

Quarterly Newsletter of ASA

Volume 31 | Issue 2 July-Sep 2022

PASSION

Going The Extra Mile

PERFORMANCE

Sky is the limit

She was standing on the terrace with a cup of tea in her hand. She saw an aeroplane flying over her head . She closed her eyes. She felt anxious! And again she could not help herself to think over the same questions which she had been thinking over and again since last few months. What if she chases her dream? What if she doesn't? Was she really capable of doing it? What others will think about her? And again to escape these questions she told herself to stop thinking

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about this nonsense and concentrate on her studies to get a stable job. But, will a stable job give her happiness? No! Of course not. Then why does she want to settle with it?

She opened her eyes and observed something interesting which answered her questions. She saw a few birds in the sky. It seemed they were enjoying the freedom of flying. Then suddenly the speed of wind increased resulting in panic among these birds. A few of them rushed towards their nest. Two of them tried hard to fly but then gave in. One went back to the nest and the other waited patiently on the branch of the tree. As the speed of the wind came in control, it flew again. This time higher and higher as if there was no limit. There was something unstoppable about its flight. May be it was the joy of waiting patiently and then fighting back. May be it was the passion driving it. Whatever it was, it looked happy!

The problem is, "we are slaves of our own thoughts". And the truth is, "the one who dare to chase their dreams, are the ones who taste the ultimate bliss of life, i.e., soul satisfaction". Just like birds, we are born free to chase whatever we want. Some of us surrender midway without accomplishing what we commence. Some just keep going.

Sky is the limit for anything you wish to achieve, and in any field that you want. But the important thing to remember is that the way to those dazzling heights is an amalgamation of many consistent steps.



A WORD FROM OUR MANAGING PARTNER

Long ago, I was a young starry-eyed accountant just starting his practice. There were dreams and desires. Was it solely fame and money? Let's dwell into this.

From the beginning, I have this habit of putting up an action plan and then executing it, and, if required, improving it along. One facet was to personally meet and build bridges. These could be prospective clients or simply wellwishers. I never looked at relationship building as an opportunistic activity. Some gave work, some advice and some became mentors. These relationships have been the centre pillar of the firm's growth. But what is the story here for you?

Many of us are overly focused on fame and money, missing the most important aspect of human need – good, healthy and well-meaning relationships. They can certainly lead to fame and money but not vice versa. They will sustain you in building your dreams, see you through tough days and give a purpose for elder years. That is being truly rich. In my belief, that is the form in which Laxmi enters our home.

I truly and honestly wish you the joy of long and beautiful relationships. May Laxmi so reside in your hearts and soul.

Happy Diwali!

Best regards

Ajay Settin

AJAY SETHI

"

COME UP, O LIONS, AND SHAKE OFF THE DELUSION THAT YOU ARE SHEEP; YOU ARE SOULS IMMORTAL, SPIRITS FREE, BLEST AND ETERNAL; YE ARE NOT MATTER, YE ARE NOT BODIES; MATTER IS YOUR SERVANT, NOT YOU THE SERVANT OF MATTER.

Swami Vivekananda

TECHNICAL EVENTS

EVENTS AND WEBINARS

Sunil Arora was invited as a speaker by the Confederation of Indian Industry for the Indo German Manager Training Programme.



Parveen Kumar spoke at a workshop organized by ICAI on 'Practical Aspects of Accounting Standards related to Valuation of Inventory, PPE, Revenue Recognition and Related Party Disclosure'.

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GN Ramaswami was invited as a panelist by ICAI for a Virtual CPE Meeting on 'Audit Quality – A Key Pillar of Corporate Governance' where he shared his thoughts on "Loans & Advances and Share Capital & Reserves".



Gaurav Bhatia was invited as a speaker by the Agra Branch of ICAI to address the newly qualified Chartered Accountants of Agra.



Ajay Sethi was invited by the Professionals in International Trade and their partner Newland Global Group, as a speaker for an event 'Simplifying Doing Business in India'. The event highlighted the current trade relationships between Australia and India.



Kim Collaco was invited by Indo-French Chamber of Commerce & Industry as a speaker for a webinar on 'Marketing Roadmap and the New Marketing Mandates by Business Leaders'. The panel discussed about new marketing mandates set by business leaders and how the profile of marketing function has evolved over time.



