Chartered Accountants of India
(Set up by an Act of Parliament)

Invites you for Virtual CPE Meeting

Networking & Multi-Disciplinary Partnership (MDP) as per new ICAI Regulations









SUPPLY CHAIN RESILIENCE SUMMIT

INDIA | JAPAN | TAIWAN

Highlighting the critical role of small & medium enterprises in transforming global supply chains, especially for the Electronics, Auto & EV and Capital Goods sectors.

Thursday, 16th September, 2021

11:00 AM – 1:30 PM, IST
 1:30 PM – 4:00 PM, GMT+8
 2:30 PM – 5:00 PM, GMT+9



UNDERSTANDING THE LABOUR LAWS IN INDIA

Himanshu Srivastava
Director
ASA Corporate Catalyst India







Export of Services under GST Concerns & Challenges

22nd September 2021 (Wednesday) Zoom Webinar 4.00 PM – 5.15 PM IST

Chief Guest


M.V.S. Choudary, IRS
Chief Commissioner of GST & Central Excise
Tamilnadu and Puducherry Zone
Chennai

Session Speakers


Sundeept Gupta
Partner
ASA & Associates LLP
Delhi


Jeyashree S. K.
Associate Director - Indirect Tax
ASA & Associates LLP
Bengaluru

WEBINARS & ARTICLES

Vinay KS and GN Ramaswami spoke at a webinar organized by the Indo-German Chamber of Commerce in collaboration with ASA, discussing key changes in CARO 2020 and Schedule III to the Companies Act and its impact on the financial statements of FY 2021-22.

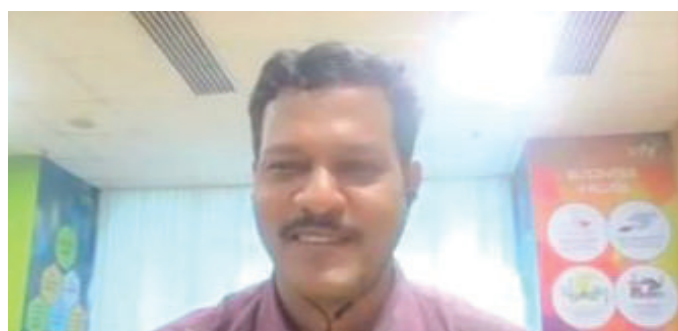


Sunil Arora and Karthik SS spoke in ASA's two-part series of webinar organized with Indo German Chamber of Commerce wherein insights on Impact of COVID on Transfer Pricing were shared.

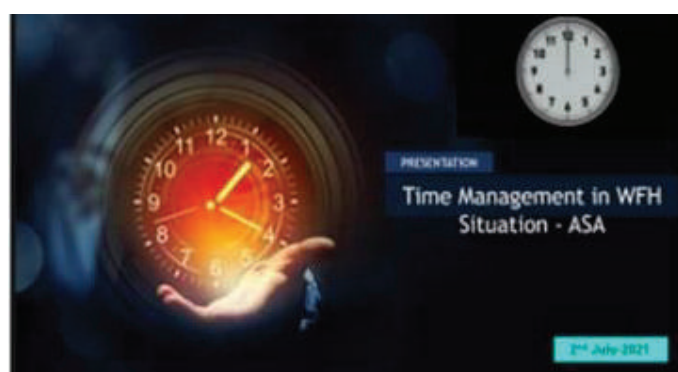


EXPERT TALKS

Our Guest speaker, Ganesh Sankararaman, Vice President (Finance) Sify Technologies Ltd. provided his insights on Effective Time Management in WHF situation,



Founder and Senior Partner – M/s Kumar & Raj, Chartered Accountants talked about IT Controls relevant to Internal Financial Controls.



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RoDTEP Scheme - A Snapshot

Date : August 23, 2021




BACKGROUND

The USA had challenged validity of various export incentives and schemes offered by India at the World Trade Organisation ("WTO") forum. The dispute settlement body of WTO ruled that such incentives and schemes are not WTO compliant and India should modify / phase them out.

While India has gone into appeal against the ruling which is pending, the Government decided to discontinue the Merchandise Exports from India Scheme ("MEIS") prescribed under the Indian Foreign Trade Policy ("ITP"). In September 2019, Finance Minister announced that RoDTEP would replace MEIS and assured that benefits similar to MEIS would be made available under the RoDTEP also. The Scheme shall further adhere to the WTO guidelines in relation to exports and India shall be treated as fully compliant with international trade practices.




The notification has now been issued on August 17, 2021, bringing the Scheme into retrospective effect from January 01, 2021, the date when MEIS was discontinued.

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Faceless Assessments: Season I - Sweet or Bitter?

Aug 06, 2021

Bikramjit Singh Bedi
Partner, ASA and Associates

Jyoti Gupta
Senior Manager, ASA and Associates

Pragya Bansal
Assistant Manager, ASA and Associates

The roadmap of conducting assessment proceedings in an entirely electronic mode reached its zenith with the roll out of the Faceless Assessment Scheme 2019, in August 2020. Interestingly, much before the pandemic set foot, the Central Government had already paved the path for carrying out assessments and other critical tax matters, from a safe distance, in early 2019. In normal circumstances, the implementation may have been undertaken in a phased pilot run manner, however, the COVID-19 impact perhaps preponed the process. The Central Government certainly took a bold step in launching this new and dynamic faceless regime on such a large-scale nation-wide basis (perhaps the first of its kind across the globe) with an aim to combine transparency with minimum human interaction.

TAXMANN

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[2021] 128 taxmann.com 353 (Article)

M&A - Taxing Earn-out Consideration




SUNIL ARORA

MAYANK SHARMA

Himanshu Srivastava contributed an Article for ETCFO on "Interested on leveraging incentives in Special Economic Zones in India"



taxsutra

GREENTICK

Snapshot of ICAI's Guidance on Audit of Payment of Dividend

Posted on Jul 7, 2021



G N Ramaswami
Partner ASA & Associates LLP



Small and Medium Enterprises are the backbone of any economy and neglecting their needs could impact global supply chains, if not entire economies. Ajay Sethi was invited to contribute to ACCA's series of publications on the needs of mid-tier businesses.



