

# CONNECT



Quarterly Newsletter of ASA

Volume 31 | Issue 1 January-March 2022

## Unity in Diversity and Harmony in Variety

Three cats lived in neighbouring houses. They were close friends and used to meet to discuss matters of common interest. One of them was white in colour. Another one was black. The third was brown. One day the black cat argued that his colour was the best as he could hide in dim light and pounce on the prey without getting noticed. He added that the white colour of his friend was a terrible disadvantage in catching a prey in dim light.

The white cat retorted that white was a superior colour as it was a combination of all colours and a symbol of purity. He added that black was the absence of any colour. When the argument became uncontrollable, the brown cat intervened. He said, "I will tell a story. Listen carefully and then decide which is the better colour." He narrated a novel story:

"Before the creation of cats, God made models of cats using clay. Then he put them one by one in the fire to strengthen and harden them before instilling life into them. When he introduced the first model in the furnace, he had no idea about the optimum time for hardening. He kept it for a long time and it got charred and over burnt. That was how the first 'black' cat was created. He learned a lesson but brought the black model to life. All black cats are his descendants. The next time, God was very cautious to avoid overheating. So he removed the model from the furnace a bit early to avoid overheating. The model was under burnt and white in colour. The white cats descended from him. Now God became proficient in the art and science of hardening the models. So the third experiment was successful and the model was removed after correct heating. It was perfect and had a beautiful brown colour. All brown cats, including me, are his descendants. We were heated and hardened correctly for the optimum time and temperature. Now you know who is the result of a perfect creation."

The story amused the black and white cats though they knew that it was fictitious. They stopped their fight and became friends again, realizing that external appearance is insignificant and that nobody wins by an argument.

Man has fought thoughtlessly, throughout human history, arguing about the superiority of one race over others. Men may differ in characteristics and qualities such as calibre, caste, character, charm, cognition, colour, community, complexion, costume, courage, creed, culture and customs. But he is the roof and crown of creations and a noble work of God. We must appreciate unity in diversity and harmony in variety.

### CONTENTS

- 3 Technical Events
- 5 Internal Training
- 6 APMM
- 6 Sub-Committee Awards
- 7 Travelogues
- 8 Social Connect
- 9 Did You Know
- 10 Leadership
- 11 Fun 'N' Frolic
- 14 Celebrations Galore
- 15 Coffee With Connect
- 16 Caricature





## A WORD FROM OUR MANAGING PARTNER

*No two people are truly alike, but when you get down to discovering, there are commonalities. Those are usually enough to form a wonderful bond. That is what inclusive diversity is all about. We don't have to be same, we have to simply share some common viewpoints. I love this thought as has been evoked in this connect magazine. I wish each one of us would encourage another to embrace it in the days ahead.*

*There was diversity too in the manner we did our activities in the quarter gone by. We were back to the physical world - in a sort of a way! Fantastic picnics at Chennai, Bangalore and Mumbai. Bowling competitions, badminton and cricket matches - these were some of the highlights, besides many other celebratory stories. We celebrated Holi, we celebrated women's day and we celebrated Lohri/Pongal/Makar Sakranti at various offices. There is simply no replacement for people to people interaction.*

*Case in point was our APMM after a gap of two years! We were able to do it in a physical format and that too in a place like Goa. That one single picture speaks a story. The cherished memories we bring back, as much as the thinking we did together, will certainly add value to the firm. I sneaked a look, with personal interest piqued, at the travel some of you have done. Gandikota in Andhra Pradesh. My God, what a hidden gem - a Grand Canyon in India! Goes into my bucket list.*

*As some of you may remember, in the anniversary message I had mentioned that the best reverts would be acknowledged. I share with you the wonderful letters from Gaurav Bhatia, Delhi and Madhumita, Bangalore, though the warmth of so many other greetings was no less. Our people story grows stronger.*

*Keep working hard. Keep celebrating life.*

Best regards

AJAY SETHI



## THE BEAUTY OF THE WORLD LIES IN THE DIVERSITY OF ITS PEOPLE

The whole concept of diversity encompasses respect and acceptance. It is about understanding that each individual is unique, and that uniqueness shouldn't be rejected, but embraced and celebrated.