ASA hosted a webinar on "CXOs New Dilemmas – Frauds, Regulatory Risks, Weakened Controls" where our expert group of panelists shared their experiences and discussed how to evaluate the new kind of risk that an organization is likely to face and steps to mitigate possible exposure. The webinar was moderated by Richard Rekhy and the panel consisted of Ravi Shingari, Gaurav Bhatia, Jayesh Jain and Ravi Vishwanath.



INTERNAL TRAINING

'Knowledge opens the door to opportunity, achievement, success and wealth.' SC-TD organize various weekly sessions to keep our teams updated.

EXPERT TALK

Interpersonal Communication and Time Management: Smarter not harder by Poonam Madaan (Corporate Trainer & Life Coach, Founder, BFFS Training Solutions)



Data Cleansing & Transformation – Must for

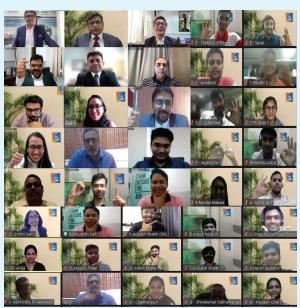
Analysis by Vijay Agarwal (CA, CS, Big Data Analyst and Automation Expert)



E-TIPS 2022

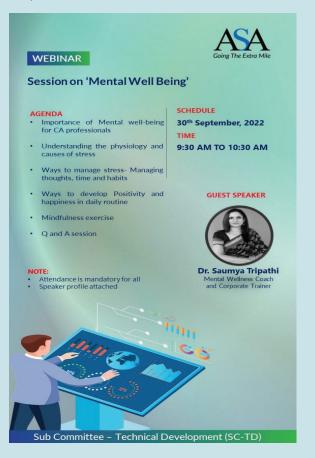


The Bi-annual training and Induction of Professional Staff (TIPS) was held from Aug 4 – 6, 2022. All participants and speakers connected online for the sessions. Trainees across the locations seized the opportunity to learn about different verticals of ASA along with the working methodologies. Various team building and recreational activities such as Let's Travel to Jumbled Destination, Thin A Thor, Memory Teaser Order, Act the Fact etc. were also organized for the participants.



Session on Mental Well Being by speaker

Dr. Saumya Tripathi (Mental Wellness Coach and Corporate Trainer)



TRAVELOGUES

"A journey of thousand miles begins with a single step"

by Lao Tzu

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



Keoladeo National Park, Rajasthan

When I first learnt about a beautiful opportunity to visit Bharatpur, I was thrilled! The many stories I had heard about the place piqued my interest. The native and the migratory birds that paint the scene with a multitude of colours, awaited me! The very thought of capturing them in my camera got me meticulously planning my trip with my friends, months in advance.

In spite of the planning, I had to miss the first day of the safari, due to unexpected work. A crisp, cold air welcomed me with all its marvels. After an early breakfast, we set out for the bird sighting. The majestic trees and the canals that run through the Keoladeo national park, bringing in water from the rivers Gambhir and Banganga, are home to a variety of birds. As the fog thins around 08:30 or 09:00 in the morning, our excitement to spot the birds grew, just as fresh every single day.

I learnt that Bharatpur (Keoladeo Ghana Swamp then) was originally developed by Maharaja Ramsingh, the ruler of Bharatpur from 1893 AD to 1900 AD inspired by the Duck Shooting spots he visited in England. Post-Independence, the Maharaja had handed over the Ghana, admeasuring 29 sq.km. to the Government of Rajasthan, which notified it as a Bird Sanctuary in 1956. In the year 1981 Keoladeo was declared as National Park and later declared as a World Heritage Site by UNESCO in the year 1985.

Many species of birds that frequent this park are not easily spotted elsewhere. Bharatpur, home to grass lands, woods, and swamps, invites colourful and exotic birds to its nature. I was able to spot many species of birds in their natural habitat. Countless of such memorable moments I caught in my camera, just as I was caught by the mesmerising nature of this beautiful bird sanctuary.

Jammu & Kashmir – Truly a Heaven on Earth

Quite often known as the Heaven on Earth, every inch of Jammu & Kashmir lives up to its name. I would like to share my experience about Gulmarg & Pahalgam.