The Bottom Line

What's Inside: Global Issues, India's State, Corporate & Global Issues, CSR, India's State, In the News, Economy, Global Issues

Key Metrics: GDP, Inflation, Interest Rates, etc.



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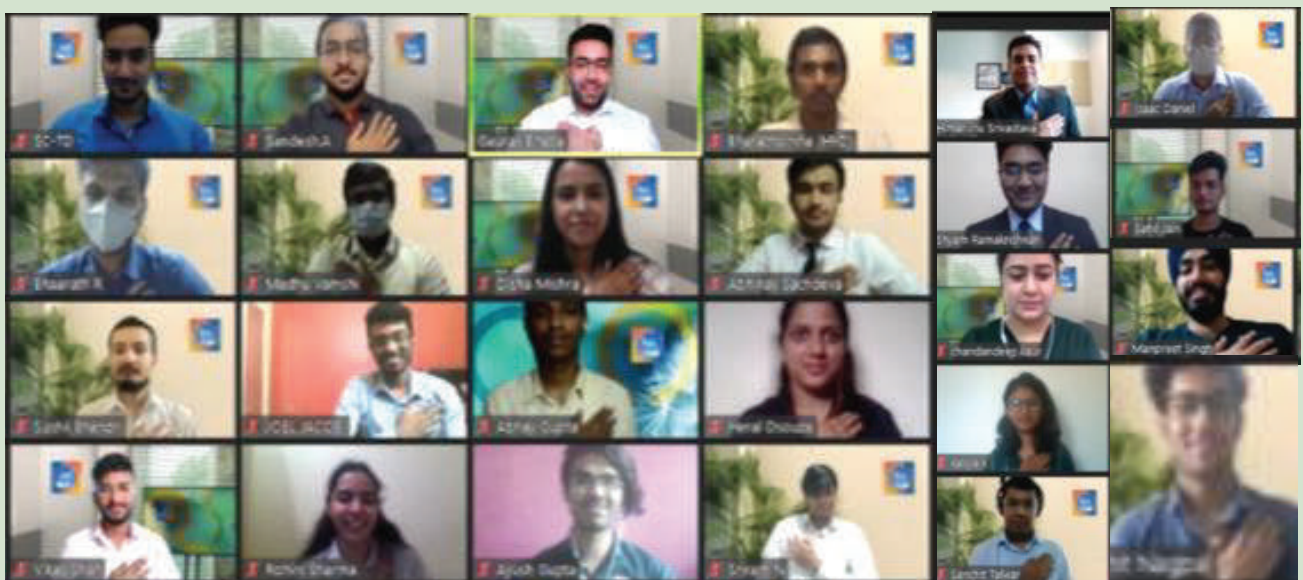


Think Knowledge. Think Thinkific.

SC-TD announced three winners who have completed the maximum number of online trainings out of 17 ongoing courses live in the learning and development portal (i.e. Tableau, Advanced Excel, Soft Skills courses etc.) for the quarter July to September, 2021.

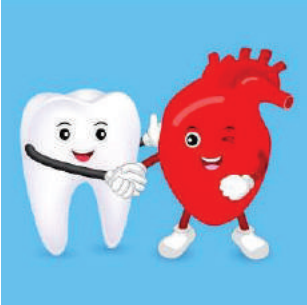
E-TIPS 2021

A three day Biannual Training and Induction for Professional Staff ('TIPS') program comprising a training series for the entry level professional staff was organized by SC-TD in July 2021. The E-TIPS provided an opportunity to the participants and faculties from diversified locations to connect and interact. The whole idea of E-TIPS is to bring ease to the participants and impart knowledge in the best possible manner through practical case study based trainings.



PHYSICAL HEALTH CONNECT

Dentistry is not expensive, but neglect is



It is not awareness...but a reminder!

Our mouth provides passage to many bacteria into our body. To keep these bacteria from entering our body, cleaning our mouth is essential. As of March 2020, WHO estimated that oral diseases affect nearly 3.5 billion people, and more than 530 million children suffer from dental caries of primary teeth. But what we fail to understand is that oral health is about so much more than just the health of the mouth, teeth, and gums. According to the American Dental Association, there are multiple systemic diseases (affecting the entire body, rather than a single organ or body part) that can affect the mouth and many common life-threatening diseases have been found to be associated with poor oral health. Major systemic diseases due to poor oral hygiene involve:

Cardiovascular Disease - Bacteria and plaque may be capable of entering the bloodstream through the gums and promoting proteins naturally found in the body to induce blood clotting. This blood

clotting, especially in a person prone to the development of heart conditions, may lead to an increased risk of heart attack or stroke.

Respiratory Infections

- Bacteria in the mouth from infected teeth and swollen gums can be breathed into the lungs or travel there through the bloodstream. This can lead to respiratory infections, pneumonia, acute bronchitis, and even COPD.

Diabetes - The most common dental disease among patients suffering from diabetes is periodontal (infection in gums) disease. Severe gum disease is an infection and the body treats it like it would to any other infection. To protect your body, it increases the blood sugar levels to try to fight off the infections. This can make diabetes harder to control than if our bodies were free from infection.

Cancer - Oral cancer (cancer of the lip or mouth) is one of the three most common cancers in some countries of Asia and the Pacific, but other types of cancer have also been linked to gum disease.

- Other associated systemic diseases include kidney infections, rheumatoid arthritis, infertility, and pregnancy complications.

Reading all above might be scary, but we know - "Prevention is always

better than Cure".

The best way to prevent serious health issues caused by bad oral health is to practice good oral hygiene and schedule regular visits with your dentist.

Tips to Boost Your Oral Hygiene Routine -

- Don't go to bed without brushing your teeth
- Switch to a soft-bristled brush
- Start by brushing in the back - a good way to give the back of your mouth the attention it deserves
- Use toothpaste and mouthwash products that contain fluoride
- Flossing is as important as brushing

- Add mouthwash to your routine
- Don't brush too often
- Don't linger over sipping sugary drinks
- Don't neglect your tongue
- Eat crunchy fruits and vegetables
- See your dentist at least twice a year

It's widely said, 'Many times the source of our problem is right under our nose', but quite literally, many times the source of our diseases is right under our nose.

