

CONNECT



Quarterly Newsletter of ASA

Inspiring Mind and Body

Volume 32 | Issue 2 April-June 2023

The Elephant Rope

Once upon a time, a man was on an adventure and passed by the elephants. He suddenly stopped and was perplexed by what he saw, and he questioned: "How can these massive creatures be held by a thin and tiny rope? As is evident, they could break away from their bonds by using a fraction of their strength, but they did not."

He saw a trainer nearby and asked why these animals just stood there and made no attempt to get away. "Well," the trainer said, "when they are very young and much smaller, we use the same size rope to tie them, and, at that age, it's enough

to hold them. As they grow up, they are conditioned to believe that they cannot break away. They believe the rope can still hold them, so they never try to break free."

The man was amazed. These animals could at any time break free from their bonds but because they believed they couldn't, they were stuck right where they were.

Like elephants, many of us go through a similar situation in life

and hang onto the belief that we cannot achieve something, simply because we failed at it before or we never dared to venture out on that path. Mind and body are intricately intertwined, known as the mind-body connection. Our state of mind, beliefs, and the chemistry behind them impact our mood & emotions and thereby our actions and physical well-being.

"What the mind dwells upon, the body acts upon."

~ Denis Waitley

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A WORD FROM OUR MANAGING PARTNER

The monsoons are raging across, this while creating more havoc than their usual joy. The fun filled baarish wali chai (and pakode) pe charcha is now about the mayhem the rain has caused. Anyways, the good thing is we are having one-on-one charchas and not via the staid VCs. It is great to move around offices and meet the wonderful people that define ASA. My visit to Kochi was such fun. What energy! What talent! We had high-octane parties in Chennai and Bangalore too. Next party stop – aamchi Mumbai!!

Congratulations to Sunil for the award and recognition, and to Ramprasad for sharing the dais with stalwarts like Richard Rekhy. There were so many places the firm shone out, as is evident in the first few pages. Congratulations too are in order for Madhu on tying the knot and Priyanka for getting her bundle of joy. Umang, well done on your fitness game. Determination is the key. Equally impressed with Sripriya's dedication, and the deep meaning of life she is deriving through yoga, though still figuring out the optical illusion created by her asana – the tree is to the left...no, hang on, it is to the right..? And then the vicarious joy I derive, as shall you, from the fun filled celebrations across offices. Keep shining you lovely people!

Staying in a city of varied weathers also teaches you that change is permanent. The end of Covid era, as did the beginning, further highlights the point. One should find joy in the smallest of activities, be it sipping a coffee with a friend. Immerse yourself and fully live that moment, for that will never repeat. Ichigo Ichie (go google that). You don't have to find it. You feel it.

Wish you at least one joyful moment each day.

