

# CONNECT



Quarterly Newsletter of ASA

Volume 32 | Issue 1 Jan-Mar 2023

## *Never Miss a Chance to Enjoy Life. . .*

Once, I attended a seminar where the instructor was lecturing on time. At one point, he said, "Okay, time for a quiz." He reached under the table and pulled out a wide-mouthed gallon jar. He set it on the table next to a platter with some fist-sized rocks on it. "How many of these rocks do you think we can get in the jar?" he asked.

After we made our guess, he said, "Okay. Let us find out." He set one rock in the jar . . . then another . . . then another. I do not remember how many he got in, but he got the jar full. Then he asked, "Is this jar full?" Everyone looked at the rocks and said, "Yes."

He reached under the table and pulled out a bucket of gravel. Then he dumped some gravel in and shook the jar and the gravel went in all the little spaces left by the big rocks. Thereafter he grinned and said once more, "Is the jar full?"

By this time the participants guessed the answer from experience; "Probably not," we said. "Good!" he replied. Then he reached under the table, brought out a bucket of sand, and started dumping the sand in the jar. It went into all the little spaces left by the rocks and gravel. Once more he looked and said, "Is this jar full?" "No!" we roared.

He said, "Good!" and he grabbed a pitcher of water and began to pour it in. He got something like a quart of water in that jar. Then he said, "Well, what's the point?"

Somebody said, "Well, there are gaps, and if you work really hard you can always fit some more things into your life."

"No," he said, "that is not really the point."

The point is this Put the "Big Rocks" in first. The instructor continued, "Now, I want you to recognize that this Jar is your life."

The fist-sized rocks are the important things – your physical and mental health, your family, your life partner and children – anything that is so important to you that if it were lost,

it will make a significant impact on your life, and you would be nearly destroyed.

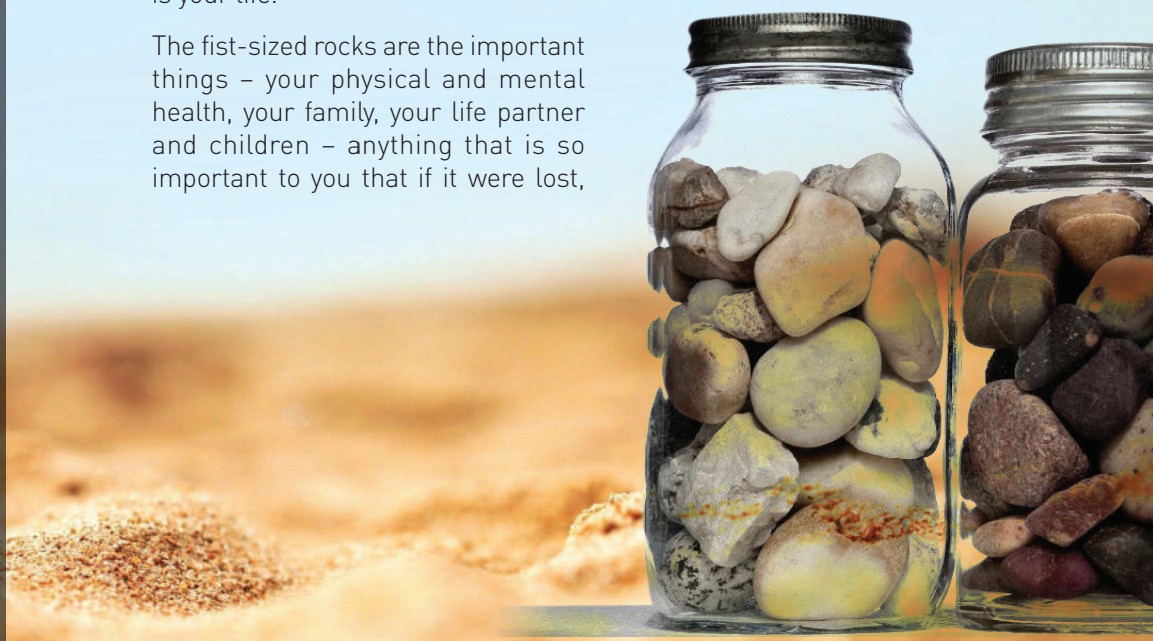
The gravels are the other things in life that matter but less than the above ones. The sand is everything else, the other "small stuff" in life.

"If you put the sand or the pebbles into the jar first, there is no room for the rocks." That is why I said, the point is – "Put the Big Rocks in First". He continued, "I hope now you understand, the same goes for your life. If you spend all your energy and time on the less important trivial things, you will never have space for the things that are truly most important. Pay attention to the things that are important in your life and spend time on them."

