

Quarterly Newsletter of ASA

Volume 31 | Issue 4 Oct-Dec 2022

Carpe Diem

Once a year, the small town of Oakville came alive with the spirit of the annual festival. The streets were adorned with colorful decorations, traditional foods were cooked in every household, and the townspeople were dressed in their finest costumes. The festival was a celebration of the town's rich cultural heritage and brought the community together in a way that nothing else could.

Interestingly, the preparations began in earnest as soon as the last festival ended. The town council assigned different tasks to different groups of people, and everyone took their responsibilities seriously. The young ones were in charge of decorating the streets, the middle-aged ones were preparing traditional foods, and the older ones were rehearsing for the big parade.

Emma, one of the young decorators, was struggling with her studies and her part-time job. She was worried that she wouldn't be able to contribute to the decorations as much as she wanted to. Similarly, Michael, one of the middleaged food preparers, was going through a tough time in his business and was worried about how he would manage to prepare the food for the festival. But despite their struggles, they didn't let it dampen their spirits and continued to work towards the festival.

As the days passed, the townspeople

faced their own personal struggles.

The day before the festival, tensions were high as the townspeople worked hard to finish the last-minute preparations. The decorations were put up, the traditional foods were cooked and the parade rehearsals were in full swing. As the sun set on the day before the festival, the town was a hive of activity.

Finally, the day of the festival arrived. The townspeople woke up early and put on their costumes, ready to take part in the parade. The parade was a sight to behold as the townspeople walked through the streets, dancing and singing to the beat of the drums. The streets were lined with people from the surrounding areas, who had come to see the parade.

As the parade ended and the townspeople returned to their homes, the sense of unity and community was palpable. The festival brought the town together and reminded them of the

importance of tradition, family and community. Emma realized that despite her struggles, she had contributed to the decorations in her own way and was proud of her work. Michael realized that his business troubles didn't matter as long as he could contribute to the festival in his own way.

The festival was not just a one-day event, it was a celebration of the town's culture and heritage that lasted all year round. The festive fervor continued to grow stronger every year and Oakville was known far and wide as the town that knows how to celebrate.

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A WORD FROM OUR MANAGING PARTNER

It appears that besides the fun 'n frolic in the last quarter of the year, there was contemplation and soul-searching. This edition has some deep sharing – you will be compelled to think. I am. Satyarthi, the Nobel laureate, and his contribution to society makes me question my own. The cover story too has a deep message, and I would love to hear your take on that. Do write to me or send your views to the Connect team.

I am proud, as ever, of the knowledge sessions which were in play, as were the joyful activities across offices. Gaurav, in his interview, correctly endorses the ASA mindset in just 5 words. Speaking at the India Today Conclave was a pleasure and an honour, as was sharing the moment with luminaries over the day. Much yet to learn. Hopefully, much to share as well ①.

I encourage the "not beens" to visit Aamchi Mumbai. Besides everything rightly mentioned herein, there is this vibe which gets you. It cannot be explained. Mumbai is that enhancing secret "Tadka" on the dish called India. Get ready to show us the "Mumbaia" way, ASA Mumbai – APMM is coming over to you!

In closing, I wholeheartedly endorse the Kannada movie reviewed and mentioned inside. I loved it. If not yet seen, put it into your "TO DO" – personal one please ①.

Live well. Let your passion show.

Best regards

Ajay Sattin

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The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience.

~ Eleanor Roosevelt



TECHNICAL EVENTS

Events and Webinars

Ajay Sethi was keynote speaker and part of the eminent panel of Kanwal Jeet Jawa, MD of Daikin India and Manabu Yamazaki, CEO of Canon India and deliberated on the future of "Consumer Goods: How Japan Can be no. 1 again?" at the Indo-Japan Conclave titled 'India and Japan @70' organized by the India Today group. The event was inaugurated by S. Jaishankar, Minister of External Affairs of India.

ROCAPAN

SAGRACY SUPPLIES

Vinay K S was a speaker at a webinar CPE meeting 'Quality Cafe - A virtual series on Audit Quality', organized by the ICAI.