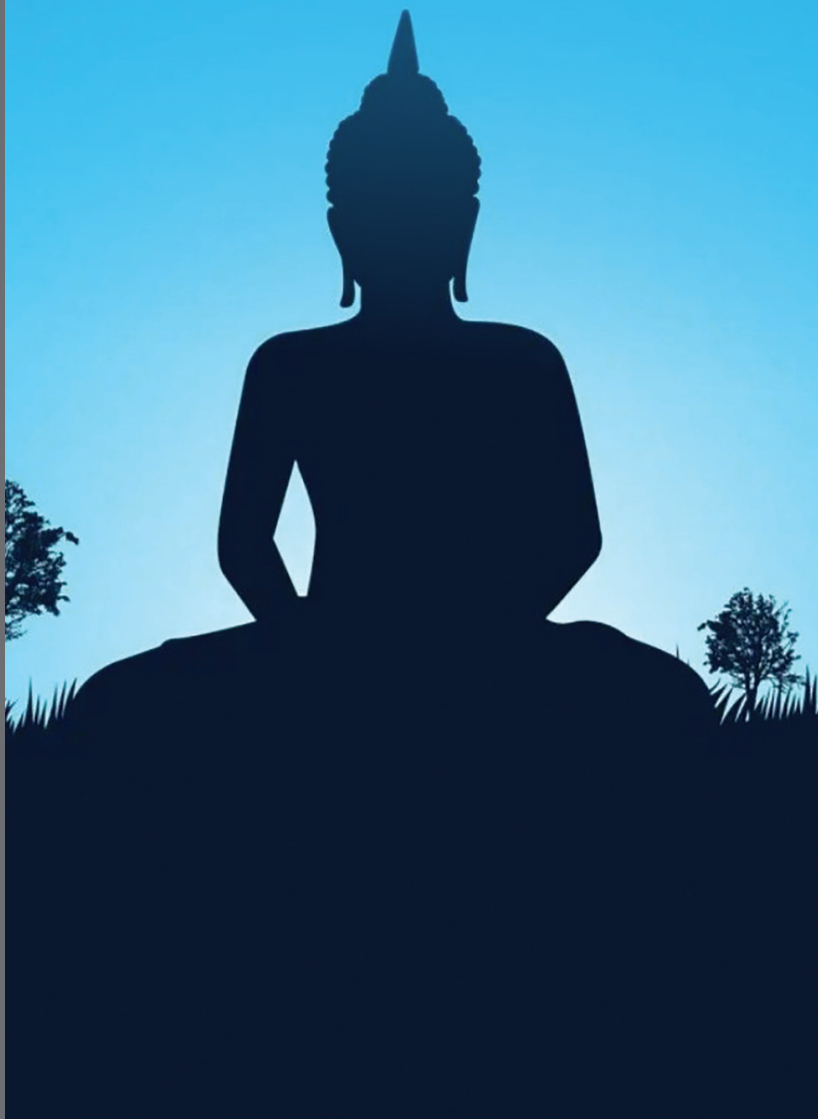
Ajay Setlin

Best regards

“

The secret of health for both mind and body is not to mourn for the past, not to worry about the future, or not to anticipate troubles, but to live in the present moment wisely and earnestly.”

~ Gautama Buddha



Events and Webinars



Deepa Wadhwa and Ajay Sethi, as Members of the Governing Council of Asian Confluence, chaired sessions at the 3rd India Japan Intellectual Conclave in Agartala, Tripura. The strategic discussion was to encourage India-Japan-Bangladesh collaboration towards the development of the North-Eastern region of India, Bangladesh and the Bay of Bengal, and integration into the bigger Indo-Pacific economic partnership.



Sunil Arora has been honored with the Award of Excellence by IEM-UEM Group for his exemplary contribution to build the HR structure in ASA.

Nitin Arora was re-elected to the board of M&A Worldwide and represented India at the 39th M&A Worldwide Convention in Budapest, Hungary.

Rahisuddin Saifi was a guest speaker at a webinar organized by The Institute of Chartered Accountants of India. He shared insight on the pre-requisite of SQC-1 requirements, audit approach, audit observations and impairment assessment.

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

Webinar on
Audit of Accounts Receivable and its Impairment Assessment

NO FEE

13th April, 2023
3 PM to 5 PM

2 CPE Hours | Unstructured

CA. (Dr.) Sanjeev Kr. Singhal
Chairman
Auditing & Assurance Standards Board, ICAI
Welcome Address & Opening Remarks

CA. Rahisuddin Saifi
Guest Speaker

CA. Vishal Doshi
Vice-Chairman
Auditing & Assurance Standards Board, ICAI
Concluding Remarks & Vote of Thanks

<https://live.icai.org/aasb/13042023/>

CFO Webinar Series

ASA organized a webinar on 'CFOs: Leading the charge in ESG strategies'. Panelists shared their analysis on the evolving role of CFOs in driving ESG objectives, obstacles to ESG implementation in businesses and how CFOs can effectively balance risk and reward in the pursuit of sustainable growth.

Panelists: Santhosh Jayaram, Sridhar T K, Namita Vikas, Raj Mullick, **Gaurav Bhatia**.

ASA
Going The Extra Mile

17 MAY WEDNESDAY 2023
16:00-17:00 HRS

CFOs: LEADING THE CHARGE IN ESG STRATEGIES

Listen to the experts' analysis on:
ESG investing & reporting in India - Current scenario
Obstacles to ESG implementation in businesses
Greenwashing: Strategies and Solutions to combat it
Evaluating the Financial relevance of ESG for companies' reports

MODERATOR: PANELISTS:

Santhosh Jayaram
Chief Head
Sundaram
HCL Tech

Raj Mullick
Co-CEO
Reliance Industries Ltd.

Sridhar T K
CEO
ASA India Ltd.

Gaurav Bhatia
Executive Partner
Risk Advisory
ASA

Namita Vikas
Founder and Managing Director
methodSG

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ASA was delighted to host the Governing Council meet of Asian Confluence (ASCON) at its Delhi office

TECHNICAL EVENTS



D. Ramprasad and Madhusudhan A.K. were invited to discuss the global trends in auditing during an online session 'Global Trends in Internal Audit: A Way Ahead' organized in association with World Trade Center Bengaluru, Chennai, Kochi.



Ajay Sethi and Rajiv Arya received the certificate of 'Recognized Employer Partner' on behalf of ASA, by CPA Australia, acknowledging that ASA remains firmly committed to employees' professional development and value addition in client delivery.



D. Ramprasad moderated the 'Ease of Doing Business: Economic Landscape, Finance, and Legal' session during a seminar organized by BCIC Karnataka, ICAI and ICSI. The session aimed to understand the government's initiatives towards improving the global rankings in Ease of Doing Business.

Sivaraman V delivered a technical session on Labour Laws at SIRC of ICAI. He focused on labour laws having applicability to almost all establishments together with the related accounting, disclosure, audit considerations, observations of the reviewers and practical issues thereon.

SC-TD organized a 'TD Tech Talks' in the month of May at Bangalore office.