"We may walk, run, stumble, drive or fly but let us never lose the sight of the reason for the journey or chance to see a rainbow on the way."

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## A WORD FROM OUR MANAGING PARTNER

Wow! This last quarter was a full house. We were busy bees – seminars, webinars, APM, anniversary parties, more parties, picnics, movies, musical outings, walkathons.... we did well. I relived much of it through this Connect. The APM was particularly thrilling, given the venue and the post covid charged up feeling. While the session and knowledge build-up went well, our evening parties were where the action was. A partner grill session of truth or dare – still trying to recollect what I confessed 😊.

I noticed the poets are in full flow, though a RAS team member's view on his work and boss are eye catching. Valentine stories were even more interesting – Garima's husband scoring a perfect 10, whereas Himanshu gave a near zero to his date and, well, Rishi, you need some training for next valentine 😊.

Reading about Chennai, which I already am much fond of, gave a fresh perspective. As did Shivam's and Megha's adventure tales. We get to know Chandan better. I realized the adage "the way to a man's heart is through the stomach" has now gone gender neutral! Bhushan and Vidya, both straight shooters, and I better understand why they are doing so well.

All in all, loved this rollercoaster Connect – and do count how many times this word appears inside.

Wishing you all the highs in the busy period ahead. And keep finding time to have fun!

Best regards

AJAY SETHI

“

Whether we are exploring the depths of the ocean, scaling the heights of a mountain, or simply enjoying a quiet moment with our loved ones, life is a journey that is filled with wonder, beauty, and possibility. Thus, we must strive to live our lives to the fullest, embracing new experiences, learning from our mistakes, and cultivating meaningful relationships with those around us.. ”

~ Eleanor Roosevelt



## Events and Webinars

### BUDGET 2023

ASA organized a webinar for the clients to analyse the Budget 2023. The panel of experts uncovered key points of Budget 2023, explored the implications, and provided an overview of potential impact.

**Webinar**

**ASA**  
Going The Extra Mile

**BUDGET 2023  
IMPACT & ANALYSIS**

- Welcome Remarks  
- Ajay Sethi, Managing Partner
- Direct Tax Amendments and Implications  
- Sunil Arora, Partner, Taxation
- Indirect Tax Amendments and Implications  
- Sundeep Gupta, Partner, Accounting and Business Support
- The Policy Changes and Implications  
- Himanshu Srivastava, National Head, Business Advisory Services
- Question & Answer

**DATE**  
2nd FEBRUARY, 2023

**TIME**  
16:00 - 17:30 hrs. (IST)

**REGISTER NOW**

**SPEAKERS**

Ajay Sethi  
Managing Partner

Sunil Arora  
Partner, Taxation

Sundeep Gupta  
Partner, Accounting and Business Support

Himanshu Srivastava  
National Head, Business Advisory Services

ASA, in association with Indo-American Chamber of Commerce, organized seminars: in Bengaluru and in Chennai titled 'Analysis of Union Budget'.



ASA organized a Union Budget seminar in Bengaluru association with the Indo-German Chamber of Commerce.



**ASA**  
Going The Extra Mile

**MUFG**

**ウェビナー**

**2023年度  
インド予算案**

ASA organized a Union Budget session in association with the largest Japanese Bank MUFG.

**WEBINAIRE**

**DÉCRYPTAGE  
DE L'UNION BUDGET  
OF INDIA 2023**

ASA organized a webinar in French to highlight the major impacts of the new Budget for French entities operating or planing to setup in India.

### CFO WEBINAR SERIES

**LIVE WEBINAR**

**ASA**  
Going The Extra Mile

**HARNESING  
DIGITAL TECHNOLOGY  
FOR FINANCE FUNCTION**

**15TH  
WEDNESDAY  
MARCH 2023  
16:00 - 17:00 hrs**

**REGISTER NOW**

**MODERATOR**

Sakuntala Rao  
Chief Finance Officer  
Capgemini India  
Bangalore, India

**PANELISTS**

Sundeep Gupta  
Partner, Accounting & Business Support, ASA

Pinky Mehta  
CFO, Infosys, Capgemini Ltd

Venkatraman G S  
CFO, Infosys, Capgemini Ltd

Sid Banerjee  
SIS, Capgemini Ltd

Contact: Manisha Saraf  
manisha.saraf@asa.in +91 99102 23228

ASA organized a webinar on 'Harnessing Digital Technology for Finance Function' to explore practical solutions for managing costs, increasing efficiency, and detecting fraud in real-time. The Panel shared expert views and insights on how to leverage digital technology to streamline financial operations and boost your organization's efficiency.