Gulmarg is amazingly beautiful with breath-taking view of mountains covered with icecaps. I always wanted to do skiing and the cable car ride, and Gulmarg ensured that I am not disappointed!

Gondola has the highest cable car in the world. Phase I of Gondola is situated at an altitude of more than 8,000 ft. where I had an amazing experience of skiing, it has a steep slope which is perfect for a jaw-dropping experience.

Our next destination was Pahalgam where there are multiple view-points/ valleys which offer a magnificent view. It is also one of the most preferred shooting spots for many Bollywood movies just like Gulmarg. It was laden with tall pine trees, gushing rivers, meadows, and mountains all around.

It was a great, unforgettable and beautiful visit. The scenic views, the snow-capped mountains, the lush- all of it will always remain etched in my mind.

by GN Ramaswami

5

by Virti Shah

TRAVELOGUES

United Kingdom

Mesmerizing! Breathtaking! Awesome! In ways more than one. This was a vacation which is etched in the mind forever. Began essentially as a visit to University of Glasgow to attend the convocation ceremony as my daughter, Laavanya, had completed her master's in mathematics, it rapidly expanded to a family vacation. My son and I, being the latecomers to the party, were fortunate to get the UK Visa just before the scheduled travel, when many others are still waiting for it. Providence?

The ceremony at the University, as the University itself, was like a royal affair. The campus was like a castle from the Game of Thrones, with turrets and attic windows, long hallways of stone walls and the main hall fit for a King's darbaar.

After that, it was time to see Scotland's true beauty, the nature. We hired a car and drove more than 700 miles over 4 days. From visiting Diagon Alley where Harry Potter bought the wand, to seeing the stone bridge over which the Hogwart's train passed over. Having sumptuous lunch at The White Hart Inn, a more than 500 years old establishment, was an experience in itself, not to mention about binging on the local beers. The climb to Arthur's Seat, a 40 min walk uphill, was rather testing for the old man, but with success and great exhilaration on reaching the top. Driving down to Loch Lomond, it was like a village right out of Enid Blyton's books. Quaint and beautiful. The lake

was enormous, but we missed the Lochness Monster by a whisker it seems. Stopping at the Talisker distillery, and picking up my favourite whiskey, we drove up to the Isle of Skye. Right on top, it offered a view to the Northern Ocean, lush green forests, hills which were more like mountains and an environment like a fairy tale. Never have I breathed fresher air than that. Due to paucity of time, we could not do the Quiraing trek, but that is now on my bucket list for sure. And then the local Scottish dance on the antique ship turned into a bar and dance floor was something to behold. With the traditional bagpipes and the enchanting music, the dance steps were quickly learnt and the evening turned into fun, frenzy and frolic.

London itself was more the urban scene. Visits to the Tower of London, seeing the Crown Jewels, walk along the river Thames and not to miss, the lovely ladies passing by with a springy gait, making me think, why did I not come here when I was 20 Taking a HOHO bus, we saw London in a day, with all its picturesque beauty and the tourist spots. Weather had been unusually kind to us all the way. Good sunlight and barely any rains throughout.

A 10 day trip, but every day, no, every moment left an imprint on the mind, never to be forgotten, cherishing not just the places, but experiencing the joy of being together and making memories as a FAMILY.



KNOW YOUR CITY

The Bang of Bengalow

Bengaluru! The name brings up visions of serene lakes, age-old trees, beautiful gardens, IT hub and much more! Located 3000 feet above sea level, this 'Garden city' attracts crowd, not just because of its beauty but for the sea of opportunities it offers. This city was founded by Kempé Gowdā in 1537, a hunting enthusiast who once saw his dog being chased by a hare. Amused as well as impressed up this incident, he started calling Bengaluru as 'Gandu Bhoomi' (heroic place).

The city's name, "Garden city" was tagged since Hyder Ali, the ruler of Mysore, who loved the cool climate of Bengaluru created the garden in the heart of the city and named it "Lalbagh". To get the vibe of the city, one must visit Cubbon Park on Sunday morning and enjoy the dog park, skating clubs, art clubs and many other groups with similar interest who gather to enjoy their hobbies.