MENTAL HEALTH CONNECT

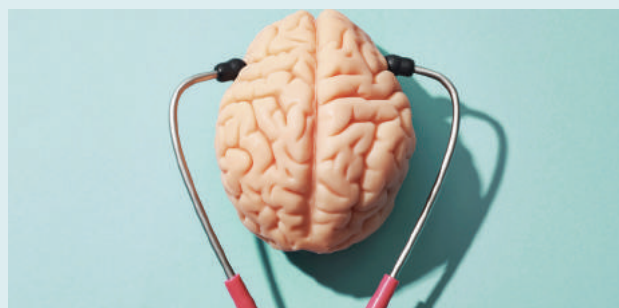
People think illnesses originate purely because of physical reasons. However, a lot of our ailments are psychosomatic. A disturbed mind adversely affects our hormonal composition, resulting in increased cortisol secretion (the stress hormone) and decreased serotonin (the confidence hormone). Human body needs the very opposite of this condition. We can restore/improve our mental health through the following two basic practices:

Refining our breath:

Indian yogic lore has long ago established the truth “regulate your breath and you can regulate your mind.” Our breath and mind are so interlinked that one directly impacts the other.

Shallow, non-synchronous breathing secrete more cortisol which generates unnecessary stress. Deep, slow, and synchronous breathing allows us to gain our composure and enable us to think effectively. In this regard, we learn box breathing which goes like this:

- Inhale for 4 seconds,
- Hold for 4 seconds,



- Exhale for 4 seconds, and finally,
- Hold for 4 seconds

This will take twenty seconds to complete which is one cycle. Done this way, we take only three breaths per minute, which is an extremely healthy practice.

If you have breathing issues, you can start with 2 seconds for each stage instead of four. The key here is rhythm and synchronicity. Do box breathing for 5 minutes in a session and do 3 such sessions per day at fixed intervals. You can also do this just before going to any important event, like delivering a presentation or attending an examination.

1-Minute Meditation

We all think that meditation is noble, but how not many of us do it as a habit. Thus, below is a simple life hack that will largely increase the odds of you making meditation a habit.

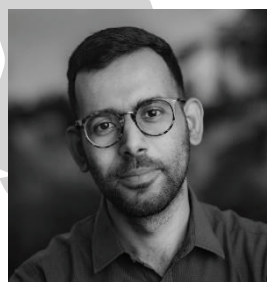
- Wherever you are, in whatever pose you are, just stop doing everything and simply close your eyes.
- Now you have cut down a vast number of visual inputs to your brain. This will make you realize that your mind has started to run wild which is normal.
- Just visualize that you are sitting in a movie theatre watching your thoughts like a movie played on the giant screen.
- Simply watch the movie from the seat. Don't judge it. Don't become one with it.
- Try doing this only for one minute.

If you are too afraid to watch your thoughts, place the awareness on your breath. Don't worry about its pattern. Just place your awareness and the moment it falls on your breath, you will find your breath becoming deeper and finer. The most important thing to do in this practice is every time your attention wanders off your breath or you got dissolved with your thoughts rather than simply noticing, you begin again.

Do not shoot for the stars in the early days, like intending to meditate for 30 minutes at a stretch. You may not be

able to handle it. Simply stick to this for one minute and then gradually scale up.

To conclude, the key to lasting improvement in practices #1 and #2 is consistency. You may or may not see the remarkable impact right after the first-ever time you try box breathing or the 1-minute meditation. But if you keep doing them consistently day after day, the positive effects will surely reflect on your mental health and, more than anything else, you get that calm confidence of “I got this” towards any challenging situation in life. Isn't that the best of mental health, anyway!



**SUBSTANCE
—AND—
FORM**

Erase the Fear of Attempts,
Clear CA, & Turn Pro

CA Hareesh

A G Hareesh has recently published a book called “Substance and Form: Erase the fear of attempts, Clear CA, and Turn Pro.”

EMPATHY-SEE THE LIGHT IN EACH OTHER, BE THE LIGHT FOR EACH OTHER



"JUST AS WHEN THE CATERPILLAR
THOUGHT THE WORLD WAS OVER,
IT BECAME A BUTTERFLY".

Prachi Deo - I am an Engineer and has worked in the IT space for about 13 years. But I am also a sibling to an elder brother who was diagnosed with Down Syndrome. So, it is the journey that I have seen with my brother and with whatever challenges my parents faced, that inspired me to start "Nayi Disha Resource Centre" which is a support group to help in handling kids with Autism, Down Syndrome, Epilepsy, Deficit Hyperactivity Disorders (ADHD), Cerebral Palsy, Epilepsy. Our vision is to empower and equip families who have members with intellectual and developmental disabilities with information and knowledge to support their children in achieving their true potential. Around 2013, I was quite surprised that even at this age of technology and advancement, the parents were still struggling to find support and information for specially-abled children. Considering my brother's condition, I was willing to accept that there was no access to such information forty-five years ago. But what surprised me was how little things have changed since then. So it is with this perspective that we started the Nayi Disha Resource Centre in 2015 and our role will be that of a facilitator helping parents/ family members dedicatedly wherever they need support. At a time when there is difficulty in accepting the situation, parents go haywire in search of a cure. In this search for a cure, parents come across many unscrupulous people who are there to take the advantage of the situation. It's an extremely difficult part initially where parents need the right information and at the same time, they need support from other people to help them accept the situation. And the best way to make this happen is to let parents know that there is a community out there to support them. So taking these challenges

into account, we have created a three-pronged approach at Nayi Disha Resource Centre. The first part is we have created a National Directory of Services where parents can find any service that they are looking for. It could be a special school, residential centre, or a therapy centre with a therapist or it could be a music teacher who's willing to teach the child with special needs or a dentist who is empathetic towards special needs children. Also, there is an ability to rate and review providers so that the parents can know what the feedback is from other parents. The second part is we have created a knowledge hub. It has articles that parents would be looking for across life stages around issues such as identifying a red flag, go for assessment, therapies, dealing with puberty challenges, planning for child's future. Well, there are no easy answers here. But the least parents can do is plan. The knowledge hub consolidates this information on one platform which gets available through posters, videos, infographics, articles, and so on for free of cost., in English, Hindi, and Telugu. And the third part is the Parent Community. We have a parents support group where parents can interact with each other and find support. To date, we have reached more than 2,00,000 people through our platform. Our Helpline 844-844-8996 is accessible to parents via phone and WhatsApp for guidance and counselling for free. I think one of the important aspects that everyone needs to realise is there isn't enough awareness about these conditions in India. But it's also important for counselling to understand that we all have our strengths and weaknesses, so we must create space for people with different abilities to exist and live together in society because there's a lot that we get to learn from each other.

