



connect



ASA // CCI

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As ever, I am astounded to flip through connect. So much happens in just 3 months! And it ranges from destressing in peaceful presence of speakers like Brahmachari Yukta Chaitanya to organised events to high octane talks. Then there were client servicing challenges and plethora of new laws we struggled with, which the connect does not even dwell into. Oh yes, Rajiv made us especially proud. He takes on as President of Englobally, the accounting network of which we are members.

I knew GST will make us run, but never imagined it will be so literally. You don't believe me – see page 4. In the meanwhile, some ran off to exotic locations - Rakesh, Nancy and Reecha. Look great holidays. And those who partied in Goa - you got it just right!

The central collage is wonderful – a true kaleidoscope of our journey. I am again made aware of the many diverse personalities and cultures happily bundled together. Touchwood! There is this eternal challenge of managing such diversity and the personality clashes as are bound to happen. A wise man once told me something simple but profound - “handle the issue not the personalities”. It opened my eyes to better management through objectivity. A useful management mantra.

I am now wondering if Delhi office should be a Jamun tree or a Banyan tree? Any ideas? Confused? May be the Kamath's can give us a tip. Look inside.

Laxmi is on her way – to your office and home. We must welcome her in a manner deserving. Heart full of gratitude, mind brimming with constructive ideas and the soul thirsty for knowledge. Ask not for material wealth, the real wealth is an able body, a sharp mind and a satiated soul. May her blessing be on each of us.

Happy Diwali!

Best regards

Ajay Sethi

Personal touch healing the soul, An extended family to make you feel home, With enthusiasm and fun galore, Wings to grow your dreams and passion, Teams collaborating for lots of healthy action. Could you really ask for more?

Bikramjit Bedi - Delhi

The combination of good work culture, mentoring by senior leaders, support from colleagues, management transparency, technical development and recreation is what makes ASA different from most of the organizations. Truly it is one of the best organizations to Work.

Jayesh Jain - Mumbai

ASA is one of very few firms in India where there is no family legacy. The senior leaders have created a unique system to mentor and groom young leaders and make them stakeholders. And I believe this is the secret behind ASA's remarkable growth!!!

Mihir Hindocha - Mumbai

“The woods are lovely, dark and deep, But I have promises to keep, And miles to go before I sleep, And miles to go before I sleep.”

Malav Ajmera - Ahmedabad

My long journey here of growing business, mergers, teams and firms coming together, consistent refinement of policies, procedures has been full of multi dimensional challenges. The present and future members of the ASA-CCI family are the most blessed and I wish you all to have a great journey.

PR Jayakumar - Bengaluru

A stellar organisation, a brilliant set of colleagues and a future and vision worth dedicating my professional journey to. With more than 8 years now, I can say “yehi hai right choice baby” ©

Sundeep Gupta - Delhi

The firm is more like a family to me and fun times with partners and other seniors is what I cherish the most.

Every year is a new challenge, the inspiration and guidance that I get from the leaders of the firm has always motivated me to do better. I look forward to many more years and be a part of the success story of the firm.

Vinay K S - BANGALORE

ASA CCI organisation is a manifestation of a grand vision of a leader. I wish the organisation a grand success in the years to come and want to be a part of it by making whatever contribution I can make as per my efforts and capabilities!!!

Vaijayantimala Belsare- Mumbai



India-Japan Business Promotion Council

An interactive meeting was chaired by our Managing Partner, Ajay Sethi, who is also the Co-Chairman, India-Japan Business Promotion Council ASSOCHAM for the business delegation who visited India for exploring new business avenues and was led by Akira Joko, Representative, Kokorozashi Network.



Indo-German Business Forum by VDMA

We were invited to present the impact of GST on German manufacturing industries at the Indo-German Business Forum organized by VDMA. Our Partner, Sundeep Gupta spoke about the issues which must be carefully analyzed by the manufacturing industry. This was followed by a panel discussion and interaction with audience comprising of representatives of various German manufacturing industries.



Rising with Land of Sunrise

The visit was focused to tie-up with new referrals including renowned international law firms and India focused chambers to support their members to make strategies for entering India. The visit was packed with several meetings a day but ended up well with Japanese perfection. The weather was hot and humid but it didn't deter Himanshu Srivastava from visiting his favorite Sushi restaurant - Sushizanmei, with some of his best friends in Japan, where he enjoyed sake and the best sushi!



Swiss Embassy and Business Hub

Ajay Sethi was invited by the Swiss Embassy and Swiss Business Hub to address the business delegation accompanying the Swiss President HE Doris Leuthard.

He gave them an overview of India's economic engagement with the world and opportunities that exists and are likely to arise in India in the near future.





India-Japan Economic Forum

Ajay Sethi was invited at India-Japan Economic Forum in Ahmedabad on September 14th, which was followed by the plenary session of key announcements by Prime Ministers of India and Japan, Narendra Modi and Shinzo Abe of Japan respectively.

Ajay spoke in his capacity as the Co-Chairman of India -Japan Business Promotion Council ASSOCHAM and was followed by Shigeru Murayama, Chairman- Kawasaki Heavy Industries and Atul Sobti, Chairman and Managing Director- BHEL. Ajay was also an invitee to the closed-door dinner hosted for Shinzo Abe.



Ind AS Refresher Course

Our Partner and National head Assurance, Parveen Kumar was invited to speak at "Refresher Course on Ind AS" at Hotel Royal Plaza, New Delhi, organised by The Institute of Chartered Accountants of India (ICAI).

Ind AS Implementation

Gurugram Branch of NIRC of ICAI invited Parveen Kumar as the Guest Speaker for Seminar on "Awareness Programme on Ind AS" under the aegis of Ind AS Implementation Committee



Session on Post GST Issues

An event was organized by the German Engineering Federation (VDMA) on July 7th to discuss various facades of manufacturing, GST, export and localization opportunities. Our Executive Partner, Milind Deshmukh gave a presentation on the "Impact of GST on the German Manufacturing Industry".