The city is also named as "Silicon Valley" for its role as the nation's leading Information Technology (IT) exporter and has also been the breeding ground for several startups including Flipkart, Ola, InMobi, Quikr, etc. The Forbes magazine considers Bengaluru as one of "The Next Decade's Fastest-Growing Cities".





The city hosts various local festivals and fairs such as Kadalekai Parishe (Groundnut fair marking first harvest groundnut crop), Karaga festival which is an ancient and famous festival in Bengaluru that is celebrated in honor of Goddess Shakti. Pattadakkal Dance festival is a famous dance festival that draws the curiosity and attention of millions of people year-round.



This city is home to many palaces and forts such as Tippu Sultan Summer palace, Bangalore Palace, Bengaluru fort, Devenahalli fort to name a few. Likewise, museums, monuments and Art Galleries, like Ranga Shankara, Venkatappa museum and Karnataka Chitrakala Parishat are promoting art, science and culture in the city.



There are various food hubs popularly known as darshini's all over Bengaluru, the most famous being food street of VV Puram. The famous food specialties originated in Bengaluru are Idli dip Sambhar, Bisi Bele Bhath, Bun Nippat, Rava idli, Donne biryani and many more.

One can say, Bengaluru is a melting pot of many cultures and cuisines, which can only be experienced by literally visiting this place.

LITERARY CONNECT

Book Connect

It's time to take a break and do some leisure reading and watching!

The Four Agreement

A Practical Guide to Personal Freedom

In The Four Agreements, don Miguel Ruiz reveals the source of self-limiting beliefs that rob us of joy and create needless suffering. Based on ancient Toltec wisdom, the Four Agreements offer a powerful code of conduct that can rapidly transform our lives to a new experience of freedom, true happiness, and love. The Four Agreements are: Be Impeccable With Your Word, Don't Take Anything Personally, Don't Make Assumptions, Always Do Your Best.

by Connect Delhi

Movie Connect

The Sky is Pink

A Movie which is a real life story of a couple who lost their child. This beautiful narrative of the movie can be summed up in the proverb "when the world gives you thousands of reasons to cry, show them that you have millions of reasons to smile". While adding years to our life, we forget that we need to add life to those years and live in a moment. This film connects one to his/ her soul and reflects different shades of life while indulges. at the same moment, to think 'what color one's sky has?' It is not just a movie but a whole ride of emotions that will touch the right chords of your heart.



by Connect Kochi

CELEBRATIONS GALORE

Wedding Wows





Poojita M H (Bengaluru) Muralidhar Patra (Chennai)



Leo John Peter (Chennai)

Stork's Visiting





D/o Dinesh Vishwakarma –MUM D/o Rahul Chaurasia –DEL

Our Leadership Team Expands





SOCIAL CONNECT

Millet Man of Telangana



From working various odd jobs, which included driving a truck, to running a company with an annual turnover of Rs 1 crore — Veer Shetty Biradar has a very inspiring story. Often referred to as the 'Millet Man of Telangana', Veer is the eldest of three sons and comes from a family of farmers. Recalling an incident that shaped his life, the 50-year-old says, "In 2006 I was travelling to Beed in Maharashtra. All through my journey, I could not find a decent meal to eat. That was the first time I experienced hunger and starvation. What struck him the most was how people were used to that life. "I could not forget that feeling. Even after I came back to Telangana I kept thinking of how I could help people of Beed."

So, he started by growing sorghum and millets. "The fact that both these crops required less water and could grow in adverse weather conditions was a huge plus. Also, the nutritional value of these crops is very high. He has trained as an assistant to Dr C H Ravindra Reddy, who was the principal scientist in the International Crops Research Institute for the Semi-Arid Tropics. While working, Veer also attended classes via distance learning at Telangana's Dr B R Ambedkar Open University.