We all should know that diversity makes for a rich tapestry and we must understand that all the threads of the tapestry are equal in value no matter what their colour. In diversity there is beauty and strength. No culture can survive if it attempts to be exclusive.

ASA-CCI conducted webinars on topics specially curated by our experts to help our clients navigate smoothly through the essential aspects of their businesses.

## WEBINARS, EVENTS AND ARTICLES



In our budget webinar, K Venkatraman, Sunil Arora, Sundeep Gupta & Himanshu Srivastava read the fine print of **Budget 2022**.

Ajay Sethi was invited as a panellist at the Asian Confluence India-Japan Web Dialogue. The theme for the event was **Development of North Eastern Indian Region Indo- Japan Collaboration for Fostering Entrepreneurship and People Connectivity**.

Online Panel Discussion on **India's Budget highlights & incentives for Make in India and Invest in India** in collaboration with India New Zealand Business Council by Himanshu Srivastava.



Gaurav Bhatia was invited for a panel discussion on **The Race to Zero Emissions** – a session that the Confederation of British Industry (CBI) organized in collaboration with the British Business Group Delhi.

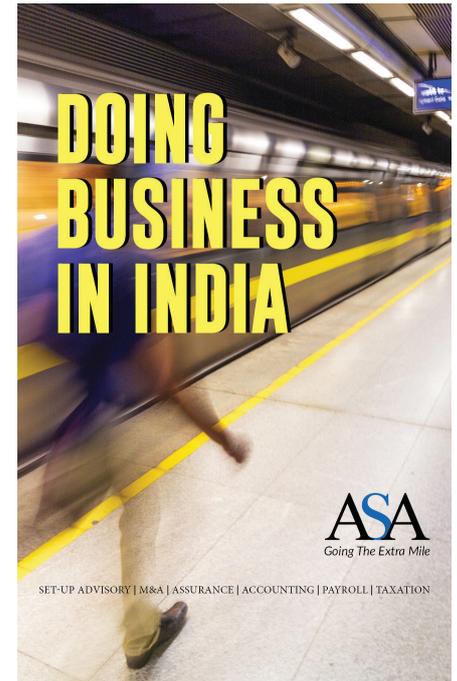


Kim Collaco was invited to the International Regulatory Strategy Group roundtable with the Indian Financial Institutions, by the City of London Corporation to speak on the topic of **Equivalence or deference measures that the UK could make to facilitate access for Indian financial institutions doing business in UK**.

## TECHNICAL EVENTS



Manuj Dua authored an article on the **Key to Strategic Decision Making in the field of Data Analytics** elaborating the meaning of data analytics, the value of data, how data drives solutions and next steps in this direction.



**Doing Business in India** guide was launched in January, 2022. In addition to the key regulatory issues to keep in mind when entering India, practical insights from over 30 years of successfully assisting foreign corporates to enter India were incorporated.



Sripathi Rangan S, a trainee from ASA, won runner-up position for his paper presentation on an Indian Accounting Standard at a CA students conference conducted by WIRC of ICAI.



Kim Collaco interviewed Deepa Wadhwa, former Ambassador of India to Japan, Sweden and Qatar, board member at ASA, for the **British Business Group Delhi's Women Leadership Series**. They spoke about Deepa's career, her favourite moments and invaluable lessons for the young generation.

Parveen Kumar conducted a virtual masterclass for the CII ASCON in association with the National Foundation for Corporate Governance on **Good Governance Practices for Not-for-Profit Organizations**.



## EXPERT TALK

SC-TD organized guest sessions providing opportunities to participants to gain expert insights from guest speakers while interacting with them.



**Soft Skills Training Session**

**Own Your Happiness**

**FRIDAY, JANUARY 28, 2022**  
9:00 AM ~ 10:15 AM

**SESSION OBJECTIVE**

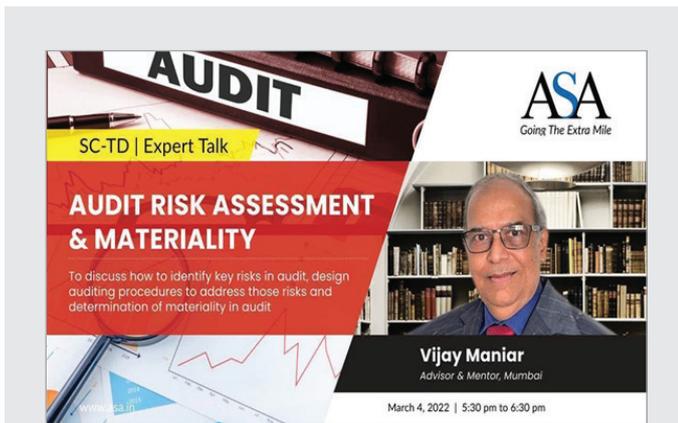
- Understanding Happiness
- Happiness Self-assessment
- Mind Programming to be happy