Taxing 'Non Resident Taxable Persons' Under GST: Ambiguities Galore

Our Partner, Sundeep Gupta recently contributed an article in TaxSutra discussing the complex subject of taxation of Non-Resident Taxable person under GST. The concept of Non-resident taxable person under the GST regime explains the impact of GST on a person occasionally involved in supply of goods or rendering services without having a fixed place of business or residence in India. This clause leaves an ambiguity over the extent of its coverage on the Non-resident taxable persons, which was addressed by him in this article

To read the full article visit <http://www.idt.taxsutra.com/experts/column?sid=361>

Run for GST

Our team was invited by 'Goods and Service Tax Network' to participate in the 'Run' organized as a part of Health Challenge Program and as a step for successful implementation of GST project.

Gaurav Bhatia, Senior Manager - Assurance rightly quoted, "You will never know your limits until you push yourself". And we (Gaurav Bhatia, Manuj Dua and Aanchal Vohra) as a team proved it right by being a part of GST Run 2017.



Orientation Programme by ICAI

An orientation programme was organized by the Committee for Professional Accountants in Business and Industry (CPABI) at ICAI. Our Executive Partner, Prateet Mittal was invited to educate the budding professionals on various opportunities in the financial sector.



Insight Into India's Entrepreneurial Evolution -

By ALAN ROSLING

Alan Rosling CBE is an experienced international business leader and entrepreneur with specialist insights on India. He has been on the Board of many prestigious corporates working extensively with multifarious industries.

Alan has the remarkable distinction of working not only with the Western developed industrial world but also has deep roots embedded in the Indian industry. His book "The Boom Country? The New Wave of Indian Enterprise" outlines the growth of the startup culture in India, which also has an interview with Ajay.



We at ASA-CCI had the great opportunity to have in our midst this highly experienced personality on September 1st in the guest session organized by SC-TD in Delhi office. Alan shared his insight on the evolution of business in India and the hindrances faced by the startups. He laid out an in-depth analysis of opportunities and challenges of doing business in India. He articulated the booming scene of startups along with various facets like advancement in technology, government reforms and financing. He shared his candid thoughts and discussed at length the great entrepreneurial skills especially amongst the youth in India bubbling with new ideas and the reforms being backed by better availability of finance and with successful implementation, India being well placed to be transformed in the next decade. All in all, a very inspiring and thought-provoking session for an audience comprising many young Indian minds raring to do something big in the future.



AHMEDABAD

Radiant Resort Trip

An exciting trip planned by SC-RC comprised an entire day of indoor and outdoor games, fantastic food, music, dance and lot more at a recreational resort named "100 Acres". A pleasant drive brought all of us to the desired destination. After having breakfast it was time for some action. Volley ball was the game for the day, in spite of raining no one wanted to give up on it. Ultimately indoor games like Carom, Table Tennis, Hand Soccer, diversified board games and cards proved to be the savior. Furthermore, diving in the pool was the perfect plan to unwind. The day ended with everyone dancing to the beats of bollywood songs. The day was simply stupendous and well spent.



BENGALURU

Euphoria - Degree of Madness!!

It was a Tuesday afternoon, nearing the end of a hectic quarter when SC-RC put together a much needed fun gathering session. The first game was a relay race of 6 participants in each team balancing balloons on each other's back from one point to another without bursting them. Aishwarya and Anusha's singing literally gave goose bumps to everyone and were declared as winners. The next game was a delight for all foodies as it was an eating competition where the participants were blind folded, accompanied by another team member to instruct them. Then came the best part of the evening when we played this bizarre game in which a box consisting of plastic balls was tied to the participant's waist and the challenge was to drop as many balls as possible. The last game had us storming our brains as it was a "Crack the Code" game with a bunch of Bollywood songs and it escalated the competition to another level. The event was concluded with a yummy chocolate dessert.



Dum Pick Up!!

SC-RC always organizes intriguing games to make birthdays and anniversary celebrations more special! This time it was 'Dum pick up' which entertained us!! It is similar to Dumb Charades game which we all know, but with different set of rules to make it even more interesting! We were divided into 4 teams to begin with. It is named "Dum pick up" because we were given the flexibility to pick either to act or draw and give clues on the word/movie name written in the handpicked chit within a minute.

Everyone was so excited and engrossed, that we all kept demanding for extra rounds! We ended up playing three rounds of Dum pick up.



Independence Day Celebration

71st Independence Day was celebrated beautifully in our office this year. Entire office was decorated with the tricolored balloons and flags by SC-RC. The whole environment in the office was very patriotic as we all sung our national anthem followed by playing patriotic songs. Evening was concluded with the tricolored sweets and snacks.

CA Day Celebration!!

Indian Chartered Accountants began their journey in 1949 and since then July 1st is celebrated as CA Day every year and so also in our office. Partners shared their journey as professionals with us. An inspiring video on role of Chartered Accountants was played which gave us goose bumps, followed by the quiz and games conducted by SC-RC which was all about the CAs in the office.





CHENNAI

Outing to Golden Bay Resorts!!!!

In an era of hectic office schedules, a dose of relaxation is much needed to rejuvenate our tired brain. And that was fulfilled by SC-RC by organizing a trip to Golden Bay Resort on July 8th. In an hour we reached the resort to be greeted with complimentary drinks and the beautiful ambience of the resort, which was a welcome change from the City Buzz. We all enjoyed Volley Ball, Throw Ball and few more games which the resort provided. We all had a mouth-watering lunch followed by wonderful boating experience and artificial waterfalls in the evening. All in all an amazing team bonding experience!!



Celebrations at Its Best!!

August is the month - bundled with several festivals; like Rakhi, Independence Day, Janmashtami, Parsi New Year, Ganesh Chaturthi and Friendship Day. In order to have perfect blending of work and pleasure, we decided to celebrate it over 2 days. With enthusiasm from one and all, full staff of our office was dressed up in traditional attire. On second day we decided to dress up following the tri-colour flag theme. All were so excited to know about the SC-RC surprise and in the mid of the day the box of fun was opened with number of exciting and creative games along with prizes.