Panelists: Sakuntala Rao, Pinky Mehta, Venkatraman G S, Sid Banerjee, Sundeep Gupta, Bikramjit Singh Bedi

## EVENTS



**Ajay Sethi** addressed the Power Summit 2023 organised by BCAS, stressing the need for leadership styles to evolve with time and embrace new technology. He further discussed how to overcome new world challenges by overcoming potential roadblocks and mindblocks.

**Parveen Kumar** participated in a panel discussion on 'Evolving Trends in Automation in Audit' organized by The Economic Times and Wolters Kluwer. He delved into the latest tech-led disruptions in the audit industry, exploring the opportunities created for businesses and auditors. He emphasized that technology-based capabilities will help CA firms to bring efficiency and grow their practice.



**Akhilesh Thakur and Gaurav Bhatia** represented ASA at the ACIIA-IIA India International Summit 2023. The event brought together experts and leaders from the industry to discuss the future of internal auditing and its evolving role in the corporate world.



**Ajay Sethi** won the prestigious 'Innovation Leadership' award at the World Innovation Congress event in Mumbai. Congratulations to Ajay for this well-deserved recognition of his visionary leadership and innovative spirit.



**Léa Parmentier** was invited as a speaker by the Jaipuria School of Business, Ghaziabad to speak about Comparative Law Perspective of France and provide an overview of the Indo-French business corridor.



### APMM

ASA organized its 24th Annual Partner Manager Meeting (APMM) at Lonavala, Maharashtra. Partners and Managers from across locations came together to review the achievements of 2022 and finalise the 2023- 2024 workplan. Also, various activities and fun filled games were organized to keep everyone entertained and make offsite delightful and commemorative.



### SUB-COMMITTEE AWARDS

Our sub-committee (SC) awards were announced on March 7th where the hard work of all the SCs was acknowledged. SC-TD was declared the National winner while SC-RC was the National Runner Up.



### TIPS



Bi-annual Training and Induction of Professional Staffs (TIPS), January 2023 was organized at Hotel Le-Meridien, Gurugram where PAN India trainees acquired the knowledge of different verticals in ASA and the working methodologies to better service clients and the society as a whole.





### The hugest fan of rollercoasters?

How better to fit into the theme "A rollercoaster called life" than Jeff Reitz? The 50-year-old American made his entry into the Guinness Book of Records on 21st February, as the world record holder for the most consecutive visits to Disneyland. Indeed, he visited the park in Anaheim, California... 2995 days in a row! In other words, 8 years, 3 months and 13 consecutive days, between 2012 and 2020. The wonderful adventure began when he was unemployed and used to take a break in the park to forget the worries of everyday life. After finding a new job, Jeff Reitz always found time to continue visiting the park. What do you think was his favourite ride?

.....

### 24 days at sea with a ketchup bottle

Elvis François, a 47-year-old Dominican, also has his place in our "A rollercoaster called life" news. At the end of December 2022, Elvis was repairing a sailboat in front of a harbour in St. Martin, an island in the north-east of the West Indies, when he was swept out to sea due to bad weather conditions. With nothing to eat but a bottle of ketchup, garlic powder and bouillon cubes, Elvis survived 24 days at sea, mixing everything with water. On January 15, the Dominican saw a plane fly by. "I had a mirror and I started sending signals with the reflection of the sun, when I saw it pass twice, I understood that they had seen me," he explains. The Colombian navy quickly came to his rescue with the support of a merchant ship. A story worthy of a movie!

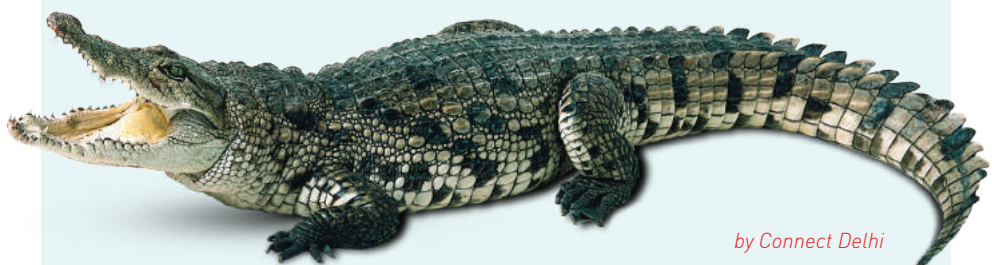
### Happy birthday, Jonathan!