**SPEAKER**



**Ms. Poonam Madaan**  
• Corporate Trainer & Life Coach  
• Founder, BFFS training Solutions

**Break Free From Stress and Own Your Happiness**  
by Poonam Madan (Corporate Trainer & Life Coach)



**AUDIT**

SC-TD | Expert Talk

**AUDIT RISK ASSESSMENT & MATERIALITY**

To discuss how to identify key risks in audit, design auditing procedures to address those risks and determination of materiality in audit



**Vijay Maniar**  
Advisor & Mentor, Mumbai

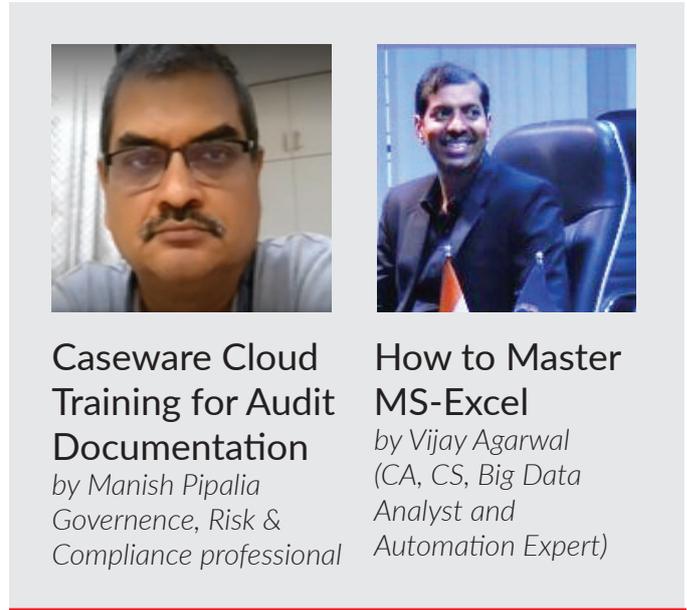
March 4, 2022 | 5:30 pm to 6:30 pm

**Audit Risk Assessment & Materiality**  
by Vijay Maniar  
(Advisor and Mentor)

## WELCOME ABOARD

It is time to welcome Vijay Maniar to the ASA Family. Post retiring from S R Batliboi (member firm of EY), Vijay joins our Mumbai Practice as an Advisor and Mentor.

We look forward to his valuable guidance in taking our Practice and Teams to greater heights.



**Expert Talk**




**Caseware Cloud Training for Audit Documentation**  
by Manish Pipalia  
Governance, Risk & Compliance professional

**How to Master MS-Excel**  
by Vijay Agarwal  
(CA, CS, Big Data Analyst and Automation Expert)



**Expert Talk**

**AUDITOR'S RESPONSIBILITIES TO MEET THE STAKEHOLDER EXPECTATIONS**

**TUESDAY, FEBRUARY 15, 2022**  
5:00 PM ~ 6:00 PM

**SPEAKER**



**Sunil Bhumralkar**  
Senior Advisor and Mentor (Assurance)

**Auditor's Responsibilities to Meet the Stakeholder Expectations**  
by Sunil Bhumralkar  
(Advisor and Mentor)

## WINNERS OF COURSES

To create a sense of competition and encouragement amongst the staff to pursue the courses run by SC-TD, it selected three winners who have completed the maximum number of online trainings out of 20 ongoing courses live in the learning and development portal (i.e. Tableau, Advanced Excel, Soft Skills courses etc).

## ANNUAL PARTNER MANAGER MEET

Together we stand, divided we fall!