In 2009, Veer started a value-added centre for millets in Chandanagar, Hyderabad, under the name of S S Bhavani Foods Pvt Ltd. Within 7 years, his company developed 60 value-added millet products from sorghum, bajra, foxtail millet and finger millet. He also started an industrial-scale kitchen and a small restaurant to serve food made of millets. His idea was to educate people about millets and also serve them. Veer also set up the Swayam Shakti Agri Foundation (NGO) in Hyderabad in 2016. He did this to help the farmers augment their income and to have easy access to good quality seeds at their doorstep. Asked about his title 'Millet Man of Telangana', he says, "This is a title that the people I have been working with over the last two decades have bestowed on me. It is my most cherished recognition till date." Robin Hood Army (RHA)





Did you know that you can help eliminating hunger from this world without spending a single penny or raising any funds? RHA has been doing this for the last 8 years and has served more than 100 million meals to the less fortunate section of the society, all with zero funds! Yes, we'll tell you how! RHA is a volunteer-based organization that works to get surplus food from restaurants and the community to serve less fortunate people. Their "Robins" are largely students, young working professionals and senior citizens who serve less fortunate sections of society in their free time. To celebrate India's 75th Independence they took the initiative "Mission 75" - A national effort, where they brought together society, influencers, media houses and corporates, to meet a two-pronged objective - feeding 75 lakh meals across the country and providing 75 marginalized citizens in each city with access to opportunities that have potential to transform their lives. Hats off to these Heros!

by Connect Delhi

'WE' Indians are proudly known around the world for our celebrations. Having said that, 'WE' at ASA are truly Indian at heart. We welcomed and celebrated our festivals & occasions and organized fun-filled activities in TRUE ASA STYLE

CA Day

Hyderabad celebrated CA Day by cake cutting, Kochi celebrated by greeting all CA's with rose while Delhi and Gurgaon celebrated by distributing sweets.



Chocolate Day



ASA celebrated World's Chocolate Day by offering chocolates to all staff.



Bakrid/ Eid ul-Adha / Eid Special Lunch

SC-RC organized a special lunch on the occasion of Eid at Delhi & Gurgaon offices.



It's Time to play some Game!

SC-RC, Hyderabad organized an outing to play 'Laser Shooter'. All employees participated with great fervour and competitive spirit.



International Chess Day

International Chess Day was celebrated to honour one of the oldest and most popular games in history. This year SC-RC celebrated the day by organizing chess tournament in Delhi & Gurgaon. All employees actively participated in the competition and the winners were awarded.



Happy Onam 2022

Kochi organised a grand celebration for Onam. It is a harvest festival celebrated in Kerala. It also marks the return of King Mahabali/Maveli in Kerala, as the demon king once ruled the state. According to mythology, the kind-hearted King Mahabali defeated the Gods and began ruling over all three worlds. He was a generous and wise leader, but the Gods got insecure about his popularity. They asked Lord Vishnu to step in and help them out. Therefore, Lord Vishnu took his fifth avatar - the Brahmin dwarf Vamana.

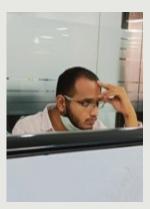


Photography Day

On World Photography Day, SC-RC organized a Photography Contest at PAN India level.



When Mom gives Tindii ki Sabji 3 days in a row, HUMSE NA HO PAYEGA :[



When you send the mail without attachments



When the Tax Audit deadline is near...

Team Dinner

SC-RC, Hyderabad organised a dinner outing at Amogham Lake.



Ganesh Chaturthi

On the auspicious day of Ganesh Chaturthi, Delhi & Gurgaon offices shared the joy with modaks while Mumbai office celebrated this beautiful festival by offering prayers followed by prasad distribution and snacks.



Happy Independence Day

All offices were decorated with tricolours and employees were also dressed in tricolours to enliven the patriotic spirit among us. Remembering the progressive journey of our country we all celebrated it well together by participating in quiz, dress up competition while enjoying sweets.





Bin Mausam Barsat

SC-RC celebrated the September rains at Delhi & Gurgaon offices by organizing a burger party.



An outing with ASAites!

SC-RC, Hyderabad organized an outing to Dream Valley Resort. Everyone had amazing time and played games like cricket, carrom, table tennis, and pool at the resort.

Guess The Song – Quiz Competition

"Guess the Song" quiz competition was organized in Delhi & Gurgaon offices. The quickest and most precise answers were awarded with chocolates.



Team Party

Bangalore office enjoyed a team dinner in Levitate restaurant and made bonds stronger.