There are other individuals who have not been lucky enough to visit Disneyland nearly 3,000 times, but who have also had the privilege of entering the Guinness Book of Records this January. This is the case of the giant male tortoise Jonathan, officially recognized as the oldest land animal in the world, aged 190 years. Born in 1832 according to veterinarians, Jonathan lives on the estate of Plantation House, the residence of the governors of St Helena, a British island in the Atlantic Ocean. Having lost his sight and smell but still quite active for his age, Jonathan and the inhabitants of St Helena celebrated the animal's 190th birthday for 3 days at the island's governor's house. Happy Birthday, Jonathan!

### A pet like no other

In Texas, an animal was found 20 years after its disappearance, and not just any animal. In 2003, a volunteer at the New Braunfels animal park stole a reptile egg. The American woman decided to keep the alligator, named Tewa, as a pet in an enclosure at the back of her garden. Discovered on her property by coincidence by a wildlife warden, the authorities

were alerted. Tewa, who is nearly eight feet tall and in good health, was retrieved by members of Texas Parks and Wildlife, who took the opportunity to remind people that alligators do not make good pets. Despite this incident, the former volunteer, who faces a fine, has been given permission to visit Tewa whenever she wishes on a condition that she has to keep her distance!



by Connect Delhi



### Namma Singara Chennai – Our beautiful



Known as the “Gateway of South India”, Chennai is located in Tamil Nadu in South India and is one of the largest cities in the country. Previously called Madras (until 1996), Chennai is the biggest cultural and economic centre in southern India. It is the country’s biggest automotive manufacturing hub which is how it got its nickname “The Detroit of India”.

In Chennai, you can see a combination of several communities from across the country. This city welcomes people of all races, caste or religion with utmost warmth and politeness. Thus, visiting Chennai can be a pleasant experience for you.

There are numerous structures and monuments, including the government buildings, railway stations, complexes, churches and high courts that were developed back in the British Era. Thus, the streets of Chennai have British element to them.

Chennai is a paradise for travellers, as it has everything in it, be it archaic temple or trendy mall. Chennai is the home to some of the oldest temples in India such as Kapaleeswarar temple, Parthasarathy temple and Ashtalakshmi temple. Apart from temples, there are historic monuments such as fort St. George and Legislative assembly that played important role in the colonial era.

Marina Beach in Chennai along the Bay of Bengal is a natural sandy urban beach. It is the longest natural urban beach in India and the second-longest natural urban beach in the world.

Chennai’s cuisine is renowned in the entire world for its wealth of vegetarian options. Be it dosas with three types of

‘chutneys’ or its four-course meals served on banana leaves, Chennai surely won’t disappoint any vegetarian foodies visiting the city. While the vegetarian fare in Chennai may be world-renowned, it doesn’t take away the fact that the city’s got just as many options for non-vegetarian lovers as well. True to its coastal town identity, Chennai is renowned for its seafood and also for being a hub of various non-vegetarian cuisines from Tamil Nadu.

So, why one should set their foot in Chennai?? The city is worth paying a visit to just to be in the presence of our culture and a 2000 years old language that predates even the Roman Empire.

*by Connect Chennai*





## Spill the beans!



### Ajab Prem Ki Gazab Kahani Moment

Hi Readers, this story is not about how I messed up my first date rather it is how she messed up our first date. Please be patient and read the story till the end.

It's about that time when I was in my first year of college, I was looking for someone who is mature, loyal, loving and obviously good looking. After few days, I met with a girl named Neha (name changed) on Instagram. I checked her profile she indeed was good-looking. So, I decided to initiate the conversation with her which went smooth. We used to talk for hours on insta then on WhatsApp. Then one day I asked her out on a date and she said YES. I was on cloud nine and started preparing for the date .... from deciding cafe to outfit, I was fully prepared. And then the day arrived... I was waiting for her in a rooftop cafe which was our rendezvous point. She arrived and as a gentleman I stood up and pulled the chair for her. I ordered the food then the messed-up moment came while we were waiting for the food, she said "हिमांशु मुझे नख्खे करे है" (Himanshu I want to get intoxicated)....the moment she said this I was like what?? That's a big turn off for me.

Himanshu Arora - TAX [DEL]



### Dil Dhadakne Do Moment- "Mere Naam Ka Tattoo"

It was impressive and unanticipated surprise when my husband received a permanent tattoo of my name on his hand. I never anticipated getting such a present from him for the beginning of our togetherness. He got it on his birthday and right before our Roka ceremony. It deeply touched my soul since such a present is very uncommon in India and that too in arrange marriages. Despite being afraid of blood, he decided to visit tattoo parlour and get it for me. This was the first time I could hear the violin playing in my heart, it was such an intense feeling.