ASA organised its 23<sup>rd</sup> Annual Partner Manager Meeting at Goa, our first in-person session since 2020. Partners and Managers from across the locations came together to review the achievements of 2021 and finalise the 2022-2023 workplan. Also, various activities from DJ party to beach volley ball, from fun filled games to pool side dinner and live music were organised to keep everyone entertained and make offsite delightful. It was wonderful meeting everyone from across the offices with all safety protocols in place.



## SUB-COMMITTEE AWARDS

### SC-RC Winning Celebrations

Our sub-committee (SC) awards were announced on March 07 where the hard work of all the SCs was acknowledged. This is a much awaited day where all the SC members eagerly await the results.

SC-RC was declared as the winner while SC-TD were the First Runner Up. All the RC team members were on cloud nine after hearing the result and everyone cheered the winners.



SC-Connect invited Tavelogues from ASAians to unveil the captivating travel tales of our wanderers.

## Trip To Manali - A Journey To Remember

Many of you may have seen the movie 'Yeh Jawani Hai Dewani'. My story is somewhat similar to that movie as for the first time I went to a beautiful place with school friends – it was Manali!

Once we reached Kasol, we got to know that it was raining in Manali. When we reached Manali and experienced the weather, we were shivering since we were not prepared for it. Next day, as soon as we woke up we witnessed the most beautiful view out of our window. The entire group got ready and hopped on to the very first thing i.e. sumptuous breakfast of aloo paranthas and kulche.

We went to Manali Gurudwara, Manikaran Sahib, which is serene and let me tell you one thing, inside the Gurudwara they have one of the most unique hot springs where you can

take bath. After taking some rest, we went to see the snow. It looked like a beautifully painted scenery with gorgeous mountains and pristine snow.



*by Narayan Pallikonda*



## Gandikota - The Grand Canyon of India, Do Nothing & Enjoy The Nature

Gandikota, a place in Andhra Pradesh, is a wonder worth witnessing. I visited Gandikota for 2 days with my friends. The trip became more exciting when we covered Belum caves which were on our route to the destination.

It was a weekend trip and frankly, it doesn't need more than 2 days. The enthralling long drive from Bengaluru is around 285 KM.

We stayed there on a makeshift tent which was a wonderful experience. We sang and danced and enjoyed ourselves thoroughly. Dawn and dusk are two events which one should not miss at Gandikota. Nature mesmerises one unexpectedly at times and at Gandikota we experienced that beauty with our own eyes. Further, we covered the Grand Gorge of Gandikota, magnificent forts & its surrounding temples & mosque.



*by Shankar Malagi*

*Unity in diversity – this phrase reminds us to accept the differences and aim towards awareness of those who are still in the darkness. Below we have presented two stories where the members of our society are bringing about a change towards social stigmas.*



**Laxmi Nahrayan Tripathi**, a transgender whose name, all of us have heard, not just because of the diversity that she brings into the society but also because of the way she embraces the diversity within her with utmost confidence and finesse. Being a transgender was not easy for her in the beginning, however, she never let that come in her way of doing big. She is a Bharatanatyam dancer, a human rights activist and the first transgender person to represent Asia Pacific in the UN in 2008. The feathers in her hat are not limited to this. From being an eminent LGBT activist to being a contestant in Big Boss, she has left no stone unturned to make her voice heard to a larger audience.

In a world where people are trying to flow with the society, transgenders like Laxmi have been facing issues with being part of this society, let alone flowing with it. The first step towards an inclusive growth is accepting the diversity and letting the world adjust. Laxmi did the same. It must not have been easy in the beginning but as nothing is constant, her activism has helped to bring about a major change in the Indian society.

*by Connect Delhi*

**Maya Vishwakarma**, an author and the founder of the NGO Sukarna Foundation, is a woman of excellence who has been a driving force on the expedition to eradicate myths surrounding menstruation. She founded an NGO called "Sukarna Foundation" which empowers women about female hygiene and helps them stand on their feet.

She was born to a family of agricultural labourers in a village in Narsinghpur district of Madhya Pradesh. Since 9th grade she was told to use a cloth instead of pads till she finally had access to sanitary napkins at the age of 26.

The unhygienic methods in the formative years of her life left an impact on her as they caused several infections on her body and impacted her mental health as well. This made her realise the importance of education and awareness relating to personal hygiene in young girls and women especially in rural areas, as they lack basic amenities as well.