HOW EATING HABITS SHAPE THE WORLD AROUND US?

The food industry is one of the largest industries in the world and certainly, fishing is a significant part of it. Most however remain oblivious to significant adverse impacts fishing is causing to the planet.

If the fact that millions of fish are slaughtered each day isn't a harsh enough reality for us, then let us pen down some more heart wrenching realities to ponder over.

One of the most prominent of these is 'Bycatch'. It basically means excess sea life which is caught while fishing for certain produce. It is a reality for fishing industry irrespective of claims otherwise. Bycatch kills more life than hunting. Most of the food suppliers guarantee the fact that fish or other sea food was caught without bycatch. The truth however cannot be far from their claim. Even in cases where the bycatch is released back, by the time these various species are swept back into the ocean, their demise is certain.

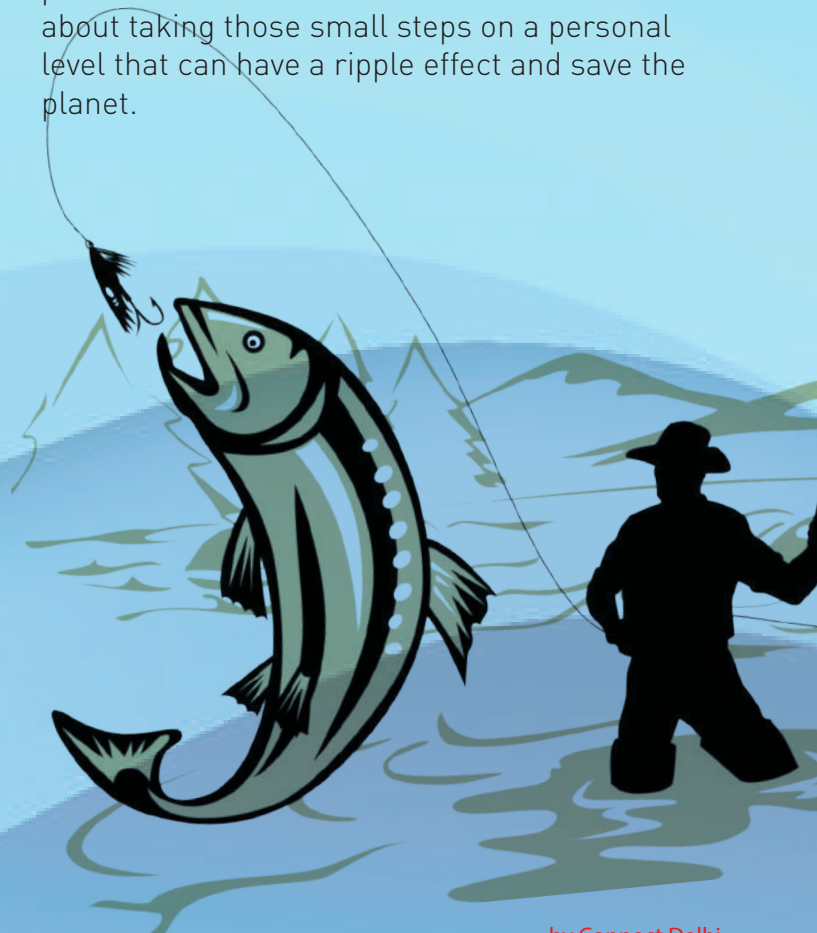
Another major aspect is 'Whaling' which is basically the slaughter of whales to produce various goods which includes whale meat, cosmetics etc. In the last century more than 2 million whales were killed, pushing some species to the brink of extinction. Though whaling is banned in most countries around the world, many communities still practice this. One such example is whaling in Faroe Islands which is considered to be the most sustainable form of whaling. Grindadráp – an yearly event at Faroe Islands to kill long-finned pilot whales for the production of pilot whale meat is considered as an important part of their food culture and history.

Being on top of the ocean food chain, whales are particularly vulnerable to environmental contaminants, including organochlorines—such as polychlorinated biphenyl (PCBs), dichlorodiphenyltrichloroethane (DDT), dioxin and heavy metals, such as methylmercury.

Eating whale meat leads to various disorders in human beings. For these reasons, nowadays the whale meat is mostly eaten only once a month or not eaten at all but the practice still continues since it is seen as part of "tradition".

Moving closer to land the meat industry has a far more serious problem. It's impact on climate is as serious, if not more, as that of bycatch. The production of various meat requires grazing land for these animals which in turn requires lot of farmlands. Farmland decreases the amount available for the sustenance of various wildlife that inhabit our planet. Meat also contains a lot of fat, typically saturated fat, which raises cholesterol ultimately increasing heart disease and cancer.

Clearly, our eating habits have a tremendous impact on the overall environment. Rallying people, shaking governments and mass protests alone does not make a difference. It's about taking those small steps on a personal level that can have a ripple effect and save the planet.





EMIRATES WORK ETHICS

UAE has become a second home for many around the globe, which makes its work environment exposed, unique, and interesting. Most of the population in the UAE, especially in Dubai are expats, which makes it immensely necessary for the country to adopt a very accepting and holistic work culture. The basis of business etiquette in the UAE is stemmed with respect. The personal touch in business is well received in the Emirates. Small talks and socializing are a form of respect and acceptance during business meetings. Similarly, loyalty is greatly valued.

#1 Organizational structure and hierarchy in the UAE

UAE is a very hierarchical society, which is why the local business culture is very stratified. Most companies have a very solid vertical hierarchy. Older, more experienced employees get the top positions in most companies. Moreover, they are the key decision-makers.

Age, money, and family connections all play a role in where someone is positioned within a company. The more of these someone has, the higher up they are. There is also a strong preference for males over females, especially at higher levels.