Parveen Kumar was a speaker at a webinar CPE meeting, organized by the Auditing & Assurance Standards Board of ICAI on 'Key Considerations in Audit of Non-Profit Organisations'.





Akhilesh Thakur and Prateet Mittal were invited to attend a roundtable discussion hosted by CPA Australia during the 21st World Congress of Accountants (WCOA) on 'Insights on the CFO's Role in Capability Building'. The discussion addressed a wide array of topics such as Changing Roles of CFOs: 'How is technology transforming the role of a CFO and how CFOs are the Drivers of Sustainability as Strategic Leaders'.

Kim Collaco was invited by Cambridge Cleantech as a panelist for a webinar on 'Doing Business in India'. In the webinar, discussions happened around understanding the business landscape in India and how to achieve your organization's international growth ambitions.



Rahis Saifi was a speaker at a webinar CPE meeting, organized by the Auditing & Assurance Standards Board of ICAI on 'Auditing Accounting Estimates and Related Disclosures'.

ASA organized a webinar

on 'CXO Vigilance - Insider

Scams and Ethical Violations',

where the panel shared their

experiences and discussed how

to evaluate the risks of ethical

violations and scams abetted by

Himanshu Srivastava shared his views with other esteemed dignitaries at an online session about the recently announced National Logistics Policy. The panel discussed discuss how the policy will boost the logistics industry, trade competitiveness, create more jobs and improve India's performance in global rankings.







Decoding National Logistics Policy 2022

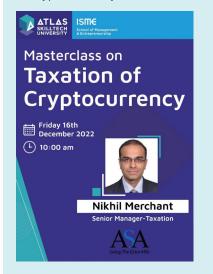


Nitin Gupta was a speaker at the webinar CPE meeting, organized by the ICAI on 'Standards on Review Engagements'.



TECHNICAL EVENTS

Nikhil Merchant was invited as a speaker by the ATLAS SkillTech University in association with the Indian School of Management & Entrepreneurship for a Masterclass on an interesting topic of 'Taxation of Cryptocurrency'.



ASA jointly with BPI France launched a "Doing Business in India Guide" in the French language. On the sidelines of the launch was organized a webinar on 'Doing Business in India for French Companies'. The panel of experts shared their experiences, an overview of the Indian legal framework, and provided pragmatic advice to French SMEs.





AROUND THE WORLD

Apple assembling iPhone in India

Propelled by the central government's production-linked incentive (PLI) scheme, Apple shifted some production - i.e. assembling iPhone 14 - from China to India. Apple is now likely to triple its production of iPhones assembled in India over the next two years. If that happens, India is likely to become a supply hub for the American company. This may encourage a lot of suppliers to come to India, thereby creating at least half a million jobs, since only 12 out of 190 Apple suppliers have manufacturing facilities in India now.

Merger of Vistara with Air India



Tata Sons and Singapore Airlines (SIA) announced merger of Vistara with Air India. Tata Sons will hold 74.9% stake in the AI-Vistara-AI Express-AirAsia India Pvt Ltd (AAIPL) combined entity and SIA the remaining 25.1% stake. The merger is an important milestone in Air India's journey to become a truly world-class airline. Air India is focusing on growing both its network and fleet, revamping its customer proposition, enhancing safety, reliability, and on-time performance.

Lionel Messi and Argentina win the FIFA World Cup

There has been an explosion of joy as Argentina won the 22nd edition of FIFA World Cup, after the ones won in 1978 and 1986. A dream finally coming true for Lionel Messi, Argentina and millions - maybe billions - of fans who grew up watching their legend beat the naysayers and create world records.



Acquisition of Twitter by Elon Musk: "The bird is freed"

The world's second richest man has finally completed the takeover of Twitter for \$44 billion. The completion of the deal brings to rest, months of legal wrangling and indecisive soap opera. Raising funds through the sale of 9.6 million Tesla shares for approximately \$8.4 billion, now Elon Musk is building what he has wanted: "a common digital town square for civilization".