Eventually in the mid-30s she decided to create an awareness around menstruation while promoting the significance of using sanitary napkins and smashing the taboo and myths around it.

In addition to this, the foundation also produces inexpensive sanitary napkins under the brand "No Tension" which women from all strata of our society can afford. These are also distributed to the remotest areas of our country so that no woman is left behind. She



started menstrual hygiene campaign where she went to 15 tribal districts to educate hundreds of girls and organised informative workshops and seminars with a sole motive of educating women about menstrual hygiene and livelihood.

Maya Vishwakarma's initiative has certainly showed that women empowerment begins with education and raising awareness.

Women's empowerment is one of the most crucial issues around the world. Educating women is considered to be the most useful step in this direction.

*by Ayushi Dang*



# DENMARK

## WORK ETHICS



Danes are some of Europe's most efficient workers but they do not just live to work. Maintaining a good balance between time on the job and personal life is important to them and employers respect this. While the Danes are hard workers, they prefer to do their jobs within Denmark's 37 hour official work week. Staying extra hours is discouraged and most employees leave at around 4pm to pick up their children and begin preparing the evening meal.

### #1 Informal

Generally, the Danish workplace culture is characterised by being quite informal. There is no dress code and people talk informally to each other. Danes do not use "Sir" and "Ms", but use first names with all colleagues from trainees to managers and superiors. Colleagues will also use the first name, and people say 'du' (the informal 'you') when they address each other. However, they would be more formal in mail correspondence.

### #2 Punctuality

An important key of business etiquette in Denmark is being punctual. They also expect that you will do likewise. Danes take punctuality for business meetings very seriously. They are hardworking people which mean that each minute spent on the job should be productive and effectively used. It is important that you arrive on time for both work and meetings. You should make a call with an explanation if you are delayed. Meetings are punctual and will always begin and end on time. This is also something that you should have in mind when attending to social meetings.

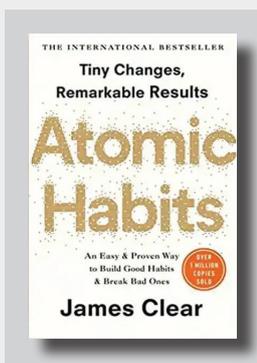
### #3 Equality

Danish business culture is characterized by a strong sense of equality and a low power distance between different layers of the corporate hierarchy. The boss's door is usually open and he or she is available for a chat with all employees. Job titles are rarely used and thought rather pompous. It's considered OK to disagree with your boss, even in front of others in a Danish business meeting. If you make a mistake, your Danish business partners will expect that you admit your error immediately and start fixing the problem.

by Connect Kochi

## Literary Connect

Time to take a break and indulge in some off the work reading and watching!!



### Atomic Habits

Atomic Habits is the most comprehensive and practical guide on how to create good habits and get 1 percent better every day. With real examples and inspirational stories the author draws the most proven ideas from science to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. A must read!

by Connect Mumbai



### Wonder

It is easy to make fun of someone's ill health or physical disability but to actually empathise with others is the real flex. After all, one needs to first accept their own flaws in order to accept the flaws of others. Watch the movie to go into further depths of empathy and how life makes you wonderful in different ways even with your flaws.

by Connect Delhi

## Become a leader people are excited to follow

Leaders have a lot of power and influence. People follow the example of what leaders do more so than what they say. That's why it is important to cast the right shadow of leadership. **Indra Nooyi**, Former Chairman and CEO of PepsiCo, shows the impact great leaders truly have – things like creating a vision, having courage of your convictions and unleashing the power of your people. Results under her tenure as CEO of PepsiCo speak for themselves. PepsiCo's revenue grew from \$35 billion in 2006 to \$63.5 billion in 2017. She introduced the Performance with Purpose vision, an initiative to drive long-term growth while leaving a positive imprint on society and the environment.



by Connect Hyderabad

Leaders also need to communicate their plans. Indra told her team exactly what they would do in the short-term, medium-term and long-term. She told them that they needed to just keep the performance going in the short-term. The medium-term focus was on what kind of acquisitions company was going to make to bolster the company's portfolio while for the long-term, focus was on R&D investment.