Garima Jain - ABS [DEL]



### Ajab Prem Ki Gazab Kahani Moment

Somewhere around a year back, I got to date a girl who I really liked, she was exactly my type and couldn't believe my luck. We met in a local pub for a few drinks and things were great. I was getting all the good signs. An hour of pure bliss went by and I needed a bio-break. After washing my hands I went to dry my hands but the dryer didn't work and looked like part of the protective grill was hanging from it. I wanted to dry my hands because I wanted more of the hand holding stuff. In the single most stupidly goofed-up moment of my life I thought "I can fix this!" and put my hand inside the nozzle of the dryer. WHY!? WHYYYYY!? Obviously, I got buzzed by the electric heating element, fell back and cracked my head against the wall. I didn't fall unconscious but needed a few minutes to recollect myself before going back. I didn't have the courage to tell her what had happened; goof-up number two. I had a terrible headache and I wasn't quite right. Not much later she made her excuses to leave and turned me down when I asked her for a second date. Recently I found out she had told her friend that she really liked me, but I went to the toilet and when I came out I was acting really weird and she "wasn't up for dating someone on drugs".

Rishi P Jain - RA [BLR]



## POETRY COMPETITION



### My Team & Dream

I was up when the world slept,  
Journey of struggles,  
but beautiful end.  
Maybe I was just a looser for others,  
But a winner for my father  
and mother.

Mother who had faith,  
faith in her child,  
Situations were tough,  
but she was kind.  
She came, hugged me and smiled,  
Taught me to move on and leave  
failures behind.

And then it's my father,  
Whose daughter is now a "Chartered".  
Yes, I failed and went off-track,  
No matter what, he always  
had my back.

Oh! My sister alias my alarm,  
In my anxiety, she kept me calm.  
We manifested dreams, dreams to fly,  
She made it worth one more try!

From the midnight oil I burnt,  
This is what I have learnt.  
Keep your family on your team,  
Nightmares turn into  
beautiful dreams!

And what if I had really left?  
But cheers to the promises I kept!  
Try harder, don't let your  
efforts go waste,  
Because success is the best  
meal to taste!

Garima Jain  
ABS [KCH]



### जीना ईसी का नाम है

सपने है बच्चो से,  
उलझनें है बड़ो सी,  
फिर भी खुद से अंजान है।

कोई चाहता दौलत,  
तो कोई चाहता शौहरत,  
किरदार फिर भी सबका इन्सान है।

कोई तरस रहा अपनों के लिए,  
तो कोई डर रहा अपनों के बीच,  
इसमें प्यार और एहसास का  
मतलब समझना ही  
परिपक्वता की पहचान है।

कोई सीखता अपने नीड़ में,  
तो कोई सीखता जिन्दगी की इस भीड़ में,  
अपने सपनों को हासिल करना ही  
सबकी पहचान है।

किसी को मिलते जख्म,  
तो किसी को मिलते मरहम,  
मंजिल तक पहुँचना ही  
सहगीर का काम है।

किसी को मिलता मकान कच्चा,  
तो किसी को मिलती मीनार हसीं,  
उनमें खिलखिलाकर हसना ही  
जिन्दगी का नाम है।

लेकिन अपने हिस्से का  
सबको मिलता,  
किसी को ठोकर,  
तो किसी को खोकर,  
आतिश में खेलना फिर भी  
बुझदिलों का काम है।

Mukul Goyal  
ASR [MUM]



## POETRY COMPETITION



### Journeying Through the Puzzle of My Life

*(Forensic Auditor) in ASA*

I scrutinize each document, with a fine-toothed comb,  
Making sure each penny counts,  
And no expense goes unaccounted.

I pore over receipts, invoices, and bills,  
And hope that my findings will give me chills.

Of victory, when i finally crack the case,  
And put the fraudsters in their rightful place.

I attend SC TD's trainings, workshops too,  
And pray that I don't fall asleep, like i always do.

I sit at my desk, with eyes glued to screen,  
Dreaming of my bed, and hot cocoa with beans.

But no rest for the wicked, they say with a smile,  
And I trip on, ASA's Going the Extra Mile.

My boss is always watching, like a hawk in the sky,  
And I try to look busy, as the minutes tick by.

But sometimes I'm caught, in the act of scrolling,  
I pretend to work, with my heart strolling.

But in the end, I know it's just a game,  
And try not to take it, all too lame.

In Life full of rollercoaster, I know the deal,  
work hard, play hard, and keep it real.

My dear friends – Come what may,  
with each step you will find your way.

Life may be tough at times, Hold tight !  
With, ASA you will definitely reach new heights.

Robbin Mehla  
ASR [GGN]



### Life is a Rollercoaster

A Lil boy so shy and introvert in the past,  
Below average, who always came last.  
Witnessed Parents' fights and violence,  
Helpless boy, sat in complete silence.