Badminton - Owning the Court

Badminton, the most played racket sport, be it playing with neighbourhood friends on the road with 3-4 bats, a beaten shuttlecock, no net and ever-changing rules; or playing in indoor courts by national/international players; we all have enjoyed it a lot.

The game originated in Siam, China over 2,000 years ago, but the roots of the sport can be traced to ancient Greece, Egypt, Japan and India as well. It can be said to have derived directly from Poona, which was played by British army officers stationed in India in the 1860s.

By 1972, Badminton became a demo sport at the Munich Olympics and became an official Olympic Sport at the 1992 Barcelona Olympics. At that time, only singles and doubles were listed. By 1996, Mixed Doubles was included in the Atlanta Olympic Games. To date, Badminton is the only sport with mixed doubles events in the Olympics.

Countries like Indonesia, Denmark, China, South Korea, Japan, and Spain have won gold medals at the Olympics. India also has got its share of titles in the Olympics, Sania Nehwal has become the first Indian to win Olympics in 2012 with a bronze medal followed by PV Sindhu with a silver medal at Rio 2016 and a Bronze medal in Tokyo 2020. Another famous

Badminton player from India is Prakash Padukone. He was ranked World No. 1 in 1980; the same year he became the first Indian to win All England Open Badminton Championships. He was awarded the Arjuna award in 1972 and the Padma Shri in 1982 by the Government of India.

ASA Bangalore Branch has an Article assistant named Dhanush who is a divisional level Badminton player. We briefly interacted with him to understand his passion for the sport.

Interviewer: Since when have you been playing the game?

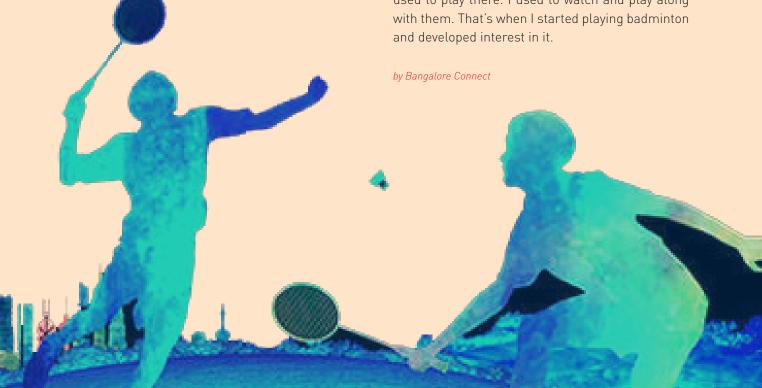
Dhanush: I started playing badminton from 7th grade.

Interviewer: Can you tell me about all your achievements in Badminton?

Dhanush: I've played Badminton at divisional level. I have also received the best badminton player award in the tournament conducted by ASA.

Interviewer: How did you start playing badminton?

Dhanush: There used to be a badminton court near my house when I was growing up. A few of my seniors used to play there. I used to watch and play along with them. That's when I started playing badminton and developed interest in it.



KNOW YOUR CITY



Mumbai, the city of dreams, is a significant tourist destination, attracting people from all over the world to visit this beautiful city. Formerly known as Bombay, it is India's largest city and one of the biggest cosmopolitan metropolises in the world. Mumbai is India's melting pot with people from all over the country as well as the world, converging together to live harmoniously. The city is the perfect representation of the country's dichotomy. Symbolised by the presence of Bollywood in the city, Mumbai is also host to India's largest slum population. The city itself is huge, sprawling in every direction, and this makes sight-seeing in Mumbai much more exciting. From the rock cut caves of Elephanta to Dobi Ghats via Marine Drive and Gateway to India, Mumbai has it all and more.