AHMEDABAD

DELHI/GGN

Buddy or Bro

SC-RC decided to celebrate 'Friendship Day' and 'Raksha Bandhan' in a fun and unique way. Nominations were invited from everyone for their Best Friends and Brothers/Sisters within the firm. Most of the people came forward and the Title of Best Friend was bagged by Tanya Chaudhary. Chetan Monga and Shyam Ramakrishnan got the title of 'Most Wanted Brother' and Saumya won the title of 'Most Wanted Sister'.

Fun was not just limited to the nominations. 'Look alike' competition was also organized by SC-RC, wherein people who wanted to participate in this competition had to collaborate with their friends to look alike in any way. Many friends participated in this competition, however 'Corporate Tax Team' with its 8 members, was most appreciated by all and was declared as winner getting the maximum no. of votes.



India: 70 Not Out!!

To celebrate India's 70 years of Independence, SC-RC organised best dressed competition on August 14th. The rules of the competition were that the participant had to wear Tri color ethnic attire.

'Ambika K Daspattanayak' along with 'Neha Kamra' and 'Suchi Agarwal' were declared as winners for this competition on the Independence Day. Celebrations and sweets go hand in hand, and to add the true colors of patriotism tri colored sweets were also distributed to spread the sweetness of India's Independence.



Onam

Onam is the perfect occasion for family get-togethers and feasts are held in such merry gatherings. The 'Onasadya' is the grand traditional feast that forms the main part of Thiruvonam. The swings formed by tying ropes to branches of trees is another activity of onam celebrations.

SC-RC arranged Onam celebration at "Damian and Danias Palette Green", about 15 kms away from our office. The celebration were inaugurated by P N Ramachandra Kamath. Aditya K Rajeev, did the role of Mahabali and Nithin P.S. for Vamana.



KOCHI



DELHI/CCN

Teej: The Cultural Bliss

The festival of Teej marks the beginning of Monsoon in North India and is celebrated primarily by women dressing up brightly for the occasion. To celebrate the spirit of our rich Indian culture, SC-RC decided to celebrate Teej on July 26th by organizing the best dressed and best mehandi competition.

Based on nominations received 'Janvi Munjal' and 'Manika Chaudhary' were declared as the winners of mehandi competition. All girls were dressed up really well and looked amazing on the day. However, 'Neha Kamra', 'Nidhi Bhargava' 'Garima Dua' and 'Amini Kathuria' stole the show and were declared as winners of the best dressed competition.

The traditional sweet of Monsoon "Ghewar" was served to enhance the flavor of celebration.



Teacher: A Friend, Mentor and Guide

Better than a thousand days of diligent study is one day with a great teacher!!

This year SC-RC came up with the idea of expressing gratitude towards the teachers/mentors by organizing a desk decoration competition. The teacher/mentor with the best decorated desk was to be awarded as the luckiest teacher.

The spirit of participation was remarkable, as people came up with unique ideas to not only decorate the desks but to also express their gratitude towards their teachers. All the entries received were so good that RC could not come up with one or two winners. A total of 6 winners, namely Sudheer Pareek, Shefali



Goyal, Himanshu Srivastava, Nitesh Mittal, Geetika Kohli and Ambika K Daspatanayak, were declared as the luckiest teachers.

Dussehra: Victory of Good Over Evil

This Dussehra SC-RC organized 'Kill the evil' game on September 29th. An evil dart board was placed in the office. People were invited to pen down the evil they want to kill and hit the message carrying dart on the board. All enjoyed the game a lot. Also, to end the day with a sweet surprise 'Laddoos' were distributed.



HYDERABAD

Pasto Alla Buona

It's always said that the family that eats together, stays together.

To make the ASA-CCI HYD family meet this objective, SC - RC planned for a potluck lunch at office. It was a true feast! Each employee contributed a yummy homemade dish to the delicious menu. Everyone loved the variety of dishes and enjoyed having it by sharing their foodie memories. All the colleagues jingled and mingled along with the mouth-watering lunch.



A Much Needed Break to Pragathi Resort

All work and no play makes office life dull and monotonous. To break the tedium and bring back the spark in our otherwise boring lives, SC-RC planned for a day outing at "Pragathi Resort". We played cricket, Volley Ball and Badminton, followed by bullock cart ride, which made us feel like riding in a village enjoying the beautiful countryside. The day ended with lots and lots of memorable moments and bonding.



It's Time to Pray....

The festival of Dussehra signifies the victory of righteousness over evil.

The Dussehra Puja was performed at our Hyderabad office to revive the blessings of God, in which everyone joined together to pray to God. The office was decorated with Floral Rangoli, which made it look even more beautiful. After Puja SC-Admin organised for delicious lunch which was enjoyed by everyone. It was altogether a memorable day.





KOCHI

Venetian Capital of Kerala - Alappuzha

Alappuzha romantically known as Alleppey is the center of backwaters and a home to an extensive network of waterways, housing a large number of houseboats. True to the title given "Venice of the East" this small traditional village is graceful and charming in its own ways. Surrounded by greenery that disappears into a watery world of villages, canoes, toddy shops and houseboats, Alleppey left us truly mesmerized.

Touring the backwaters of Kerala on the houseboats gave us an opportunity to have a glimpse of the picturesque canals, backwaters, beaches, and lagoons. It not only gave us a relaxing time but an unforgettable sight that that we would cherish for life. We also visited Mararikulam beach. White sand with coconut trees planted in a line made it look so beautiful. One of the cleanest beaches we visited. Altogether, our trip to Alappuzha was an amazing experience and gave us memories, we would certainly cherish for long times to come. Thanks to the SC-RC Kochi for taking this welcome initiative.



Dance the Night Away - Garba Night

September is one of those few months where Chartered Accountancy firms and their staff are under tremendous pressure to complete work targets. But who would have imagined that the SC-RC's Garba Night could double up as one such assignment albeit a refreshing one. Despite the impending burden of work, the staff at ASA-CCI Mumbai got together on the dance floor to perform. So, apparently what started out as a graceful Garba evening, turned out to be a Ganpati dance-off! Then came the mouth-watering food. The food went in, and was visible on those happy, satisfied pot-bellies!