Whispered to himself,  
You have to figure things out for yourself.  
It's time to roll the coin upside down,  
As you got worthy goals on your crown.

Felt lonely, needed someone badly,  
Met strangers who tried to be friendly  
They clamped his wings,  
took away everything  
But they forgot, the "King" has got  
strength within, Whispered to himself,  
You have to figure things out for yourself.  
It's time to roll the coin upside down,  
As he got worthy goals on his crown.

Faced many failures,  
Yet they weren't his barriers.  
Pushed himself through  
the ups and downs,  
Hard work never let him drown.  
Sadly, left his village behind,  
to settle down in town,  
As he got worthy goals on his crown.

At last, he overcame financial distress,  
At the cliff, found the air so fresh.  
Yay! he rolled upon the ups and downs,  
Yay! he flipped the coin upside down.  
Who was that Lil boy?  
Now, he's a man full of joy. Above average,  
who always comes first  
As he got so much of winning thirst.

Vishal Pualsa  
RA [MUM]







### Jim Corbett Safari

Having heard captivating tales of the tigers at the Jim Corbett Safari, I was enthusiastic to visit the place. In August, I traveled to my relative's home in Ram Nagar, Uttarakhand, with hopes of exploring the reserve. Unfortunately, I discovered that Jim Corbett was closed due to the monsoon season and wouldn't reopen until November.

Nevertheless, I was given another chance to visit in February and was determined not to miss out on the opportunity to explore the jungle. I made all the necessary arrangements beforehand, pre-booking the safari online and submitting the identification documents of six members of my family who would be accompanying me on the trip.

We were all eager and woke up early in the morning, leaving for the Jhirna Zone at 6 am, in hopes of catching a glimpse of the jungle king. After an hour and a half, we arrived at the location where the tiger had been spotted, joining about 10 other safari vehicles. For 15 minutes, there was complete silence until suddenly, the tiger emerged from the bushes and crossed the path. We were all thrilled to have witnessed such a spectacular sight, and that brief five-second moment was truly unforgettable.



Megha Singh - ABS [DEL]

### Kedarkantha Trek

To start off the new year 2023, I decided to take a break. I wanted to go to a destination which would help me escape the constant notifications and distractions of modern life and help me find some peace. I went back to the mountains.

My destination was Kedarkantha peak at a height of 12,500 ft, and the journey was full of adventure. The drive to the starting point of the trek in Sankari village (Uttarkashi), along the beautiful Bhagirathi River was surrounded by stunning landscape at every turn. When we finally reached Juda ka Talab on the first day, I was awestruck by the sight of the night sky as it was adorned with countless stars that I had never witnessed before due to city lights.

Next day we made our way to the Base Camp which was a steep and rocky climb. It was a tough challenge, but the sight of Kedarkantha in the distance was enough to keep us motivated. As we reached the campsite, I couldn't help but feel a sense of awe at the majesty of the mountain before me.

And then came the final trek to the summit. The conditions were harsh, with freezing temperatures and a treacherous path to navigate. But after 5 hours of relentless trekking, we finally reached the top and it was nothing less than magical. The view from the summit at 12,500 ft was breathtaking and mesmerizing, with mountains extending in all directions and the sun rising in the sky. The peace and tranquility this sight has brought to us was a refreshing contrast to the noise and chaos of city life and I savored every moment of it.

The year 2022 was a wild ride, but this adventure helped me to find clarity and perspective I needed to begin another year. Between hustle and bustle of everyday life, I still carry a piece of Kedarkantha within me, a reminder of the beauty, magnificence and wonder that exists beyond the city limits.



Shivam Agarwal - ABS [KCH]

## Book Connect

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



### The Kite Runner

The Kite Runner – a book by Khaled Hosseini enchants readers with crisp storytelling and quotes that encompass different aspects of life beautifully. Here is a glimpse of a few of those – “And that’s the thing about people who mean everything they say. They think everyone else does too.”, “It may be unfair, but what happens in a few days, sometimes even a single day, can change the course of a whole lifetime...”. So don’t forget to read this classic novel. .

*by Connect Delhi*

## Movie Connect

### Drishyam 2 – A Movie review

Ajay Devgn (Character name - Vijay Salgaonkar) has created a classic suspense with his movie “Drishyam 2”. Drishyam 2, which is a sequel to “Drishyam”, begins where the 2015 film had ended—Vijay Salgaonkar emerging from a police station carrying a shovel. Drishyam 2 portrays how a father and husband can go to any extent to protect his family. The movie dishes out plenty of twists and turns to keep you hooked throughout.