#2 Working hours and conditions

Generally speaking, UAE workday runs eight-hours, from 9 am to 5 pm. Additionally, the workweek runs from Sunday to Thursday. Conversely, during the holy month of Ramadan, most people only work six hours a day. Emirates respect punctuality.

Socializing is a huge part of doing business in the UAE, and your business associates will invite you to a lot of lunches and dinners. Since you are in an Islamic country, you should avoid drinking alcohol or eating pork and shellfish with Emirati business associates at these invitations.

#3 Work Life Balance

UAE also has a good work-life balance. Traditionally, the UAE doesn't offer many flexible working arrangements. However, things may soon change. In 2019, the government introduced two new resolutions that may encourage flexi-work. The part-time working resolution is designed to help employers fill labor gaps, especially at odd hours. Similarly, the remote working resolution was created to help Emirati nationals gain more work-life balance.

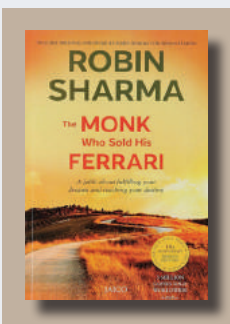
by Connect Chennai



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 MONK WHO SOLD HIS FERRARI

How consistent discipline in life enables us to unearth the hidden treasures of health, happiness, and all other things whether physical or spiritual. The habits and virtues which the author hints at, are the simple rules to live our life which everyone knows but never gives a thought. The whole story revolves around the notion 'Success on the outside begins from within'.

by Robin Sharma

Docuseries Connect

THE LAST DANCE

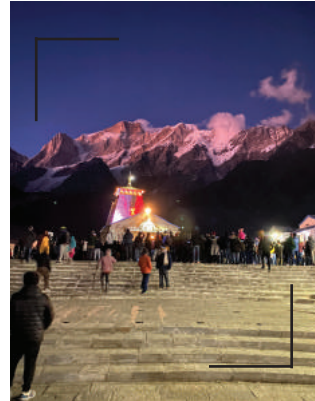
This docuseries chronicles the rise of superstar Michael Jordan and the 1990s Chicago Bulls, with unaired footage from an unforgettable 1997-98 season. The Last Dance is a tribute to the dominant Chicago Bulls team, led by Michael 'Air' Jordan and Phil Jackson (Head Coach of the Bulls). The documentary follows the team, with previously never seen before footage from the 1998 season, as they try to repeat their incredible 3-peat success. They won 3 back to back NBA championships in 1991, 1992 and 1993 and then tried to repeat this success in 1996, 1997 and, where the documentary builds to a climax, in 1998. One can learn about leadership, teamwork, culture, passion, self-belief and strategy.

WINNING PHOTOGRAPHY

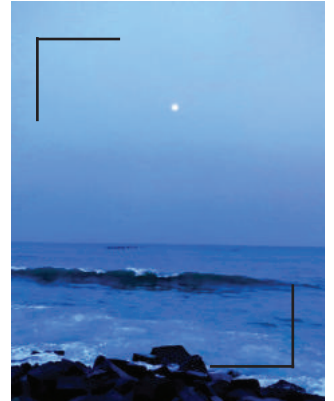
Travel Escapades - Not all who wander are lost



Anuradha C



Harshit Goyal



Poojitha M



Pragya Bansal



Sundeep Gupta



Sunil varghese Manjooran



Vaishnavi B Desai



Varadharajan R



Divya.K



Mohan Raj



GN Ramaswami

Our offices at different locations conducted fun-filled and captivating activities to keep our ASA family entertained and motivated. Some of these events have been captured below.

Corporate Fitness Challenge

Corporate Fitness Challenge was organised on StepSetGo app. The ten-day challenge witnessed enthusiastic participation of our partners, directors, senior managers and many more.



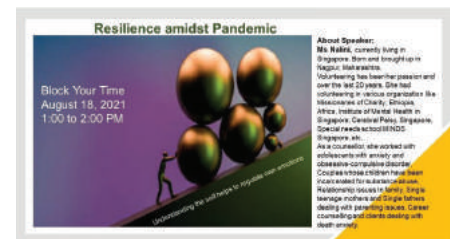
Vedanta Session

A session on "Live by Choice, Not by Chance" was an enlightening talk from world-renowned philosopher, Swami A. Parthasarathy, the founder of Vedanta Academy which is dedicated to the development of the intellect and higher values. He is known as "Go-Getter's Guru". At the age of 94, Swami A. Parthasarathy is a living example of dynamism in action. According to him, "You are the architect of your fortune, the architect of your misfortune."



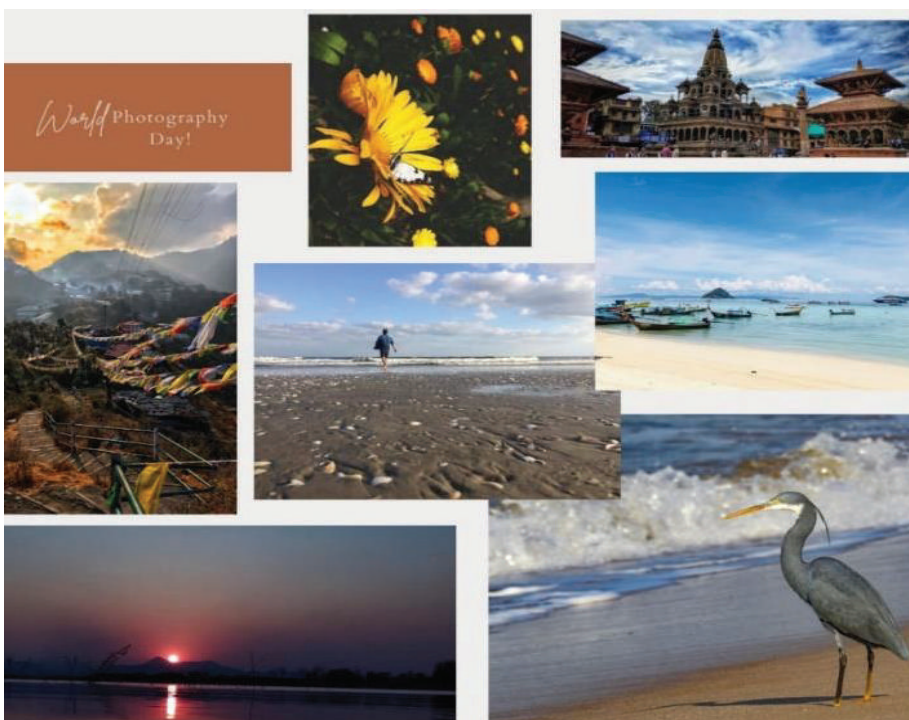
Session on Resilience amidst Pandemic

A session on "Resilience amidst Pandemic" was organised highlighting the topic - importance of emotions and handling emotions. Ms Nalini was the speaker of the session.