The prize distribution ceremony was followed by a sumptuous dinner. The awards were given to the best dancers and best dressed of the evening. But this doesn't end the craze of Garba among youngsters.

Moves were co-ordinated, stress was busted, and for a short span of time, the hectic month of September turned into a cheerful one!



Independence Day

On the Independence Day people pay homage to their leaders and those who fought for India's freedom in the past. For us, Independence day was visible in various hues of the tricolor around the office, and the celebration of our "Swatantrata Divas" commenced with the SC-RC team testing our Patriotism (or say History of Independence) quotient by organizing a quiz on various slogans. We have heard and read how our freedom fighters fought bravely for an independent India. Similarly, each one of us fought to connect those slogans with our Freedom Fighters. Thereafter, a recital of the National Anthem filled our hearts with joy and national pride. The event concluded with a Hindustani fare (rather, Gujarati) of Jalebi and Fafda.

Friendship Day

In tune with the spirit of true friendship, this Friendship day turned out to be very special for Mumbai and it also had some lessons to learn from our Managing Partner Ajay Sethi coupled with some fun organized by our SC-RC. Ajay shared his candid thoughts, future growth plans, staff training and the like. The ASA-CCI Mumbai team addressed its concerns and suggestions on many topics. After exchange of some ideas and a fruitful discussion, SC-RC organized a competition and the person with the maximum number of friendship bands was awarded a gift by Ajay.

In all it turned out to be a memorable event for all the office colleagues turning mates, having fun and enjoyment galore



MUMBAI





MUMBAI

Just When Nerves Sound Low, Lonavala Medicates!!



Privileged with abundant green-lands and waterfalls, Lonavala is a drop off requisite for most of the Mumbaikars. And our expectations were fully met, because the ones taking care were SC-RC!!

Apart from the conventional lark of getting into the Bus in half sleepy eyes, adoring the Wet roads and trees and relishing the age old Tradition of singing weird-amazing songs, we passed three

tunnels to find out our summit of Lohagad!! Strolling on long flat road, ascending through the rocky ridges and wet pastures with mouth-watering maize's and maggie on every niche, we started our Journey!! Races to outdistance each other, swaying in the rains, pushing some into water pools, wiping off mud-spattered hands to mess up the clothes is what the march was all about. After a sturdy climb, we set our foot on the fort after two hours of trudging and at last were bewildered by the simplicity and charm of nature. The eyeshot from the crest was inordinately ravishing.

Knocking down and travelling to the Hotel in all wet clothes and hungry stomach had its own exuberance. The Thalis at "Chandralok-Resort" were so appetizing that we probably ate every single granule, the Chef baked that day. A quick visit to the market for the world famous "Maganlal-Chikki" was done prior decamping. Though each one of us had fatigued worn-out profiles but had a crisp garden-fresh spirit for our upcoming regime.

BENGALURU

Ganpati Bappa Morya

Ganesh Chaturthi was celebrated in a magnificent way to honor Lord Ganesh, the God of wisdom and prosperity. SC- RC in co-ordination with SC- Admin organised Ganapathy Pooja with Sudarshana Homa to seek the blessings of Lord Ganesh. The holy lights and the mantras chanted brought in divine and sacred feel in the place. Lord Ganesh's favorite food modak was distributed as prasatham to everyone. On this auspicious day, everyone looked ravishing in their ethnic attire creating a festive environment.

The festivities came to an end by immersing the idol in the water body with cheerful music and dance.



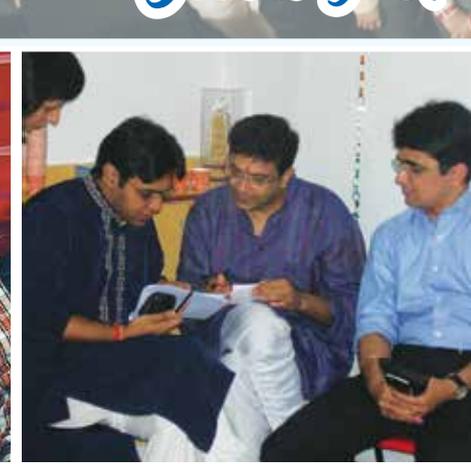
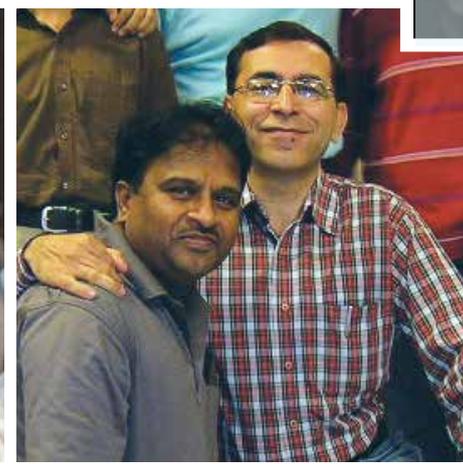
Independence Day Celebrations

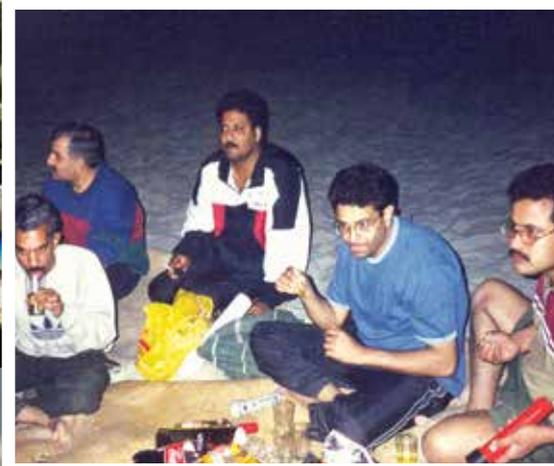
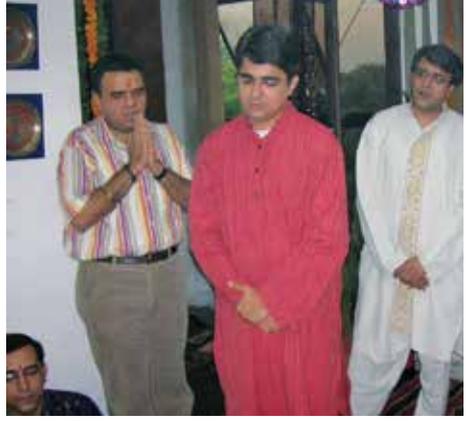
India's 70 years of freedom was celebrated with zeal at Hyderabad office. The office was decorated with tricoloured flags and ribbon strips. Everyone was given tricolour badges which evoked feeling of nationalism.