Located near the famous Taj Mahal Hotel and in the district of Churchgate, the Gateway has significant historical and cultural importance to the country with Indians coming from all over the country to catch a glimpse of this beautiful piece of architecture. Some of the most famous museums and art galleries in India are also located in the southern part of the city. The Kala Ghoda in South Mumbai has a variety of them, particularly the Princess of Wales Museum and the National Gallery of Modern Art. The Jehangir Art Gallery is a must



visit. Film City located in Goregaon lets you enjoy a firsthand experience of Bollywood shooting. Mumbai is worth visiting just for the hustle of shopkeepers, the madness of the markets and the rich aroma of fruit-vendors. Kemp's corner, located, again in South Mumbai, is where you could buy antiques at rock bottom prices, second-hand books for dirt cheap and hand-made jewellery, clothes and furniture for reasonable prices. A variety of festivals are celebrated in this city. The most famous festivals include Ganesh Chaturthi and Dahi Handi festival.



Another fascinating and the most happening thing (more happening than clubbing/partying!) is Mumbai's street food. If you have to summarise the diversity of street food in Mumbai, it could be something like: Vada pav living next to the dhoklas, and the dhoklas living next to the dosas, and the dosas living next to the parathas, biryanis, Chinese, and the Chinese living next to the sandwiches, and the sandwiches living next to the mouth watering Chaat stalls. The city that never sleeps has to be fed! If you're bored or are just starving after a party with a poor spread, it all leaves you with one solution – street food. There are many popular areas around the city that are known for serving the hungry owls. Mumbai has a lot of its street food stalls set up by the beaches. The buzzing atmosphere and staring into the horizon leads to a meal on the beach and socks full of sand. Juhu beach is on the list of the popular destinations for street food in Mumbai. If the heat is getting to you on a summer night, you can always have the gola which is basically ice grinded down to a semi hard form filled with flavour of cola or orange which are the favoured options among many others.



LITERARY CONNECT



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

BECOMING WICHELLE OBAMA

Becoming by Michelle Obama

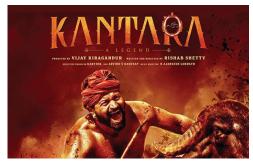
Becoming, written by Mrs Michelle Obama, is a warm, intimate coming-of-age story of a strong-minded girl who grew up to become one of the most powerful and influential black women in the world. Becoming will assure you that not all figures in public life are professional liars, fakes, thieves, sexual bullies, and assassins. This book injects deep breaths of fresh air and honesty into global consciousness. It is filled with determination, love of family and many subtle and not-so-subtle lessons about being female and black. More interesting than the politics are the details of life in the White House, where she couldn't even open a window (bulletproof thick and sealed shut for protection) and where sneaky incognito trips to PetSmart and Target make her feel, briefly, free.

by Connect Delhi

Movie Connect

Kantara - A Movie review

Rishab Shetty has created a mesmerizing world with his movie "Kantara" which means 'mystical forests'. The movie is made in the honour of Karnataka festival – Bhoota Kola which is a yearly rite in which local spirits or deities are honoured by Tulu-speaking people in coastal Karnataka. The movie revolves around a village, its inhabitants, a king, his descendants, and the spirits that protects the village. The conflicts related to land, greed, and doubts about whether the demi-god really exists or is it just a mythological figure, is explored in this well-made movie.



by Connect Banglore

CELEBRATIONS GALORE

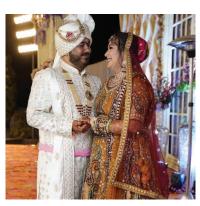
Wedding Wows



Mary Disna - [KCH]



Manuj Dua [DEL]



Geetika Tanwar - [DEL]



Garima Jain - [DEL]

Stork's Visiting



D/o Amol Rane - (MUM)

Satyarthi, the Seeker of Truth



There are many stories of people who decided to step onto the ground and involve themselves in the betterment of rural India. Their strength, hard work, and desire to make a difference give us faith every day!

One such person is Mr. Kailash Satyarthi. He was an ordinary child born to ordinary parents in Madhya Pradesh. But he was meant to do extraordinary things. Even as a child, he was disturbed by economic disparity and the injustice of the flawed system that separated people across India.