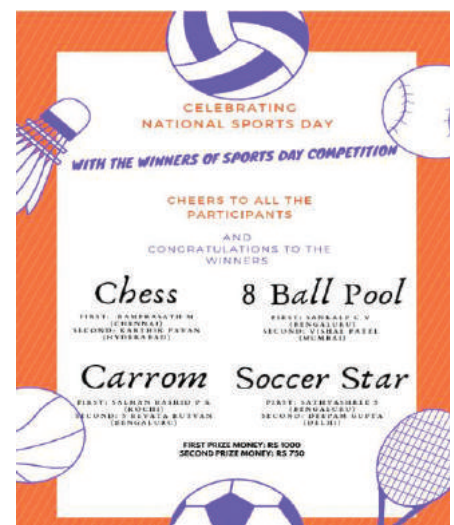


Photography Day

On the occasion of World Photography Day, a Photography Contest was organized and the winners were awarded exciting cash prizes.



National Sports Day



Delhi

Friendship Day Celebration



Mental Fitness Challenge

This event was organized to provide the participants with the opportunity to test out positive psychology techniques and exciting prizes were awarded to the winners.



CA Day

CA – A two letter word denoting struggle and failure, holding ocean of desires, reputation in the society and dreams of the family. The day was celebrated with delicious sweets.



100 Days of RC

SC-RC marked '100 Days of Togetherness'. They say "The harder you work for something, the greater you will feel when you achieve it". World Chocolate Day was also celebrated.



Tambola Party



Kochi

Chocolate Day

On International Chocolate Day, an event 'A memory as sweet as chocolate' was organised where everybody shared their sweet memories and enjoyed the moment with delicious chocolates.



Teacher's Day

As part of Teacher's Day, the Partners were honored by giving roses to show love and respect to teachers. Every one shared beautiful memories of their respective interactions with teachers and mentors.



Mumbai

Drawasaurus

"Drawasaurus", a game where participants had to draw the word given by the game application and the other contestants had to guess the word, was organised and played with much zeal.

Scavenger Hunt

"Scavenger Hunt" was a fun game where the contestants were required to bring various household objects called out by the host. The last one to get the object was eliminated from the round. The contestants played with a lot of enthusiasm, but it did leave their house a bit messy.

Chennai

Fantasy League

ASA fantasy league was organised which is connected to the IPL. The participants are required to give their predictions for the weekly matches through an MS form and the winners will be announced when the match gets over based on the accuracy of their prediction about the matches. This event is still ongoing and will conclude when IPL season ends.

ASA FANTASY LEAGUE
SCORE ALONG WITH THE PLAYERS
GOOGLE FORM WILL BE SHARED EVERY WEEK FOR THE UPCOMING MATCHES

RULES:

PREDICT BEFORE SATURDAY OF EACH WEEK

- THE WINNER OF EACH MATCH AT ONCE
- MAN OF THE MATCH FOR EACH MATCH

PREDICT ON OR BEFORE SEPTEMBER 25, 2021

- THE IPL 2021 CHAMPION
- THE ORANGE CAP WINNER
- THE PURPLE CAP WINNER

PREDICTIONS RECEIVED AFTER THE SAID TIME WILL NOT BE CONSIDERED
EVENTS IN THE SUPER OVER DO NOT COUNT IN THE POINT SCORING

SCORES FOR CORRECT PREDICTIONS:

- WINNER - 100 RUNS
- MAN OF THE MATCH - 200 RUNS
- ORANGE CAP WINNER - 300 RUNS
- PURPLE CAP WINNER - 300 RUNS
- IPL 2021 CHAMPION - 500 RUNS

SEP 19 - OCT 15

ASA & ASSOCIATES LLP

Quiz Rally

Winners of the 'Quiz Rally' were awarded with cash prizes.



Food Contest

A delightful food contest was organised which has not only filled our stomach but our hearts too...

3 exciting rounds were conducted in which the eating talents of our colleagues were captured. Not only were the winners felicitated, but the audience also filled their tummy while enjoying and cheering the participants.

Hyderabad

Fun Games

A series of exhilarating online games such as Chess, UNO and Pictionary was organized for over a week.