Celebrations, are incomplete without food!! SC-RC and SC-Admin came together for celebrating the day. To bring out individual talents of everyone, SC-RC organised drawing competition with the theme of "Great Indian Culture" and carom competition, which was enjoyed by all.



HYDERABAD





ASA-CCI





SC-Admin Initiatives

DELHI/GGN

Joy of Giving - Stationery Donation

SC-Admin came with an initiative to donate stationery to the girls of an orphanage, Chhatravas Chandra Arya Vidya Mandir, situated at East of Kailash, New Delhi. Chhatravas Chandra Arya Vidya Mandir is a Girls Senior Secondary institution which has been operating officially under the trust Chandrawati Chaudhry Samark Trust. The staff of Delhi and Gurugram contributed to the cause and donated stationery like Registers, chart papers, pens, pencils, sketch colors etc. The committee members headed the event on July 11th to hand out stationery to the orphanage.



War Against Hunger

This Independence Day, SC-Admin took an initiative to support a noble cause for the largest war against hunger. ASA-CCI partnered with "Robin Hood Army" (RHA) which is a volunteer organization that worked on a mission 'Mission1Million' to serve 1 million countrymen across India by collecting food from restaurants across the nation and providing it to the less fortunate people.

The staff of Delhi and Gurugram donated packaged food items like biscuits, bread, pulses, sugar, rice, wheat etc. for distribution to deprived and underprivileged people on Independence Day. The staff also volunteered to personally distribute the food along with the troop of RHA.



Health Check-Up

The two most ignored aspects by today's youth is Health and Savings. On August 19th, SC-Admin along with ICICI securities organized a Health check-up and blood tests for the staff of Gurugram office. This was followed by a small presentation on guidelines on investment decisions.



BENGALURU

In India, National Doctors' Day is celebrated on July 1st across India to honor the legendary physician and the second Chief Minister of West Bengal, Dr. Bidhan Chandra Roy. In the present competitive world, health is given least time and importance. To spread the awareness on regular health checkups, "SC-Admin in association with Doctor C" had organized a free health checkup for the staff to know the present condition of our health.

HYDERABAD

"Healthy employees are the most valuable assets of an organisation."

On the occasion of National Doctors Day and CA day, SC-Admin organised a health check-up at the office premises. All vital tests such as Blood pressure, Cholesterol Disorder, Diabetes, Thyroid disorder were covered to ensure well-being of our employees.

Health is Wealth



CHENNAI Pan India - Audit Manual Session

Audit Manual Session was conducted by Chennai Office in Hotel Shelter on September 8th and 9th. This session focused on upgrading the knowledge level of participants. This session was addressed by partners and managers across ASA-CCI.

Every presentation was very interesting and interactive as they shared their experiences on their area of specialization.



MUMBAI Leading Life Better

ASA-CCI Mumbai invited Brahmachari Yukta Chaitanya on July 7th. The session was a beautiful rendezvous with the help of a short film "The Peaceful Warrior".

He then asked us to self-introspect on the various communications between the lead characters in the Movie and assured that our questions would be taken up in a subsequent SC-TD Session.

All the attendees were divided into group of 4 members, with each team debating on the issues raised in the movie and brainstorming

each other to seek the unanswered questions in the movie.

At the subsequent SC-TD Session in August, Br. Chaitanya then went on to describe the various events that take place in our lives, and how we usually deal with them, compared to how we can deal with them better.

This not only imbibed a feeling of zeal, but also gave us an inclination to work towards making the journey of life worthwhile, since it's not the ultimate destination, but it is the journey that will be cherished for life. As rightly said by Socrates, the Journey will embark from 3 answers "HERE", "NOW" AND "THIS MOMENT"



A CAREER EXPEDITION... AN OPPORTUNITY WITHIN

Gathering my thoughts, placing the words here-in-with to address the wonderful time spent with Team - Delhi and Gurugram. I got an opportunity through 'Staff Exchange program' to visit Delhi and Gurugram office to know the other side of our world within, have an insight on their work culture and the work pattern. It was not just about understanding the work culture here from the Team, but also the flow of communication that we marked in the time spent with our team members. The positive attitude and team communication ensured effective flow to client service even at the time they spared to interact with us. I wish to act as the host at Chennai office and hope to share with you exclusivity in many things from here. To put it simply, I felt 'Staff Exchange' at work is an approach which help employees develop a 'career path', setting not just goals but more 'clear goals'. It improves work culture by bridging the gap between different

geographical culture, people and language. It also paves ways to understand how using skills and technique in client interaction can reduce the language barrier, through clear communication (thus, reaching consensus ad idem state)

Thank you so much Team - Delhi and Gurugram for the precious time spared on my visit.

~Abhishek Bothra A



MANAGEMENT FUNDA

A turkey was chatting with a bull. "I would love to be able to get to the top of that tree," sighed the turkey, "but I haven't got the energy."

"Well, why don't you nibble on some of my droppings?" replied the bull. "They're packed with nutrients."

The turkey pecked at a lump of dung, found it actually gave him enough strength to reach the lowest branch of the tree.

The next day, after eating some more dung, he reached the second branch.

Finally after a fourth night, he was proudly perched at the top of the tree.

Soon he was promptly spotted by a farmer, who shot the turkey out of the tree.

MANAGEMENT LESSON: Bull shit might get you to the top, but it won't keep you there!!