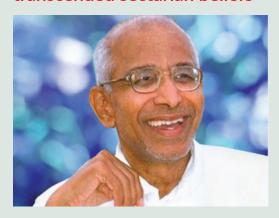
As a teenager, he decided to host a community lunch that was cooked by the "lower caste" of his village. The upper castes didn't even show up and completely outcasted him and his family. This incident, among others, made him drop his surname and adopt "Satyarthi" which means a "Seeker of Truth".

He gave up a lucrative career as an Electrical Engineer for initiating crusade against child servitude. In 1980, he founded the Bachpan Bachao Andolan, India's largest movement that campaigns for children's rights. In 1998, Satyarthi conceived and led the Global March against Child Labour, an 80,000 km-long march across 103 countries to put forth a global movement to end child slavery and exploitation of children.

In 2004, he established Kailash Satyarthi Children's Foundation (KSCF), focusing on policy advocacy, preserving child rights, and effecting grassroot-level change. Today, over 87,000 children have been freed from 144 countries because of KSCF's efforts. In 2014, Sathyarthi became the second Indian recipient of the Nobel Peace Prize, after Mother Teresa in 1979.

by Connect Mumbai

Siddeshwar Swami, a seer who transcended sectarian beliefs



Born Siddagonda Ogeppa Patil Biradar on September 5, 1940, the seer found himself drawn to spirituality at an early age. His father was a zamindar and a self-taught painter, who had three sons and three daughters. Siddagonda was the eldest. Siddagonda was drawn to the discourses by Vedanta Kesari Sri Mallikarjuna Mahashivayogi of Vijayapura (then Bijapur), who used to visit Bijjaragi, Tikota and nearby villages. He spent hours meditating in his family's sugarcane fields and the Rameshwar Math near Bijjaragi.

One day, he decided to leave home to become a celibate monk. The family's reaction to the eldest son wanting to leave home was not easy. They refused and asked the village seer to counsel him. On two occasions, when Siddagonda went to Vijayapura to join Sri Mallikarjun Swami's ashrama, they brought him back.

Finally, when he was 14, he broke his piggy bank, took the ₹3 he had saved, and left home. He walked to Vijayapura and never came back. He did not even attend the final rites of his parents in later years. Sri Mallikarjun Swami ordained him and renamed him as Sri Siddeshwar Swami. However, it was his speeches that made him renowned throughout the world.

His speeches were peppered with anecdotes, quotes and examples from the lives of prophets like Jesus, Mohammad and Abraham. His focus remained the Kayaka-Dasoha ideologies of Sri Basaveshwara and other Sharanas. He had also written over 20 books, that are mostly critiques and explains about Vachana Sahitya and Indian philosophy.

by Connect Bangalore

'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

Diwali Celebrations

In this period of festivals, all locations have celebrated Diwali by beautifully decorating the offices with colourful rangolis, lights, flowers and diyas. After offering prayers, SC-RC had some fun-filled activities followed by a team lunch.

Bangalore



Mumbai



Delhi and Gurgaon



Kochi



Chennai



Hyderabad



FUN 'N' FROLIC

Christmas and New Year

The tradition of decorating a Christmas tree is one of the most awaited occasions every year for everyone at ASA. To keep up with this tradition we decorated all our offices to celebrate the occasion.

Bangalore



Chennai



Delhi







Gurgaon







Kochi





Cricket Screening

SC-RC at different locations set up live streaming of T20 World Cup matches: India vs. Bangladesh & India vs. England.

Mumbai



Hyderabad



Chennai



Ayudha Puja

Bangalore office celebrated the presence of Goddess Durga by conducting Ayudha Puja followed by food and refreshments.



Howzat!

Mumbai office enjoyed playing, thrilling and nail-biting cricket match.



Trip to Coorg

Banglore organised an office trip to Coorg in December. Everyone relaxed and enjoyed this trip especially after a busy audit season.



FUN 'N' FROLIC

ASA Meraki Party

SC-RC Delhi and Gurgaon organized team outing at Ministry of Beer. Place had sumptuous food and beautiful ambience which allowed everyone to break-free from the usual chores of life





Happy Guru Nanak Jayanti!