D. Ramprasad, Vinay K S and Madhusudhan A.K. covered the topic of 'Audit Trail' for the staff.



Sunil Arora was interviewed for a CA Spotlight Podcast Episode on 'The Secrets to Succeed as a Chartered Accountant'. He shared his wisdom and experiences to empower aspiring and practicing CAs.



ASA organized a webinar on 'The Art of Successful Investment in India'. The two panelists, Luisa Munaretto and Nitin Arora took the audience through the start-ups and unicorns' ecosystems and presented India M&A trends including India-specific issues.



SC-EDP hosted a #Tech_Talent contest for staff to provide new ideas to counter IT challenges. There was active participation in the contest from across offices. The best suggestion was announced by the jury:

"A regular hands-on training program for the staff to enable them to get accustomed to various IT tools used in ASA".

This suggestion was provided by:

- Vijay Sagar Vishnu R [BLR]
- Vinay Bhati [DEL]
- Nikhil Kumar K [BLR]

Nammude Kochu

Kochi is one of the most alluring destinations on the southwest coastline of Kerala. Surrounded by lush greenery and scenic landscapes, God's Own Country is nothing short of tourists' delight. Also known as the Queen of the Arabian Sea, the city flaunts one of the finest natural harbours of the world and has been an important spice trading centre on the west coast of India since the 14th century. Its unique attractions, historical landmarks, vibrant culture, and mouth-watering cuisine make Kochi an unforgettable experience for visitors.

FORT KOCHI

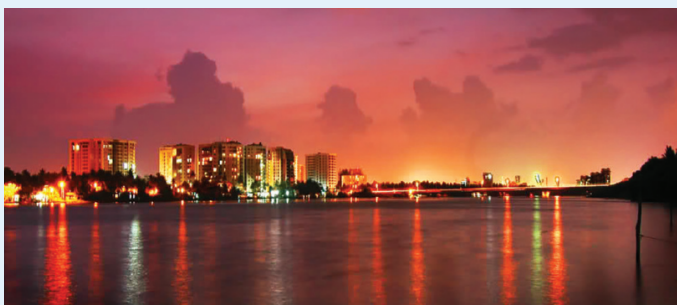
With charming seaside areas, Fort Kochi is known for its Dutch, Portuguese, and British colonial architecture and elaborate bamboo fishing nets at Fort Kochi Beach.

VYPIN

This beach is a beautiful stretch of golden sand and blue waters that offer a unique blend of natural beauty, local culture, and historical significance. The drive to the beach along roads flanked by low-lying paddy fields is a delightful experience.

BROADWAY

The 100-year-old shopping lane that Kochiites can't get enough of! On Broadway, one can find almost everything, ranging from clothing and jewellery to books, spices, and electronic goods. Broadway evokes a deep sense of nostalgia for Kochi residents and for those who have moved to distant lands from the city.



MARINE DRIVE

The scenic strip has a spectacular view of the backwaters and the harbour, which makes it a favourite hangout place. Marine Drive is a picturesque promenade in Kochi. One will not be able to take their eyes off the view of the setting sun over the sea mouth. At night, the lights from ships anchored in the harbour make it a breathtakingly site to watch.



CUISINES

Besides its historical significance and many tourist attractions, one aspect that makes Kochi truly unique is its food culture. Kochi is a heaven for food enthusiasts, offering a delectable array of culinary delights. From traditional Kerala cuisine, with its flavoursome dishes like puttu (steamed rice flour), kadala curry, fluffy appam (rice pancakes), stew, and famous Kerala-style biryani, to North Indian and Chinese cuisines, the city caters to all taste buds. Don't miss the opportunity to savour a traditional Kerala Sadhya, a grand feast served on a banana leaf, featuring an assortment of vegetarian dishes; or a dinner at any of the Thattukadas (which roughly translates into roadside eateries), which are commonly seen at every corner of the city.

CULTURAL DIVERSITIES

Kochi has a thriving art life and performing arts scene that reflects the city's cultural vibrancy, with Kathakali being one of the highlights. Kathakali is a classical dance form that combines elaborate costumes, expressive facial makeup, and rhythmic movements to depict mythological stories. Kochi is also home to various other traditional art forms like Mohiniyattam (a classical dance form), Theyyam (a ritualistic dance-drama), and Thiruvathira (a group dance performed by women). Attending any of these performances is an immersive experience that showcases the artistic traditions of Kerala.

Kochi's culture is a captivating tapestry woven with threads of tradition, history, and modernity. With its ability to seamlessly blend the old with the new, the city continues to inspire and charm people from all walks of life, offering a glimpse into the diversity and beauty of Indian culture. Kochi's unique blend of ancient traditions and modern development makes it a fascinating destination for both locals and tourists alike. It's rich history and vibrant present make it a city worth exploring and experiencing!!!

by Connect Kochi



Every year, World Environment Day is observed globally on June 5th. It is celebrated to mark the importance of nature and the environment, while indicating that nature not be taken for granted at any cost.