COFFEE WITH CONNECT

An Exclusive Chitchat With P N Ramachandra Kamath and K N Nityanandha Kamath

→ Which is your most cherished childhood memory?

PNR: Being a naughty child I have a lot of memories. Don't remember any particular incident.

KNK: Playing with friends, organising tournaments, listening to cricket commentary on radio and cheering for India. I have won a badminton tournament during my childhood. It is a time when you don't have worries and responsibilities. You could enjoy everything you do. Now even if you achieve something you would be thinking about things that you have not achieved. But during childhood these problems were not there. Whatever comes, you just enjoy. So even winning a local badminton tournament was a great achievement at that time.

→ What is your idea of fun? If given a choice to skip work for a day, how would you spend the entire day?

PNR: I would do shopping or watch some TV program, and spend time with my family.

KNK: I would spend the day with a book and a cup of tea.

→ Which is your favourite place on earth?

PNR: Every place has its own importance but I feel special about some places like Gavi, Thekkady, Munnar which are in Kerala. All these are excellent places preserved in its natural scenic beauty. So Kerala, is one of my personal favourite. Another one is Meghalaya.

KNK: Home. My favourite place is my home, then my State, my Country.

→ What is your most significant current challenge?

PNR: When you reach a certain age, your family responsibilities as well as your professional responsibilities goes up. Finding time for fulfilling these responsibilities and managing the same is a big challenge.

KNK: GST

→ What talent do you have that has not been successfully utilised in your workplace?

PNR: I think there isn't any talent in me which is not utilised or which was supposed to be utilised at workplace.

KNK: I have got a belief that I could have done some creative writings. I think that talent of mine is unused.

→ What characteristics do you value the most in your co-workers?

PNR & KNK: One should be friendly and honest.

→ If your workplace was a tree what kind of tree it would be and why?

PNR:Peepal tree. It does maximum air purification. We feel a positive vibe under Peepal tree. So if our workplace was a tree then it would be a Peepal tree.

KNK: Mango tree so that I can pluck mangoes and eat (with a smile)



K N Nityanandha Kamath
Partner-Kochi



P N Ramachandra Kamath
Partner-Kochi



KOCHI

He Who Sings Scares Away His Woes.

Krishna R, a name that always brings up melodious renditions from the past and conjures up an unforgettable magic of nostalgic good old times.

Krishna from ASA Kochi, is blessed with unique voice, which is perfect for all types of singing, though she is more interested in Bollywood retro.

She has participated in many competitions and won prizes. Recently she was the runner up in "The Surya festival" which is a famous talent hunt in Palakkad.



Hopelessly Yours

Recalling all the memories we had to look up
to your smiles that are so sweet
Your hair which dances in the cold breeze ,
Pokes my heart with joy and happiness
Every time you talk to me;
Hearing your sweet voice warms me
Down on a cold winter night
I watch you throughout all days silently
Ageing my feeling as the days pass by.

Persisting not to love you is near dying
All those feelings buried deep inside me
cannot be left
Unspoken; I loved you yesterday, today and
will Love you holding my last breath.

~Sonu Pothan Roy

BENGALURU

The Art of Stitching - Wearing Your Dreams

God has given each of us a unique talent. It is upto us to find that gift and nourish it. Many of us don't acknowledge that even the most basic things like "sewing" requires real talent. Our friend Amrutha is blessed with a tremendous talent to design and stitch her own dresses beautifully. "One day I want to start a boutique in Bengaluru" says Amrutha.

"When I was young, I used to observe my mother stitching and since then I developed interest in fashion. The time I started stitching myself, that's when I realized there was no end to the joy in doing the same. You have to dress unique is my main motto" says our bubbly girl Amruthavani.



Game of Minds

Chess- not just a game but a psychological learning theory: Memory, Pattern, Recognition, Decision-making and Reinforcement. All of these variables interact during the game of chess and produce the results of the human thought process. "Chess is not just a game for me. It's my grandfather's memory, who taught me basics of this game."-says Saumya.

Initially she didn't get the opportunity to represent her school team in regional level school games, but perseverance and hard-work paid off. The very next year she was not only selected to represent Patna in the National Sports Meet, but was also appointed as sports captain of her school.

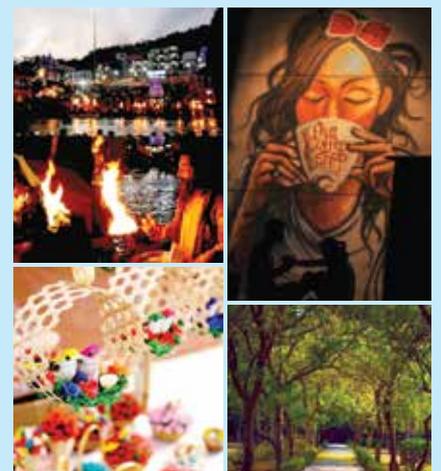
The team won all inter school trophies in chess for three consecutive years. She, not only participated in several state and district tournaments but also got an opportunity to represent Bihar in the national chess team championship and her team backed 4th rank. Though CA exam preparation has kept her away from her chess for a while, but she wants to pursue her game in future. We wish all the good luck to Saumya.



Taking An Image, Freezing A Moment

Dorothea Lange, an American documentary photographer and photojournalist said "Photography takes an instant out of time, altering life by holding it still".

"For me, photography is not looking at things, it's a feeling of living every moment. I believe, if you cannot feel what you are looking at, then you can never make others feel anything when they look at your pictures", says Vidhi Sharma. Capturing beautiful moments, happening all around gives immense pleasure to her heart and soul. Not a photographer by profession but by passion -Vidhi Sharma of ASA-CCI is a photographer who loves to capture candid moments on camera.