Guru Nanak Jayanti falls on the 15th lunar day of the Kartik month, as per the Hindu calendar. Delhi and Gurgaon locations celebrated the occasion with delicious sweets.



Annual Picnic

SC-RC organized annual picnic for Delhi and Gurgaon locations. This was a day trip to Taj Mahal in Agra.





Outing at Adventure Cove

The Adventure Cove is an adventurous forest near Hyderabad. The main attractions of the place were beautiful trek, rock walk, rock climbing, rope walking, rope climbing, zip lining.









FUN 'N' FROLIC

Trip to Kovalam

SC RC Kochi organised an annual trip to Kovalam beach tagging the trip as "AIYY00!". They had a wonderful stay at a beach resort followed by dance and good music. Later, team visited the famous Sree Padmanabhaswamy Temple and Trivandrum Zoo.



Annual Outing

Hyderabad team had the opportunity to organize Annual Tour and spend time together for two days including water sports at Dandeli, Vibhuthi Falls, and finally Mahabelshwar Temple.



SC-CONNECT Connect Quiz - Quarter II

SC-Connect organized the Connect Quiz based on Quarter 2 magazine in December 2022.



Ankush Kumar DEL-1st Prize



Virti Shah MUM-2nd Prize



Nikita Wilson CHN-3rd Prize

ITS QUIZ TIME

How much of an Indian are you?

The core part of the Indian heritage is the festivals which all of us celebrate with such a joy and bliss. Each festival has its own unique essence, experiencing each of them is like living a hundred lifetimes in one.

We have 10 questions for you on Indian festivities. Let's see how well you know them!!

Scan to connect with the questions.



COFFEE WITH CONNECT

In conversation with Gaurav Bhatia



Tell us about your journey with ASA from an Article to an Executive Partner?

Joined as an Article Trainee in the year 2008. Was shown a career path during induction program when I joined as an article. Looked like a long journey that time from Article→Senior→AM→DM→Manager→Sr. Manager→Associate Director→Partner. With persistence and guidance from mentors and friends like Parveen, Ajay, Prateet, Nitin and many others, today the path looks walkable. Have seen highs and lows, kept an open mind and practiced gratitude throughout. After few years of qualification, I thought my skills and traits would be better suited in a different role, and spoke to Parveen who guided me on how to make it happen. As an employee, my role transition in the past decade really speak about the endless career possibilities and options at ASA.

A Leader you follow passionately?

There are quite a few of them:

- * Narendra Modi for his self-motivation and skilful communication
- * Elon Musk for aggressive optimism
- * Ratan Tata for humility and values

What is the first quality you look for in the person you meet?

* Confidence and ability to communicate clearly and effectively

Amidst work pressure & deadlines you don't fail to make at least one international trip a year? How you manage to do this?

Like we set our professional goals, I do set my vacation goals for the year, of course in consultation with my wife ①. As they say "A goal without a plan is just a wish", sowe plan well. Countries and dates are all decided in the beginning of the year and travel tickets are booked. We enjoy the planning phase and journey equally as much we enjoy the destination.

Name the hobby you would like to pursue post retirement? (Anything generally)

Playing a Saxophone

If you could travel right now, where would you be? Winter wonderland - Switzerland.

Who do you think has had the largest influence on the person you are today?

My Mother, for being a perfectionist herself in managing

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

A Wolf may be, for being someone who believes in team-work, controlled aggression and fair communication.

Daily Morning Routine?

Workout, reading a book and following business news

3 Places on your bucket list that you want to explore next? Greece, USA (West coast) and Japan

3 Words that can express your current state of mind? Grateful for yesterday, Thankful for today and Hopeful for tomorrow

What energizes you and brings you excitement? Recognition

Tips for young professionals?

Speak your mind, be open to feedbacks and focus on the value of connections.

Why Did You Choose to Change Positions & Not Companies?