Our daily life revolves around the environment. My poster depicts all the luxurious moments we enjoy. It's now on us to look after it to continue enjoying the same. Right from using electric cars and optimizing energy usage is an important initiative



1st

to make this world a better place to live. Actions you take today will decide your future. One step towards a sustainable development will ensure a life of luxury throughout, not just for us but also dot the future generations.

Kaviya S - TAX [CHN]

I found these tiny flowers which were hardly noticeable by passerbys near my residence during their casual walks. This photograph is an attempt to display the beauty of simple and small living things.



Utsav Mahajan - ASR [MUM]

3rd

आलौकिक प्रकृति

किसी ने पूछा था मुझ से ये, बोलो सुंदरता है क्या पड़ी सोच में बैठी थी मैं, असल सत्य इसका है क्या? देखी भूधर, कल-कल सागर, नद है देखो इठलाती पवन वेग में कोसों बहता, कमल देख मैं मुस्काती।।

तनिक ठहर कर सोचा मैंने, वसुधा पर हम सभी खड़े यहीं पे हम को मिलता अवसर, खाये, पीये, जिए मरें।।

कानन में जब विचर रही थी, खड़े हुए उठ कई विचार इतना सुख है इस जीवन में, नगर में हम फिर क्यों लाचार? यह सब सोच- सोच कर बैठी, कैसे मिलता है निर्वाण? बोधी विटप नहीं है दुर्गम, चारित्रिक होता निर्माण।।

लोचन लगे थे शायद खुलने, निकट थी मेरे सत्य कपाट टाप अश्व का दिया सुनाई, धावक बन खोजी मैं बाट।।

हय से भय क्या सुना था मैंने, देखी उस दिन पहली बार प्रकृति के निकट ले पहुंचा, मैंने खोले प्रश्न कटार।।

पहले मुस्काकर फिर बोली, अचरज रज के कण-कण में चलो बताती हूं वो बातें, सुनी ना हो जो जीवन में।।

ज्वालामुखी से उठता धुआँ, होगा कैसा कहो प्रभाव? जलवायु परिवर्तन कम होगा, कड़ी तपन का रहे अभाव।।

समझ नहीं आया हो तनि तो, या हो तनिक तुम्हें संदेह जाकर पढ़ लेना भूगोल तुम, अभी सुनो कैसा यह देह? स्कंद पुराण में वर्णन आता, दस पुत्र भाँति है एक कन्या किंतु दस कन्या के सम है, एक- एक पादप मेरी तनया।।

यह सब सुनकर समझा मैंने, आलौकिक है ये ब्रह्मांड सौंदर्य जो सिमटे ना शब्दों में, है पृथ्वी का ये सुंदरकांड।।

Aditi Shree - TAX [DEL]

2nd

Piece of art made by my mother and me, using waste material.

Himanshu Arora - TAX [DEL]



3rd

The environment serves as a breathtaking canvas, igniting the mind's creative flames and rejuvenating the body's spirit, reminding us of our intrinsic connection to the natural world and inspiring us to nurture and protect it.

Embrace the Journey: Prioritizing Health, Unleashing Potential

Since November 2022, I have been committed to a journey towards my self-improvement. I begin my day going the gym, at least five times a week, knowing that the time I spend there is not just about physical fitness, but also about taking care of my mind, body and soul.

My gym routine starts with a 30-minute cardio and focused stretching, followed by 5-6 exercises targeting specific muscle groups. Finally, I spend 15 minutes on the cross trainer and I finish off with a refreshing steam session.

Being dedicated to fitness was not always my reality and years ago, I used to weigh around 94kgs. Maintaining a weight range of 78 to 80kgs now has become my new mantra. It's not just about being physically fit, but also about appreciating the gift of life, which is invaluable.

As I reflect on my journey, I am inspired by the changes that have happened so far. Besides the physical transformation, the gym has taught me resilience, discipline and the power of perseverance. With each session, I am not only focusing on my body, but also transforming my mindset.

I encourage you all to take that first step towards your own fitness journey. Embrace the power that lies within you and make your health a priority, we only have one life.



Umang Bhalla – Admin [DEL]

Yoga Journey: From Reluctance to Enlightenment



Three years ago, I reluctantly began my Yoga journey at Ramakrishna Math in Hyderabad, solely to please my mother. I believed that dancing and running were sufficient for maintaining my fitness. However, I discovered the serene environment and the inspiring presence of great individuals like Swami Vivekananda, who were instrumental in establishing Ramakrishna Math.

Gradually, I witness how Yoga is transforming me. It is all about inhaling the fresh air, fresh thoughts, and positivity into the body & exhaling the bad air, bad thoughts, and negativity from the body and mind. Most people believe that yoga and exercise are intended to improve physical fitness and get the desired body. But I realized that the essence of yoga extends beyond physical health. It instills a shift in mindset, emphasizing mental well-being.

One major challenge I faced was my lack of flexibility and the limitations imposed by my diet. Some made fun of me: "You are already fit; why are you mad at yoga and diet?".