Leaders are expected to make big decisions but that's not always easy, especially when there's lots of money on the line. Leaders like Indra develop the courage of teammates by listening to and addressing all concerns and gaining any additional know-how to address any sceptics.

It's been shown that the most successful companies have a culture where every single person feels valued. No matter what the position, they all know they have a chance to contribute and make a difference. There's no doubt that people love to work for PepsiCo and Indra's belief in people drives a culture of recognition and diversity. Indra gets how leveraging the power of recognition leads to positive results.

Creating a vision, finding courage in your convictions, and unleashing the power of your people – these three qualities allowed Indra to cast a shadow of leadership success.

Novak, David 2018, 'Follow Indra Nooyi's example: Become a leader people are excited to follow', CNBC, 12 September, accessed 13 April 2022

## Townhall with Ajay Sethi



As the new Financial Year commenced, a virtual open house namely our 'Town Hall' was organised with Ajay Sethi addressing all our locations. He informed about the major developments on the firm's various initiatives and laid special emphasis on the safety measures taken throughout the year to keep our ASA family safe & healthy in these Covid times.

Not everyday do we get time to enjoy with colleagues. After Covid, even coming to office seems fun and relaxing. To add on to the excitement, it was made sure to organize events and outings to bring back the good old pre-covid days of fun and frolic, with all the precautions of course!!

## Republic Day

On the occasion of Republic Day while SC-RC Chennai arranged for a team gathering where everyone exchanged wishes and chocolates were distributed to staff, SC-RC Delhi organised a quiz via zoom for our PAN India team.



## International Mother Language Day

SC-RC Chennai team gathered for some cherishable moments in appreciation of their mother tongue language – i.e. Tamil. A series of Quiz and 'dumb charades – Tamizh Proverbs' demonstrated togetherness and made the day memorable and fun.



## Annual Picnic

SC-Admin Chennai organized the "Annual Picnic 21-22" to Mahabalipuram. Also, SC-RC Chennai organized games like 'Tug of War and Dog & Bone', cricket & badminton tournaments. It was a fun filled day for all to remember.



## Comics Fun

SC-RC Hyderabad and Delhi took an initiative for its Comics lovers by organizing a Comic-Con Contest.



## Cinema Choopista Mama

SC-RC Hyderabad planned a game via Teams namely Cinema Choopista Mama which is about guessing the Movie name with the help of few related images of such movie.



## Movie Time

SC-RC Chennai had planned for a movie time at one of the famous theatres 'Sathyam Cinemas' where we watched 'The Kashmir Files'.



## Bowling at Smash

An exciting event was organized by SC-RC Mumbai wherein all the staff members went to a cool and quirky bowling ally - SMASH to try their hand on the game. Everyone was refreshed after a long day of work.



## An Outing to Remember

SC-RC Bengaluru had planned a day out for the staff to Windflower resort, Devanahalli. The day was filled with fun and joy as it was long awaited after the pandemic. The resort offered many adventurous and fun games including archery, cycling and others. The day ended with hot tea and snacks with beautiful group photograph that captured precious smiles. Though exhausting, everyone enjoyed and made lifelong memories.



## Cricket & Badminton Tournament

As Mahesh Gupta of Kent RO says, India has only two religions - Cricket and Cinema. Keeping up with this, our Bengaluru office organised the APL Cricket Tournament with full participation from employees and loads of cheering from the audience supporting their favourite team. The match ended with severe competition among the teams and finally announcing team Invincible XI led by Vinay KS as the Winner.

SC-RC Bengaluru also conducted badminton tournament in Feb 2022 with teams divided into men and women. The game was as exciting as it sounds. Winners from women team were Madhumitha and Shruthi while Dhanush and Srinivas Murthy led the men's team. The event also had mixed doubles winners Suresh and Madhumitha.



## National Youth Day

National Youth Day was celebrated by SC-RC Kochi by distributing donuts amongst staff. Just like donuts which comes in different flavors, shapes and forms, the energy that the youth feels is also varied.



## Women's Day

Our offices at Mumbai and Delhi, celebrated the empowerment and hard work of women in ASA. It was celebrated with the sweetness of chocolates in Delhi and with cake and snacks in Mumbai.



## Holi

The vibrancy of color is something that brings in a lot of positivity in our lives and holi being the festival of colours is a day worth rejoicing. Our offices at Hyderabad, Mumbai, Kochi and Delhi conducted the Holi event with colours and sweets.