DELHI/GGN



CONGRATULATIONS AND CELEBRATIONS

NEW ARRIVALS



Anvitha
D/o Ankitha V A
Kochi



Jiyansh
S/o Anuj Shah
Kochi

Saish
S/o Santosh Pawar
Mumbai



ADHIRAJ
S/o Amol Rane
Mumbai



KNOW YOUR MATE

BENGALURU

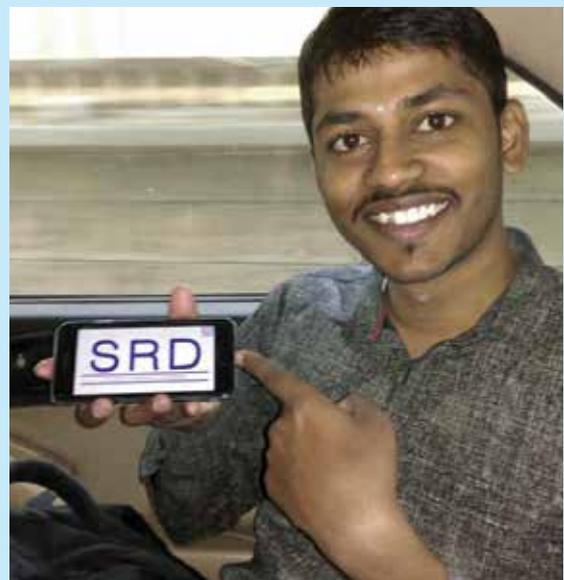
SRD- Not Just A Name, But A Brand!

Our in house excel expert, SRD aka Shivaram Das says "If you are slow, you will be washed out".

As any successful building is based on a strong foundation; to grow potentially in any field, basic knowledge is a must. He follows the mantra of "Identifying the solution as per the need" in any given situation.

He gained keen interest to learn excel during his initial days of CA career from one of his seniors. His ultimate purpose behind learning excel formulae was to achieve smart work and educate others on the same. Therefore, he has taken an initiative in teaching basic formulae of excel through social media also. We all are aware of Lookup formula but applying lookup using colors is something new to many of us, which our SRD can perform.

He looks forward to pursue the title of Data scientist. We wish him all the best for his future endeavour.





BENGALURU

Olive Beach Dinner



After a very long time, we planned a dinner at the Olive Beach restaurant to break the monotony. The candles, beautiful decoration, exquisite ambience and the best people to accompany, made the evening perfect and blissful. Interesting conversations and delicious Italian food were the highlights of this night and it indeed recharged us for the impending hectic schedule.

~Upasna.S



Lunch With Our STAR

Meeting an established and renowned person creates so much excitement along with a pinch of anxiety in one's mind. But as the meeting commenced the anxiety was overtaken by the inspiring words by none other than the head of our ASA-CCI Family "Ajay Sethi". After the formal meeting with the ASA-CCI Chennai people a "Coup de foudre" happened which is none other than the sudden buffet feast arrangement in Hotel Dhabba Express by Ajay. Overall it was an enlightening experience with fun and positivity all around ending with selfies and group photos with our much adored mentor.

~Pushpa Bhat



CHENNAI

BENGALURU

Life is All About Having Good Time

A sudden plan by compliance team to chill out at this lovely restaurant "MELT-EDEN PARK" was the best way to ease us from our day to day work schedule.

We started off our short journey by pooling bikes followed by a warm welcome at the restaurant with a refreshing drink. We enjoyed the feast with delicious starters, variety of dishes for main course and dessert. It was great spending such wonderful time with colleagues outside work place and capturing warm memories.

~John Babu



On a Fast-Track Hike to Andaman!!

The debate is not whether it is work or a holiday trip to the Andaman Islands, it is whether the interrogative curious glands inside a Chartered Accountant ever sleep..!! My curiosity compelled me to quest for more information about the place and I found that even though the name of the islands is pronounced as one i.e. Andaman and Nicobar, the reality is that they are two separate islands at a distance of 24 hours by ship (Andaman is tourist Island and Nicobar is Naval based and no one other than them can travel to that Island).

This trip, that took place from May 19th to 24th, started off with us peeking through the flight window to get a glimpse of lush green patches, white sandy beaches and sparkling blue waters.

The capital of Andaman and Nicobar Islands, Port Blair is poignant reminder of the many sacrifices of freedom fighters. We visited The Cellular Jail (also known as KālāPāñi) which is a colonial prison and a World Heritage site now. It is also a memorial to the prisoners (freedom-fighters) of the Indian Independence Movement. Here we wined up with history and then came the time to explore the scenic persona of Andaman.

The Radhanagar Beach is one of the must visit beaches in Andaman that lies on the western coast of Havelock Island. At the beach, we relished the



most of underwater activities like snorkeling and scuba diving leading us to explore the serene, colourful facet of the marine world. The clean and composed ambience, far from the tourist hum drum, with the white crystal sand beneath the turquoise blue waters is a perfect beachscape to take those long walks and experience the ideal sunset brimming over the horizon.

The island was miniature yet stunning as expected and the best part was the short travel time from one destination to another.

In a nutshell, a few days off from work with family and the foreign-identical beauty of the Island is what the Jack inside me calls a perfect Play! It is much more alluring than what you visualise it as while reading my bit. This is a destination one must experience for themselves at least once in a lifetime!

~Rakesh Upadhaya

MUMBAI



Frenweh! – Constant Desire to Travel

Once the travel bug bites there is no known antidote. This time this bug bit harder and I ended up with a series of six trips in nine weeks and finally said an unwilling 'No' to the seventh one!! Being a travel enthusiastic, I would seize every opportunity to pack my rucksack and go for a vacation, with or without company. My dream is to set foot in every state of "The Incredible India".

The series of weekend trips this season started with a family function in a small village in North Karnataka which actually turned out to be an adventurous trip with cousins. Getting lost in the wilderness of the forest was an absolute bliss. The next weekend was a refreshing trip to Kodaikanal with office colleagues. The beautiful weather, place where we stayed, homemade chocolates, ice skating cafe and astounding office conversations (read 'gossips') were highlights of this splendid trip. The third one was the SC-RC outing to Guhantra Resorts and it was super entertaining and revitalizing.