Yoga profoundly influenced my eating habits, reaching a point where I could peacefully witness my family enjoying Biryani (my favorite!) while abstaining myself. My intention is not stopping myself from enjoying delicious food, but yoga helps to control the food desire. Yoga also encouraged me to think spiritually and taught me not to chase after worldly comforts since at the end of the day, all that matters is living life healthily and happily.

Finally, I have completed my yoga teacher training. After my studies, I will definitely teach yoga and spread the benefits of yoga to the world for future well-being.

Avuthu Sripriya - ASR [HYD]

"Your mind, emotions and body are instruments and the way you align and tune them determines how well you play life."

~ Harbhajan Singh Yogi

SUMMER COOLERS

Food and drinks act as flavorful muses, tantalizing the senses and nourishing the body, their diverse tastes and textures invigorating the mind and fostering a deep appreciation for the pleasures of sustenance, enhancing our overall well-being.



To get through the few months of sweltering summer, Chennaites treat themselves with these thirst-quenching and refreshing treats:



Kambu Koozh



Nongu (Palmyra fruit)

I ♥ Mumbai

Sugarcane juice is a popular street beverage that Mumbaikars resort to when they are in need of a little chill. Kairi is also very much appreciated.



DELHI CITY

Mohabbat Ka Sharbat

An iconic drink you can find in the lanes near Jama Masjid in old Delhi. It is super chilled and even more refreshing. This drink is made from milk, Roohafza, freshly cut watermelon cubes, and ice to top it all.



HYDERABAD

With soaring temperatures in Hyderabad, a soothing chilled drink is Manna from Heaven and there is nothing more rejuvenating than a chilled glass of lassi or buttermilk. Made by mixing curd, water, ginger, green chillies, and curry leaves, buttermilk really helps to beat the heat.



Kochu

Aval milk is a luscious drink one wouldn't want to miss. It is made by cooking flattened rice (aval/poha) in milk along with sugar and aromatic ingredients like cardamom and saffron, and topped with various nuts. This beverage has a smooth and velvety texture with the flattened rice absorbing the flavours of milk.



Travelling unlocks the mind's wanderlust, fueling curiosity and embracing the unknown, while the body finds solace in exploration, as new destinations awaken our senses, broaden our understanding, and leave an indelible mark on our souls.

Vacation mode: ON. Time to relax, unwind, embrace the joys of summer.

We kicked off our adventure with a check-in to a beautiful beach resort located at Utorda Beach in South Goa. The kids had a blast building sandcastles, splashing in the gentle waves, and collecting seashells. Evenings were spent indulging in seafood delights by the ocean.

To escape the scorching heat, we took off to the pools. The placement of a jacuzzi right in the center of the pool area added to the pleasing experience. The pool bars provided a wonderful setting for soaking up the sun while enjoying a refreshing dip.

To inject some excitement, we headed to Mobor Beach for a dose of thrilling water sports. The kids eagerly tried their hands at jet skiing, boat rides, and dolphin sightings. Their faces lit up with joy as they rode the waves, creating unforgettable memories of adrenaline-filled fun.

Our trip to South Goa was an absolute delight. From the joyous beach adventures to the educational cultural explorations, every moment was filled with excitement and bonding. South Goa truly proved to be the perfect destination for a summer family getaway, offering a blend of relaxation, adventure, and cultural immersion.



Forward, Backward, Stop!



For all those who have experienced river rafting, the title would not sound meaningless. For a girl who enjoys adventure and fears deep waters, river rafting in Rishikesh was breathtaking. The thrill began at Shivpuri, the starting point, and continued until I returned to Delhi. I couldn't believe I was chanting 'Jai Maa Ganga' every time our raft was amidst a rapid. Ufff, the thrill of rafting in the Ganges was insurmountable. Keeping the fun aside, my first river rafting experience will remain forever entrenched in my memory because I lost my lucky, real sapphire, Swarovski earring which cost a king's ransom during the adventure – Please ignore the showoff and feel the pain!

I visited Rishikesh with my dad and two younger cousins. We attended the enchanting Ganga arti, walked on the Ram Jhula, rather, swung on the Ram Jhula – just kidding, and witnessed the mesmerizing silence of the Neelkanth temple.

Not a keen driver, yet travelling always gives me next level kick. I drove down to Rishikesh from Delhi and returned the next day covering nearly 480 kms. The real flex, though, was attending the office the next day after all this fun!

Uniting Through Adventure



We organized an unforgettable travel escapade for ASA's GCC squad, leading us to the awe-inspiring wonderland of Kasol. It was time to break free from the monotony of working from home and embark on an adventure that would not only unite us, but also allow us to explore the hidden gems of this enchanting destination.

Our journey commenced as we left behind the concrete jungle and immersed ourselves in the natural splendor of Kasol. Nestled amidst the towering Himalayan mountains, this charming hill town welcomed us with its picturesque landscapes and serene vibes. The air was crisp, carrying whispers of adventure and excitement.