*by Connect Bengaluru*

# CELEBRATIONS GALORE

## Wedding Wows



Drishiti Mittal - ABS [DEL]



Madam Sindhura - ABS [BLR]

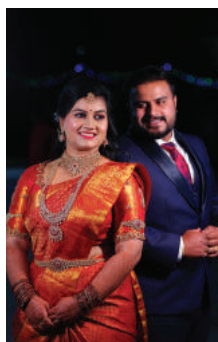
## Stork's Visiting



D/o Himanshu Srivastava - BAS [GGN]



P Satya Siva Anil  
RA [BLR]



Seema Shinde  
ABS [BLR]



Anmol Sharma  
HR [DEL]

## Our Leadership Team Expands



*Welcome*  
**DIWAKER BANSAL**  
Partner, Assurance, Mumbai



## Republic Day

Republic Day is a day for all Indians to celebrate the essence of liberty. SC-RC organized "Republic Day" celebration, all offices were decorated with tricolours.

Hyderabad



Chennai



Chennai



## Makar Sankranti

Makar Sankranti means the transition of the sun in the Capricorn. SC-RC team organized games, i.e. Rangoli, Cup games, Movie related Quiz etc. during the Sankranti week. The entire staff participated in the event with great enthusiasm and a spirit of competition.



Hyderabad



## Pongal Celebration

RC Chennai celebrated Pongal in office which is a harvest festival and dedicated to sun god and Lord Indra for helping farmers in better yields.



Chennai

## Lohri Celebration

This year, SC-RC celebrated the harvest festival of 'Lohri' in Delhi & Gurgaon. Lohri is a symbol of change in season, enjoying the warmth of 'Bonfire' offering 'Groundnuts and Rewari' to the Sun God. We ended the celebration with our thoughts on the similarity between the warmth of the sun and the long-awaited cheer and laughter after the winter break.



Delhi / GGN

## WALKATHON

SC-RC organised Walkathon on a PAN-India basis, demonstrating that we at ASA place equal importance to mental and physical health. Everyone actively participated in Walkathon and the event ended with Yoga.

Hyderabad



Bengaluru



Chennai



Mumbai



## FUN 'N' FROLIC

### Movie Time

SC-RC Hyderabad organized the screening of "JANA GANA MANA" at Hyderabad office. Further organized movie night and showcased 'Dasara'. The film is an emotional drama with a raw and rustic Telangana flavour.



### Musical Night

SC-RC Mumbai organised a live musical event on last day of the financial year. It was an amazing evening filled with entertainment, dance and fun, followed by refreshments. The staff was clearly overjoyed and had an amazing evening!



### ASA Carnival Glee

SC-RC Delhi organized annual party on Feb 03, 2023 at Yes Minister, Essex farms for Delhi & Gurgaon locations. The staff really had a gala time celebrating this event accompanied with excellent food, a great ambience and lots of games, especially bowling.



### Annual Picnic at Sterling Nature Trail

SC-RC Mumbai organised the much awaited event of the year i.e. the Annual Offsite at Sterling Nature Trail, Durshet Khopoli, a resort located amid the calming and serene beauty of nature. Many activities were performed at the event including zip lining, climbing nets, burma bridges, tarzan swings, archery, and ladder climbing, followed by a DJ night and bonfire.



### Outing at Wild Waters

SC-RC Hyderabad planned a day out for the staff to Wild Waters. Team was enthralled by the water attractions (Rain Disco, wave rider, Cyclone, etc.), dry thrill coasters (swinger, gaint wheel, wave surfer, etc.) and adventure rides (zip line, tsunami, sky drop, Pendulum, etc.). Everyone had a good time and created lasting memories.



### Women's Day Celebration

SC-RC Bengaluru organised Women's day celebration on 8th March. All women decided to dress in colour white, green or purple. All the ladies in office celebrated with pizza party. There was an introduction speech by Ramprasad along with other entertainment programs and games.



### ASA Cricket League

SC- RC Bengaluru organized ASA cricket League in March 2023 at Railway grounds. There were 4 teams: Spartans, Rising Cricket Bulls (RCB), Champions XI and ASA Titans. RCB team won the trophy.





## ASA Turns 32 !!

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. It's a feeling of great pride to see our company growing, embracing good value system and achieving more than what we have ever thought of.







In conversation with  
**Bhushan Sharma**  
Executive partner, Mumbai

### When did you start your journey with ASA?

I joined ASA in August 2022.

### How has your ASA experience been so far?

Nice organization, support is awesome, people are good, teams are good, lot of RC related activities, people are jovial.

### A Leader you follow passionately?

Asia Pacific Head at EY Forensic - Arpinder Singh - I've learned a lot from him. How to deal with lawyers, authorities, overseas clients etc. I owe my knowledge and everything to him.