Garba Night

Mumbai office celebrated garba night at Hotel Sahara Star where everyone was dressed in colorful attire. It was a great evening filled with enthusiasm, energy, loud music, dance, food and lots of fun.



Navratri Celebration

Mumbai office celebrated one of the Navratri colour days in office- yellow. The staff happily participated with full fervour wearing yellow.



SC-CONNECT: Connect Quiz - Quarter I

SC-Connect organized the first ever Connect Quiz based on Quarter 1 magazing on 2nd September,2022.



1st Award winner Monika Matuwa[DEL



2nd Award winner Harpreet Arora[GGN]



3rd Award winner Geetika Tanwar[DEL

COFFEE WITH CONNECT

In conversation with Sathyabama R Executive Partner – Assurance, Chennai



- When did you start your journey with ASA CCI? 2012 – as a consultant. Then in 2014 as an employee.
- How has your journey been so far? It's been a great learning experience.
- A Leader you follow passionately?
 - Lots of them but specifically Gandhi for his resolve and ability to influence the masses, Nehru - for the way he was able to build institutions and leave a legacy for the nation, Abraham Lincoln - a great fan of his speeches, clarity of thought, compassion, the Tatas - all of them, M S Subbulakshmi - for the way she broke the glass ceilings without much ado while remaining within the circle of tradition, Indra Gandhi - for her aggression, Indra Nooyi - for the way she forged a distinct path while maintaining a balanced life.
- How do you like to spend your free time?
 Watch movies, reading mystery novels, drive with my son.
- What is the first quality you look for in the people you meet? Honesty.
- Favorite Holiday destination? Kashmir.
- Favorite Food item? Rice always-in any form!!!
- Daily Morning Routine? Newspaper, pooja, chores.
- What is Better: Certificate or Experience? Experience but certificate gives easy acceptability and opens up opportunities which otherwise we need to work for.
- Name the things that you would like to pursue post retirement?(Anything generally)

Music and teaching/ mentoring more specifically to children. I would also like to be associated with an NGO doing yeo-man work on women's empowerment in less privileged environments. • What did you want to become when you were growing up?

Well, it kept changing but for the longest time, politician!!! Sanskrit scholar and pilot for some time.

- Favourite Ice Cream Flavour? Pista with lots of nuts and honey.
- If you could travel right now, where would you be? Mizoram.
- What are your Hobbies? Listening to music particularly Carnatic music, movies and reading fiction.
- Favorite book you read? Sherlock Holmes, Jack Welch - Winning.
- Are you a morning or a night person? Morning, but if required can pull in an all-nighter with equal ease.
- Who do you think has had the largest influence on the person you are today? My parents, especially my mother.
- What are you most grateful for today? The people around me and the opportunities I got.
- If you could compare yourself with any animal, what would be it and why?
 Cow – I have lots of patience but can also be provoked and loose temper.
- Favorite actor and movie? Actor- Robert De Niro, Sanjeev Kumar, Vidya Balan and Movie- Sound of Music.
- 3 Places on your wish list that you want to explore next? Ladakh, Kanha, Iceland.
- 3 Words that can express your current state of mind? Racing, excited, also wary.
- What energizes you and brings you excitement? New experiences, open and fun environments.
- Most Memorable moment of your career? Apart from becoming Partner, in my first job when I was asked to present my work in front of the Chairman and top management within 2 years of my joining the organisation and every moment I had with my 1st Boss – Mr. Natekar.
- What is your Favorite Sport? Tennis.
- How do you define growth and progression in your life? Been a big roller coaster ride, not at all what I imagined, the downs were very difficult but made me the person I am today.
- How do you maintain a balance between personal and professional life?
 Don't really and constantly trying on that front!!!!
- One piece of advice you would like to share with your colleagues here in this firm? Be passionate about everything you do... try to leave your signature on whatever you do.

Balmukund Chaturvedi (DEL)

Fan of cricket & Kishore Kumar classical His enthusiasm & energy is fantastical In tough times, he cuts some slack As a leader, always got his teams' back

Vinay K S (BLR)

Malayali by birth, Bangalorean by heart His love for food esp. mushrooms sets him apart Friendly & staunch believer in others passion Hilarious, emotional & passionate for his profession

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