One of the highlights of our trip was the invigorating trek to Chalal and visit to Manikaran. As we hiked through lush forests, the vibrant flora and fauna captivated our senses. The gushing streams and cascading riversides provided the perfect backdrop for memorable group photos and moments of pure bliss. Conquering the challenging trails together fostered a sense of unity and accomplishment among us.

When the sun set, we transformed into a lively tribe, indulging in a night of revelry and celebration. Our spirits soared as we danced beneath the starry sky, shedding the weight of deadlines and targets. The local music blended harmoniously with our laughter, creating an atmosphere of pure joy and camaraderie.

Kasol's cultural diversity added an extra flavor to our adventure. Team members hailing from different parts of our diverse country shared stories, traditions, and flavors, creating a rich tapestry of experiences. We savored local delicacies, explored bustling markets, and embraced the warmth and hospitality of the locals.

As we reflect on this incredible journey, we are filled with gratitude for the opportunity to bring our team closer and create memories that will last a lifetime. Organizing this trip was no small feat, but witnessing the smiles, laughter, and newfound connections made it all worthwhile.

Kasol served as the perfect backdrop for our thrilling adventure, allowing us to rejuvenate our spirits while exploring the breathtaking landscapes. It reminded us of the importance of embracing nature's wonders and forging meaningful connections beyond our work lives.

As we bid adieu to Kasol, we carry back not only unforgettable memories, but also a sense of unity and strengthened bonds. This trip has left an indelible mark on our team, inspiring us to continue seeking new adventures and embracing the magic of travel.

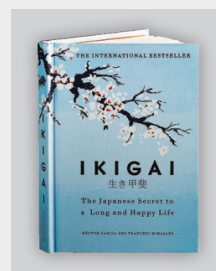
In the end, this epic Kasol journey wasn't just about the destination - it was about the shared experiences, laughter, and friendships that blossomed along the way. We are forever grateful for allowing our team to come together, explore, and create memories that will resonate in our hearts for years to come.

Shivam Agarwal – ABS [DEL]



Book Connect

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



Ikigai - The Japanese Secret to a Long and Happy Life

"Ikigai" by Héctor García and Francesc Miralles is a captivating exploration of the Japanese concept of finding purpose and meaning in life. The author provides a concise and insightful guide to discovering one's Ikigai, the intersection of passion, mission, vocation and profession. The book delves into the practices and mindset of the inhabitants of the Japanese island of Okinawa, known for their longevity and vitality. It combines personal anecdotes, interviews, and scientific research to highlight the importance of living a balanced and fulfilling life. The authors offer practical advice on how to nurture relationships, embrace simplicity, pursue personal growth and maintain a healthy lifestyle.

"Ikigai" inspires readers to reflect on their own lives and make positive changes. Its concise yet profound nature makes it accessible to a wide audience seeking a more purposeful existence. With its blend of wisdom, cultural insights and practical tips, this book serves as a valuable roadmap to a more fulfilling and joyful life.

by Connect Hyderabad

Movie Connect

My Left Foot: A Masterpiece of Perseverance and Triumph



My Left Foot, directed by Jim Sheridan, is a captivating biographical drama that tells the extraordinary story of Christy Brown, an Irish artist and writer who overcame severe physical disabilities. Released in 1989, this poignant film offers an intimate portrayal of Christy's life, showcasing his indomitable spirit and unyielding determination.

The movie revolves around Christy's struggle with cerebral palsy, a condition that leaves him with control over only one limb, his left foot. From an early age, he faces countless obstacles and societal prejudices due to his physical limitations. However, through the unwavering support of his loving and dedicated mother, he discovers his remarkable ability to communicate using his foot.

He uses his left foot to paint and write, allowing his creative genius to transcend his physical limitations. The film beautifully captures his artistic expressions and the profound impact they have on those around him. My Left Foot is a testament to the human capacity for resilience, endurance, determination and triumph in the face of adversity. It serves as a reminder that every individual, regardless of their physical limitations, possesses unique talents and the potential to inspire others.

by Connect Chennai

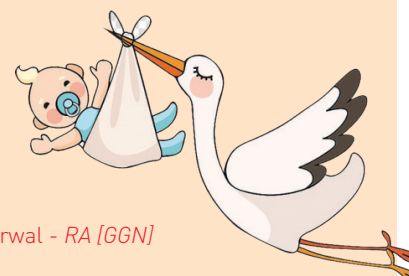
Celebrations Galore

Wedding Wows



Madhu T Madhavan - ABS [KCH]

Stork's Visiting



Priyanka Agarwal - RA [GGN]

Events, celebrations and parties pulse with vibrant energy, setting the stage for joyous connections that uplift the mind and invigorate the body, reminding us of the power of collective celebration in fostering happiness, sense of belonging and creating cherished memories that fuel our spirits.

Baisakhi

Baisakhi marks the first day of the month of Baisakh and is seen as a celebration of spring harvest primarily in Northern India. SC-RC Delhi and Gurgaon kicked off the year with a vibrant celebration of Baisakhi. Sweet distribution added a touch of sweetness to the festivities while props added a playful element.