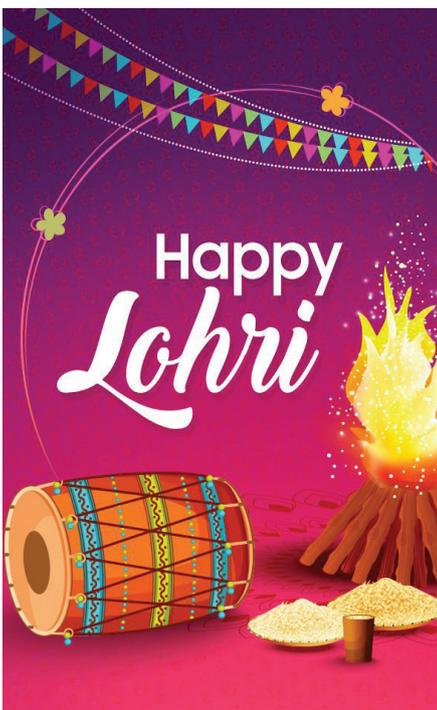
## Valentine's Day

Valentine's Day is usually associated with chocolates and flowers. To keep up with this tradition, SC-RC distributed chocolates in Delhi & Gurgaon offices. As a part of this celebration, an online event of Funtakshari was also organised.



## Lohri, Pongal & Makar Sankranti

SC-RC Delhi celebrated the festivals of hope and joy with our PAN India team virtually during this work from home season. To add more fun to the virtual celebrations, various activities were conducted involving singing and guessing games.



## Annual Office Picnic

After two years of break due to the pandemic, Mumbai office finally made it to their annual overnight picnic to the beautiful hill station of Matheran in the western ghats of India. The team spent two wonderful days together at this serene location surrounded by greenery and amazing views, with lots of adventure, fun, games, dancing and entertainment. It was a refreshing and successful trip with life-long memories.



## Fitness Program with Les Mills+ App.

Starting a fitness program may be one of the best things to remain fit while working from home. To

keep up with this, SC-RC Delhi organized a new program with our fitness partner "Les Mills+" app.

Our PAN India team was provided with the access to Les Mills+ app free of cost with a few easy steps.

## ASA Turns 31

Anniversaries are a great reason to come together and have a good time, and when it's about celebrating our Office Anniversary it gets a little more entertaining with Amazing Food, Spirits and DJ to set everyone free. The ASAians at Delhi, Mumbai, Hyderabad and Bengaluru were the talk of the town while we were painting the town Blue and White...



## Memoirs - Walking Down The Lane

It has been 10 years in ASA and the firm hasn't disappointed me on any of my birthdays.

For my 20th year birthday, I was gifted a watch as the firm had completed 20 years. This was my 1st day of articleship as well.

25th ASA anniversary was organised on 11th March for whatsoever reason and the party was a blast. For my 30th year birthday, I don't have to mention it. You know how we celebrated 30 years of our firm's journey. Events were organised the entire week, gifts (duffle bag, water bottle and a yoga mat), a personal letter from you to all the staffs and I was given the best employee award in BLR and you announced this on 11th March.

Today, newly qualified CAs had organised a party and celebrated my birthday at the venue. So, just returned home 😊

Awaiting firm's golden jubilee celebration which would be my 50th year birthday !!

*by Madhumita N S*  
Manager, Assurance

Many congratulations to the leader of the clan, who ignites the passion among his people. Passionate people always perform and goes an extra mile at work, he told me once. Our focus on these 3 Ps (People, Passion and Performance), remain an integral part of our success story!

As the firm celebrates its 31st, I complete my 14th. Going above and beyond, or going an extra mile is a part of this firm's DNA or should I say the - value system. There's a saying that - Whoever compels you to go one extra mile, go with him two! And there isn't even a single partner/ leader who hasn't demonstrated it. Every senior leader of this firm doesn't shy away from investing time and efforts in the young talent. This passion and dedication from firm's leadership flows top to bottom. And that's what made me stay, build a team and try to give the same opportunities / mentorship to the young talent, as I was fortunate to get.