Each role change within the firm has helped me build on my knowledge of the entire practice, and how it operates. Today I can paint a holistic picture of 'who we are and what we do' with confidence to a new potential customer. Existing relationships and leadership are also one of my biggest considerations. Firm has entrusted me with flexibility and helped to balance personal and professional life. With the growth that I've witnessed each year at ASA, I believed it's important to invest into a workplace where one can grow in so many different directions. ASA is an epic blend between a corporate setting and small connected community. It may sound cliché, but I am always impressed and therefore endorse our "work hard and play hard" mentality!

Rapid Fire:

Tea or Coffee?

Black coffee in the morning and Herbal Teas during the day

What would be your life motto?

Memento Vivere - Remember to Live!

3 things/objects you would bring to a deserted island?

Depends if I am stranded or on a vacation!! But books and water will be constant. Will carry a knife or a lighter if stranded or a box of Indian spices if on a vacation, to cook and eat!

Your hidden talent?

Story telling

If you were a colour... you would be and why?

Black - for power, authority, elegance and aggression.

Favourite book you read?

Many favorites, but 'The Secret' by Rhonda Byrne was the most impactful

If you were a season of the year... you would be? Autumn

If you can have a superpower, what would you have? Flying or teleporting

Routine or Unexpected?

Routine

Morning or Night person?

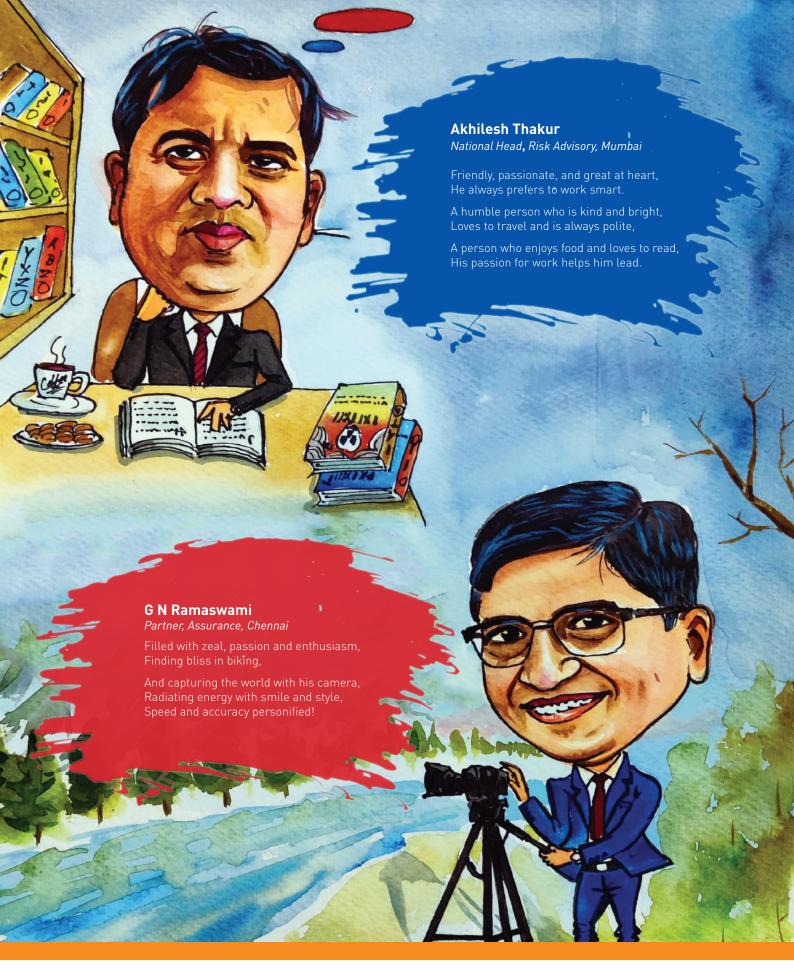
Morning person on weekdays and a night owl on weekends.

If you could be someone else for a day, who would you like to be?

Would prefer to be an improved version of myself!

If you were a musical instrument... you would be?

A guitar, the riffs of which are spontaneous and organic - just like how I'd describe myself



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