Annual Dinner

SC-RC Chennai organized its annual dinner. Many singing and dancing performances were conducted, including K. Venkataraman singing a song from the tamil film 'Thalapathy'.



Easter

Easter celebration was held at Kochi office. As part of the event, two games were conducted: 'Easter Egg designing' and 'Balloon in the air' competitions.

International Family Day

SC-RC conducted an activity in Bangalore on International Family Day. Different sets of questions were shared to get to know the ASA family better. The event was concluded with Chai Pe Charcha with Ajay Sethi.



Eid-ul-Fitr

Eid-ul-Fitr translates to the festival of breaking fast. It marks the end of Ramadan, the Islamic holy month of fasting. SC-RC Delhi and Gurgaon enthusiastically celebrated Eid, fostering a sense of togetherness and cultural appreciation.

Tamil New Year Celebration Vishu Celebration

SC-RC Chennai organized an event at the office premises. All colleagues, in traditional costumes, came up enthusiastically to decorate the entrance with different forms of rangoli.



To mark the beginning of spring and harvest season in Kerala, SC-RC Kochi celebrated Vishu at the office. The day commenced with the cherished tradition of Vishukani, where the first glimpse of the day holds immense significance. Vibrant colours filled the office environment as participants adorned themselves in the traditional attire of Kerala. As an expression of blessing, employees were presented with Kayineetam.



Iftar Party

SC-RC Kochi hosted Iftar Party at the office in connection with Eid-ul-Fitr. Fresh fruits, snacks and juice were distributed as per the tradition.



ASA Premier League

SC-RC Delhi and Gurgaon organized 'ASA Premier League' which allowed everyone to unleash their sporting spirit! Thrilling cricket competition, exciting games, and delectable treats paced the day. The League was won by 'The Warriors'.



ASA Fitness Month

In June, SC-RC Bangalore organized a Fitness Month which included two activities: Step Count and Calories Burnt in a day. Prizes were awarded to the winners clocking the highest calories and steps for the month.



World Environment Day

On account of World Environment Day, SC-RC Bangalore took the initiative to reduce the use of plastic cups during coffee breaks. Ceramic mugs were instead provided to the employees.

Ramadan Celebration

Bangalore

On occasion of Ramadan, SC-RC Bangalore distributed Halwa from a sweet shop that is 150 years old located in Bhatkal, Karnataka.

Hyderabad

SC-RC Hyderabad organized an event to satiate the appetite of fasting holy souls with healthy fruits, dates and Haleem. The day was filled with lots of fun as the crew showcased their crafting skills to decorating the plates.



Creativity Day



On the occasion of Creativity Day, a Cartoon Drawing competition was organized by SC-RC Kochi where the teams had to draw cartoons on the topic 'Criticising the Office'.



World Milk Day

Delhi and Gurgaon offices celebrated Milk Day. It was initiated by the Food and Agriculture Organization of the United Nations (FAO) to promote the importance of milk as a global beverage and to celebrate the dairy industry. Cheers!



Movie Nights

Lights, camera, action! The recent Movie Night organized by SC-RC Mumbai was an epic affair that transported staff into a world of cinematic marvels. With great enthusiasm, everyone gathered to watch the highly anticipated movie "Adipurush". A night filled with excitement and joy!



Mumbai



Chennai

SC-RC Chennai planned a team outing to Sathyam cinemas for a historical movie "Ponniyin Selvan -2".

Hyderabad

SC-RC Hyderabad arranged a screening of the movie "Cadaver" at the workplace to add some fun to the office.



Outing to MGM Dizze World

SC-RC Chennai organized a team outing to MGM Dizze World Amusement Park.



Father's Day



Continuing the tradition of honouring and appreciating our colleagues, Father's Day was celebrated with a heartfelt event that recognized the incredible fathers in the office. With a touch of humour and admiration, SC-RC Mumbai presented unique awards like Coolest Father, Most Angry Father, and Unpredictable Dad.



World Music Day



Kochi

Kochi celebrated World Music Day by organizing an event where the teams were to choose a Malayalam Alphabet from the cards provided and sing a song starting with that alphabet.

Mumbai

In Mumbai, talented singers took the stage, serenading staff with their melodious voices and creating an atmosphere of pure delight.



Mother's Day

PAN India

SC-RC organized a PAN-India event to celebrate our mothers in office. This event also provided a tangible token of gratitude, highlighting their invaluable role in the workplace family.

Kochi

SC-RC Kochi organized a 'Photo and Caption' competition where the participants were requested to share their pictures with their moms along with a short write-up or quote.

Mumbai

SC-RC Mumbai celebrated Mother's Day with a remarkable



awards ceremony. With great admiration and appreciation, talents and nurturing spirits were recognized through unique awards like Strict Mother, Best Cook, Chill Mom and Helpful Mom.

Party time!