Yogesh Chandra Deveshwar - Past Chairman of ITC - He made ITC what it is now.

### Name the hobby that energizes you?

I used to read a lot, I have approximately 2000 books, I used to read everything, now I don't get time. I start my day by reading the newspaper. My goal is to create a library at my home when I'll retire.

My new hobby is spending my time with kids. I have twin boys and they take me everywhere they want to go, which I love.

### What is your daily Morning Routine?

1-1.5-hour Puja and daily walk. At weekends, I do physical activities like swimming etc.

### What did you want to become while you were growing up?

I'm from a Marwari family, we are in a construction business. My college's name (M.L. Dahanukar College of Commerce) was published in the Institute's magazine. Since 4 years, my college has provided the highest number of Chartered Accountants in India. All my friends were pursuing CA when I passed 12th, I started pursuing CA for the sake of it. I liked it because I didn't have to go to our office, my parents were also happy that I was pursuing CA and luckily, I cleared all the levels one by one.

### How do you maintain your work-life balance?

I have learnt in my career that one must develop their subordinates and delegate; I have faith in my team when I delegate them tasks. That's the only way one can maintain a healthy work life balance. Whenever I get free time, I prefer to spend it with my family or my friends.

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

I like to follow successful people, the way they think, talk, dress etc. They do their homework completely. When I was a Kid, my inspiration was Kumar Mangalam Birla.

I also look up to A.M. Naik - L&T Chairman. I've met him 200-300 times, I know his personality.

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

Koh SaMui - Thailand.

### Most Memorable moment of your life?

When I became a CA - 17th Jan. My then girlfriend, now wife - she also passed the exam on the same day.

### What are you most grateful for today?

I am most grateful to my friends, my wife & my parents. I went to Rajasthan Vidyarthi Griha, Andheri during my exams and I received guidance and got motivation from the people there.

### Why Risk Management? What caught your attention?

I was forensic professional, in KPMG Days, I assisted forensic team, I enjoyed that a lot. Forensic is dynamic, each case is dynamic. Forensic is a growing profession.

### What are your Hobbies? - reading, traveling, and following Veda recitation?

I'm a Samvedi Brahmin and do Ved path a lot and also attend group recitation. I do 3 to 4 tirtha yatra (pious place) yearly and try to do more if possible.

### How was your experience of being a trainer in Institute of Directors, Central Bank of Afghanistan?

I conducted master classes on Anti-Money laundering (AML), in 2020. UN and USA asked the banks in Afghanistan to set up an AML process if they want to receive funds. This is when the Afghanistan government asked Indian government for help by training their bankers, Indian government approached multiple people but most of them rejected considering the situation in Kabul. I decided to go and give it a try. I fell in love with that country. Kabul is picturesque and the people are very-friendly and they love Indians.

### A mistake you would want to reverse from the past?

A better career choice - I'm fond of Archaeology, World Politics. I would've been a good journalist or a politician. I would have travelled a lot if I were a historian, I would've learned about new cultures.

### What is Better: Certificate or Experience?

Certificate. Certificate allows you to gain experience.

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

That they're fun loving, jovial.

### Tips for young professionals?

One must look for stability; establish themselves with their partner or manager, keep asking for better quality work and keep developing their skills.

### Rapid Fire

#### Sleeping or partying?

Sleeping

#### Beer or tea?

Tea

#### Books, sports or none?

Books, always books.

#### Routine or Unexpected?

Routine

#### Morning or a night person?

Night

#### Your hidden talent?

I'm very secretive but people open up to me.

#### If you could have a superpower, what would that be?

I will work on everyone's health.

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

Monkey - they're inquisitive, they want to try new things. They can live in isolation and in a group.

#### Favorite book?

Not a penny more, not a penny less - Jeffrey Archer

#### Favorite actor & Movie?

Adam Sandler, Queen (Bollywood)



## Chandandeep Kaur

*Manager, Taxation, Delhi*

Though sweet and polite,  
Strict when deliverables are not on time.

Her favourite food is butter chicken naan,  
Sober attires add to her charm.

High regard for her spiritual values,  
Late-night partying is outside her purview.

Chandan, as we call her, is a chirpy person,  
Never will you get bored with her, that is certain.



## Vidya Shreedhar

*Manager, Accounting and Business Support, Kochi*

Kind at heart, she leads her team well,  
Caring in nature, won't let any problems dwell.

Humble and caring, loving and empathetic,  
"Mother of US assurance team", she is always energetic.

With a melodious voice and smile so bright,  
Working with her is always a delight.



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