RC's Delicious Food Coupon



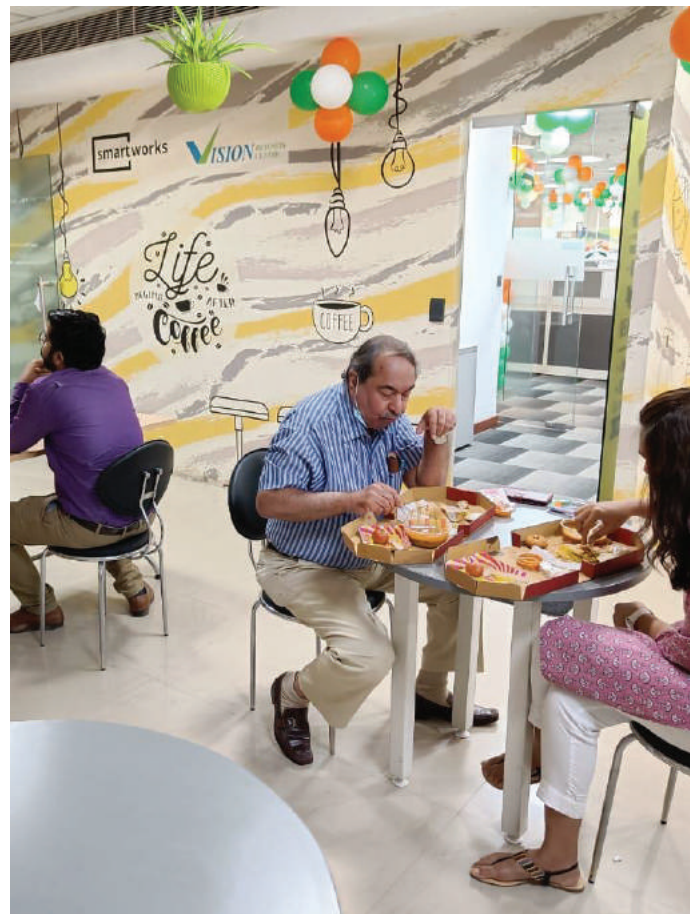
Onam Celebration

Kochi and Hyderabad with their high festive spirits celebrated the festival of Onam. While Hyderabad made the colorful Pookkolangal, Kochi punched the Clock in traditional attire. Flower carpet or 'Athapookkalam' made the floor much enticing, followed by a spectrum of cultural events. The day was celebrated by conducting Malayi Manga- Kerala Sreeman, Threading the needle competition, Lemon and Spoon race and Bun and Banana eating challenge.



Independence Day Celebrations

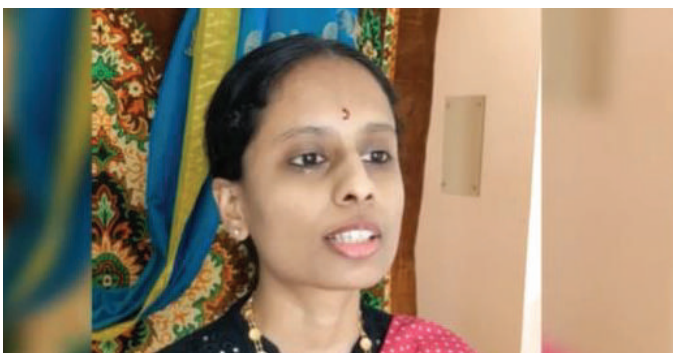
Delhi organized a lunch with different meal preferences to cater the tastes of each and every one of us. The offices were decorated with tricolors and the employees were also dressed in the tricolors.



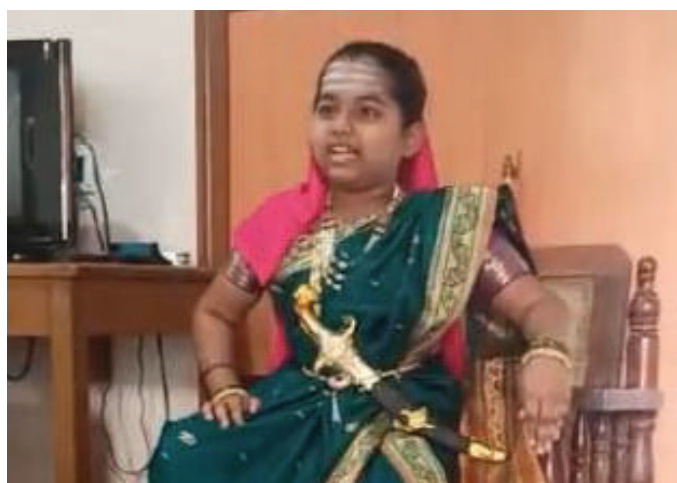
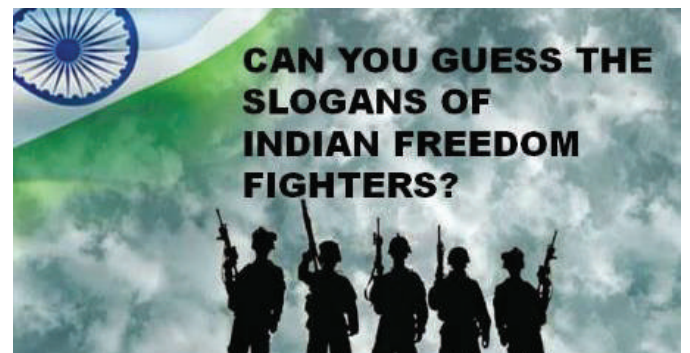
Mumbai organized 'Independence Week' from 9th to 13th August 2021. The office was decorated with tri-colour décor and quotes of Freedom Fighters with reflection on their life were posted in the office. National Anthem was sung by the staff throughout the week at 4 P.M. Mouth-watering munchies were served in the evening.



Bangaluru Celebrated Independence Day by organizing various competitions for the employees. Fancy dress competition with freedom fighters theme was conducted - winner and runner of the competition were Shankar Malagai and Vaishnavi B Desai respectively.



Quiz on India, history of India, freedom fighters - there were quiz rounds where the competitors had to guess the freedom fighter who said a particular slogan. The entire event went on for about 45mins - winner and runner of Quiz competition are M Tharun Kumar Reddy and Lydia Hepsy Starling

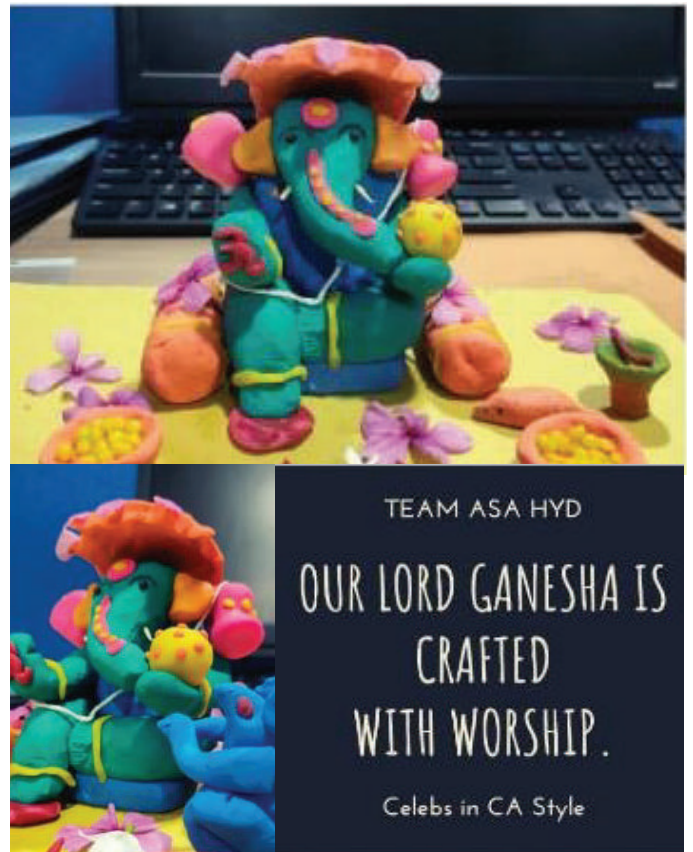


Hyderabad had 'Fun'tastic Independence Day Celebrations: Along with fun games and fitness challenges, snacks and sweets were distributed to all.