An evening worth remembering at Kochi office, during which cultural programs were conducted to showcase talents like singing, dancing, drawing... and wrapped up with everyone coming together on the dance floor.



Winners of SC-Connect Quiz

SC-Connect organized its Quarterly Quiz, featuring questions from the previous edition along with few riddles. Congratulations to all winners!!!

Anusuya Ganesh - [CHN]	Ravina Patil - [MUM]
Vidya Sreedhar - [KCH]	Padmapriya S - [CHN]
Paiduietty Sai Srikar - [CHN]	Charitha M - [BLR]
Yash Tomar - [DEL]	Koushik N - [CHN]



COFFEE WITH CONNECT



In conversation with
Sunil Arora
National Head - Taxation
Head - Europe Practice
New Delhi

Can you share your journey with ASA, from being an article to becoming the National Head of Tax?

The journey started as an articleship experience that soon became an addiction ☺. I realised this is a fun place i.e. work hard and party harder, and thus decided to stay on. Time travel here was much faster as I developed a deep love for the firm and the opportunities it offered. Within 5 years of joining the firm, I was speaking (presenting) at national forums and then there was ownership for everything I did. Everything had a charm, from SCs to Picnics to budget documents to the APMM and then the partner meetings. This list is never ending and so does the charm.

What did you aspire to become while you were growing up?

I dreamt of becoming an actor, perhaps join Bollywood. But with passage of time, I realized accountants were a better lot of actors, and so I became one ☺.

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

Obviously, the people that I spent most of my time with - my mentor, my partners, colleagues and my dear wife!

Is there a mistake from your past that you would like to reverse?

Honestly, there are none. Not even using a used toothbrush while on an official trip with a partner you all know well. But as they say, there are no mistakes - only learnings...So I now carry 2 toothbrushes when I travel and offer one generously to the partner in need ☺.

How do you maintain a balance between your personal and professional life?

There is no one-size-fits-all formula, but a balanced mindset is crucial. Setting realistic expectations with oneself and family, along with being flexible, helps maintain the balance.

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

I look for the ability of a person to look me in the eyes. It shows their confidence and truthfulness.

What is the most memorable moment of your life?

A backbencher, good-for-nothing student managed to make a partner with ASA...enjoys his life everyday. I'd say the entire journey has been memorable ☺

Since this quarter's theme is "Inspiring Mind & Body," what does your passion for running bring to you?

I adopted a passion for running from a fellow senior partner, and it eventually became essential for my well-being. Running is like meditation; it allows me to have a conversation with myself. It is my "me-time," when I can clear my head and feel more alive, confident, and optimistic!

In this fast-paced world, how do you cope with negativity?

The key is not to focus on the negatives - it is simply a matter of perspective. To maintain a positive mindset, I seek inspiration from people full of positive energy, indulge in my passion for running, riding, travel, and spend quality time with my family.

Can you share a funny anecdote from your journey with ASA?

There are so many actually, difficult to remember anyone. But ask me (over a drink maybe) about the Amit Whorra scandal, the Ramprasad Tales, about Himanshu the Warrior or even Ajay the Prankster, and I will tell you stories that will make you laugh your lungs out!

What does your daily routine look like?

Its pretty boring actually since I try to get up really early and get rid of the initial bunch of emails by 9. The day is generally a mix of some serious and not so serious meetings and so it gets a bit heavy by the time I leave office between (7-8). Family dinner is usually the time when my teenage children pull my leg and so I don't miss that between 9-10. On weekends, I play a skilled workman - part-time gardener, carpenter, cook and ofcourse a full-time husband (hahaha).

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

Depends on the time of the day and what exactly I am upto ☺

One tip for young professionals?

Observe, learn and grow. Don't look for shortcuts.

Rapid Fire

Tea or Coffee?

Tea (with Neelu, my better half)

ASA in one word?

A living dream

Reading or Exercising?

Both

Your hidden talent?

Storyteller, Bollywood ishtyle!

Routine or Unexpected?

Unexpected

Best advice received till now?

Don't take life seriously

Certificate or Experience?

Experience

Favorite place on Earth?

So many but I guess I'd settle with my terrace garden.

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

My teenage children, for I want to live that life again...just once

Your life motto?

Oh come on, who lives life with a motto? ☺



Madhumita NS

Senior Manager, Assurance, Bangalore

When workplace dullness starts to seep,
She brings life, making boredom retreat.

Strong-headed and light-hearted, a true queen,
An empowered woman, breaking every routine.

International trips, her wanderlust thrives,
Chicken starters, she samples and derives.

No excuses when work calls her name,
Determined and focused, she rises to acclaim.



Parveen Kumar

National Head, Assurance, New Delhi

Parveen, so secretive in nature's dance,
Soft-spoken yet firm, his decisions enhance.

In tense situations, cool and calm he remains,
Soothing like tea with biscuits, his gentle refrains.

Sharing case studies, his presentations compiled,
A marathon runner, he goes the extra mile,
As a caring husband and father, love never defile



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