*by Gaurav Bhatia*  
Associate Director, Assurance

In conversation with **K Nithyanada Kamath**

Partner – Taxation, Kochi



- **When did you start your journey with ASA?**  
I have started my journey with ASA from 2013 onwards.
- **How has your journey been so far?**  
The journey so far is nice and good and nothing to complain.
- **A leader you follow passionately?**  
Well, the leaders I passionately follow is our prime minister Narendra Modi and Ajay Sethi.
- **How do you like to spend your free time?**  
I like to spend most of my free time by reading.
- **What is the first quality that you look for in people you meet?**  
The first thing that I look for in the people I meet is Trust.
- **Favourite holiday destination?**  
My favourite holiday destination is Goa which I have visited recently.
- **Favourite food item?**  
Khichedi
- **Daily Morning Routine?**  
My daily morning routine is to take my dog out for a walk, exercise daily, help in kitchen and offer prayer.
- **What is better: Certificate or Experience ?**  
Between certificate and experience, I think experience is better than certificate.
- **Name the things that you would like to pursue post retirement?**  
Reading, teaching & social work
- **What did you want to become while you were growing up?**  
If I would not have become a Chartered Accountant, I would have become a doctor.
- **Favourite ice-cream flavour?**  
Jackfruit
- **If you could travel right now , where would you be?**  
I would love to travel to Goa, if I could right now.
- **What are your Hobbies?**  
Reading... Reading..... & Reading.....
- **Favourite book you read?**  
Bhagavat Gita and Harry Potter series.
- **Are you a morning or a night person?**  
I am a morning person because morning is all about positive energy and vibes.
- **Who do you think has had the largest influence on the person you are today?**  
I think that my elders & teachers have had greatest influence on the person that I am today. They guided, supported and influenced me throughout my life.
- **What are you most grateful for today?**  
I am grateful for sound health & financial sufficiency.
- **If you could compare yourself with any animal, what would be it and why ?**  
I would like to compare myself to a cat because while a cat is friendly, it is also detached at the same time.
- **Favourite actor & Movie ?**  
My favourite Actor is Fahad Fasil and my favourite Movie, of course, is one of the movies of Fahad Fasil - "North 24 Katham."
- **3 Words that can express your current state of mind?**  
The 3 words that would express my current state of mind are busy, suspenseful and hopeful.
- **What energizes you and brings you excitement?**  
Well, the thing that energizes and brings me excitement is 'problems'.
- **Most memorable moment of your career?**  
The most memorable moment of my career is that of becoming a Chartered Accountant.
- **What is your favourite sport?**  
Badminton
- **How would you define growth and progress in your life?**  
Growth and progress is like "Climbing of a hill".
- **How do you maintain balance between personal and professional life?**  
To maintain balance between personal and professional life, one has to give equal importance to both personal as well as professional life.
- **One piece of advice you would like to share with your colleagues here in this firm?**  
The piece of advice I would like to share with my colleagues is that "Learn to enjoy whatever you are doing".
- **What are you currently reading?**  
"Turn a Blind Eye" by Jeffery Archer (William Warwick Series).



**KS Narayanan: Associate Director (CHN)**

Tapping on the floor he arrives uplifting the mood of people around him;  
With his humble spiritual self, listens to the queries of people around him;  
Just as there is no fun without ups and downs in a cricket match;  
He treats every challenge in life like it is his cricket match.

**KP Sundriyal: Senior Manager (GGN)**

His passion for work is extreme;  
This is what motivates his team;  
A bibliophile who loves to read;  
His inquisitive approach is what makes him lead;  
His love for cricket is upto the hilt;  
Listening to music and family outing makes his entertainment quotient tilt.

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, Manoj Sharma, Radhika Arora, Pragya Bansal, Purnima Tiwari, Priyanka Sharma, Kshama J Gala, Priya Gupta, Rishabh Seth, Sana Bhimani, Vaishnavi B Desia, Kavyashree, Bhavana Patel, Diya K, Sahil Jain, Sheethu Sara James, Mahin K Jose, Keerthana C, Simna K E, Farhan S, Sivaraman V, Muralidhar Patra, Mohanraj G, Mrinalini RE, Jisha Johnson, Swaminathan V, Vallam Yeshwanth Kumar

**Design Team** Keshav Mishra & Sandeep Singh

\*For internal circulation only