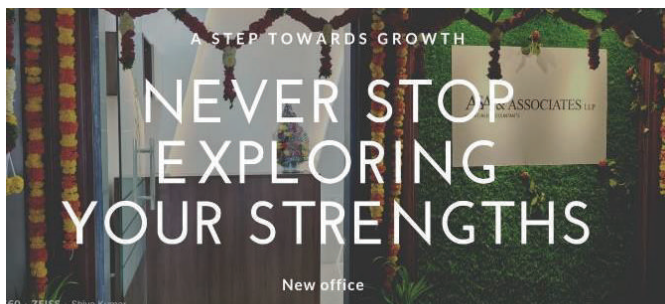
Ganesh Chaturthi

Delhi and Bengaluru celebrated the auspicious occasion of Ganesh Chaturthi with some sweet modaks. Hyderabad organized a Clay Modelling Competition to celebrate the occasion.



Hyderabad gets a New Address

ASA Hyderabad has moved to a new office location at Vasavi's MPM Grand 11th Floor, Unit No 1204 Yella Reddy Guda Road, Ameerpet, Hyderabad.



Stork's Visiting



D/o Datta Kishore Raju
18



D/o Dilip Kumar



D/o Vandana Borad



S/o Ruchika Sharma

In conversation with **Ramakrishna V**
Executive Partner, Accounting & Business Support, Hyderabad



Favorite binge watch series?

MONEY HEIST, I am fond of this series which are thrilling to watch and a big fan of Nairobi – in fact she acted in Telugu documentary made on rural development cause

Favorite food/street food?

IRANI CHAI WITH SAMOSA. Irani chai is a unique form of tea unlike any other version of Indian chai, made by the addition of mawa or khoya to black tea. The result is a sweet and creamy chai which gives my mind a refreshment mood with just a sip of it

Favorite ice cream flavor?

VANILLA or chocolate with dry fruit toppings. I won't miss any opportunity to give a treat to our partners whenever they visit Hyderabad @ "Creamstone"

Your all-time favorite book?

7 spiritual laws of success by Deepak Chopra, Why? If you want to read only one book on spirituality and be connected to workspace, then this is the one especially on the topic of "being nonjudgmental"

Current song on your mind?

BHEEM BHEEM.....Bheemla Nayak song of Pawan Kalyan, if you are from south then you can know how energetic it is

A leader you follow passionately?

BARAK OBAMA, for being a strong orator and calm during a crisis

What is something you can't do?

COOKING UP STORIES, one thing I can cook is mouthwatering Dosa in kitchen

Are you a morning or a night person?

EVENING PERSON, Wondering why? It is simple. I'm a person whose preference or custom is to remain awake and active during the evenings

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

NEW YORK - the city that never sleeps and a city of skyscrapers

What is better: certificates or experience?

Of-course EXPERIENCE, but your ideas, talent, experience and certificates are not enough. What is needed is a strong passion for driving your idea

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

GARUDA PAKSHI (Eagle) because Eagle symbolizes foresight, loyalty, devotion, freedom and truth

When did you start your journey with ASA-CCI?

I remember the day was 16th September 2016 when I was appointed as a Branch in charge of Hyderabad and now here I am, as Executive Partner, thanks to the support of my partners and team. It was always joyful working with the young staff. As we move to a brand-new office, have a lot of things on my plate and to take our practice to a new level

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

May be my fitness routine. I should take this more seriously 😊

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

READING. Have you ever met someone full of life, positivity and happiness? If yes, then they are the ones who have a habit of reading. It is as essential as learning, and a good book has the power to lift up your mood and bring a smile and beauty to your face

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

Trust in known person, smile in strangers

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

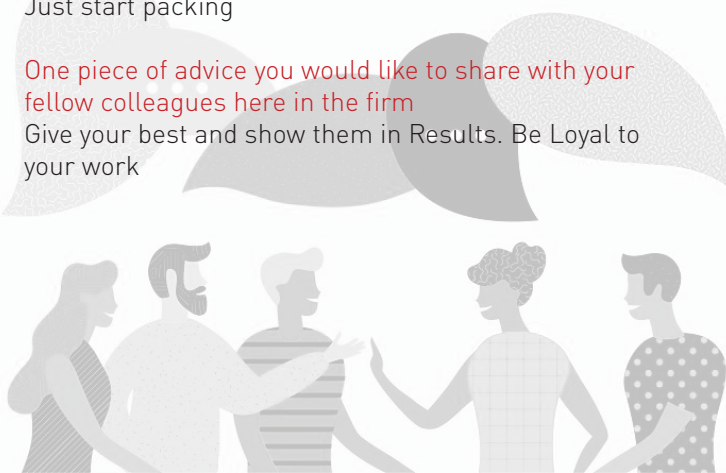
Above all, Time and Health is everything and these are two precious assets.

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

Just start packing

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

Give your best and show them in Results. Be Loyal to your work





His love for singing and listening to
music drives his soul,
Whose passion for playing indoor or
outdoor games makes him whole,
Calm, composed and resourceful person
Always delivers solutions with complete immersion.

Pranav Pendharkar
Associate Director,
Assurance Mumbai

Amiable attitude sets him
different from the rest
His skills in cricket, chess and
table tennis brings out his athletic best,
Jovial, spontaneous and reliable,
Whose solutions at work are always viable.

Y Ramakrishnan
Associate Director
Taxation, Chennai

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