For the fourth one, I went to Wayanad with my close friends. This was a completely unplanned trip where nothing else was planned except for the destination. This experience made me realize that sometimes company matters more than the location. The very next weekend I went to Coorg with my school best friend, this one as a typical all boys trip as we had planned. Soon after Coorg, train tickets were already booked for Mantralaya with some friends for the following weekend.

Saying 'No' to the seventh trip on tenth weekend was to keep my job intact and write this article for all of you in 'CONNECT'.

~Naveen.S.N

A Ride To "Shivanasamudra" – Perfect Booster

"Unplanned events are the best events, because planned ones rarely happen"

A wide flat terrain with rocky hills surrounded by coconut and banana plantation, a massive river flowing silently through an arid terrain



and herbal forest, a landscape with rich biodiversity with water gushing down the cliff on the other side and blowing mist in the air with the pleasant sound of the waterfall, is indeed the perfect description of Shivanasamudra waterfalls!

Shivanasamudra waterfalls became the destiny of our unplanned trip. The pleasant early morning breeze encouraged eight of us to start a long drive on our bikes. The love for bike riding brought us to waterfalls, which was absolute fun. After travelling for four long hours, we finally reached our destination. We did boating near the waterfalls and the scenic beauty worth dying for. The beauty and freshness of the waterfalls was enchanting. We clicked hundreds of pictures of the breathtaking scenery.

I still keep re-living that amazing trip and wish to take many more like that.

~Abhinay.

Stress Burst- A Trip to Pondicherry!!

It's very important to take a break from the job, the mundane routine, and the never ending demands of life in order to recharge our batteries and keep us functioning at our best. There were heavy monsoon rains all around Chennai but that did not stop ASA-CCI Chennai Tax Team from moving out of office. People say that the most key decisions in life are taken either at tea stalls or in the bathrooms! Could well be true, since what we decided was literally over a cup of tea in office. This thought hit our mind as we were sipping our tea- why not utilize the upcoming 2 days- holiday break to visit Pondicherry.

The term "Conspicuous beauty" is never far behind whenever there is a discussion around Pondicherry. Attracting it's admirers through its allure. Overall it was great trip full of unforgettable memories which will always remain fresh in our life time.

~Sabari Nathan. R.





Go Goa Gone



On August 25th, a gang of 8 men started their most awaited journey of freedom to the ultimate bachelor's destination in India - Goa. Beautiful beaches, beer and gang of friends, what else could I wish for! In the next 2 days, we tried to explore every nook and corner of the city. The Basilica of Bom Jesus, which preserves the mortal remains of St. Francis Xavier, has a beautiful architecture and is a UNESCO world heritage site. We also visited other churches, each of which has its own uniqueness and beauty. The last night in Goa was the most memorable as we got a chance to visit the Casino. The government law for not having a Casino on land proved to be an added advantage, as the casino was on a Cruise in the middle of the sea. The night was a blast with some getting heartily drunk to other with zeal of winning in their first game. The next day we packed our bags to head back home, but the weight of memories was more than the luggage. Goa gave us the memories for lifetime...

~Sourabh Chugh

Goa it is...



It's when you really want to free yourself from your busy schedules and hustle bustle of office, that you look forward to a refreshing escape. This time it was an escapade to one of the coolest beach destination "Goa". After reaching "Calangute Residency", we just dumped our luggage and headed to Calangute beach. Next day, early morning we began travelling towards Maharashtra for water sports as during monsoon, there are hardly any water activities in Goa. And undoubtedly, the 3 hours of tiring journey was worth travelling for adventurous water sports. In the evening, we went for Cruise in Panjim. The boat cruise is a must for every tourist's itinerary in Goa. Guaranteed fun to everyone. On Day 3, we visited the famous forts like the Chapora fort and temples. And yes of course, when you are in Goa, don't miss to spend some of your night time in Casino - "The Classiest Place". The trip ended so soon with so many beautiful memories to cherish.

~Sonali Bansal

Much Awaited Family Trip to the US.

Eager to meet my brother on Rakshabandhan and see the culture he has been living in for past 2 years, we started our much-awaited trip to the US on August 6th. After a tiring journey of nearly 13 hrs, we reached New York and it was amusing to see my always late brother waiting for us before time. Once settled, we were all set to explore the city to its fullest. Our wonderful journey began the next day exploring Manhattan and iconic Times Square. New York skyline gives the sense of span of advancement humans went through. In the span of around 2 weeks we visited Niagara Falls, Disney Land, Las Vegas, Busch gardens- Tampa Bay, Miami Beach, Akshardham- New Jersey and the most happening place of all "Aquatica - water park". Every culture has its own goodness. The key take away from the US culture were Keep smiling- to make world beautiful for yourself, Follow rules- it's meant for your betterment, Trust each other- to make people responsible, Keep your city clean -be a responsible and proud citizen.

~Nancy Gupta



A Trip to Singapore

When you are a kid, your parents try to fulfill all your dreams...and then comes their dreams. And when the kid becomes independent, it's their responsibility to make parents dream come true.

This is what we tried, my parents wanted to go for an overseas holiday with their kids. Its difficult to take out time from our busy schedules, but this time we were determined and went to Singapore, accompanying my mom, dad, sister and her son and my dear hubby. The excitement and happiness they had, rather we all had was an eternal one. It was a five day trip, but still we felt that it was too less. We went to many places like Garden of Bays, sky walk, Bird's park, Night safari, Merlion park, Casinos and obviously Universal Studios and Sentosa Island. The rides at Universal Studios and shows were awesome.

I must mention the must rides at Universal Studios i.e. 'Revenge of the Mummy', 'Transformer ride', 'Battlestar Galactica: Human vs. Cylon' (this seems risky but it's not. But if you sit at the front, which I did, it will be thrilling, ahem), and last but not the least 'Waterworld' which is a water stunt show, and was superrrr se bhi uperrr. My father went twice to see this show. And yes, we went to Casinos and won 85 SGD and were soooo happy. And not to forget the well maintained MRT stations (metro trains) which is well connected throughout Singapore and easy to commute and travel. While I am writing this I can still visualize the awesome memories spent and wish to relive them again.

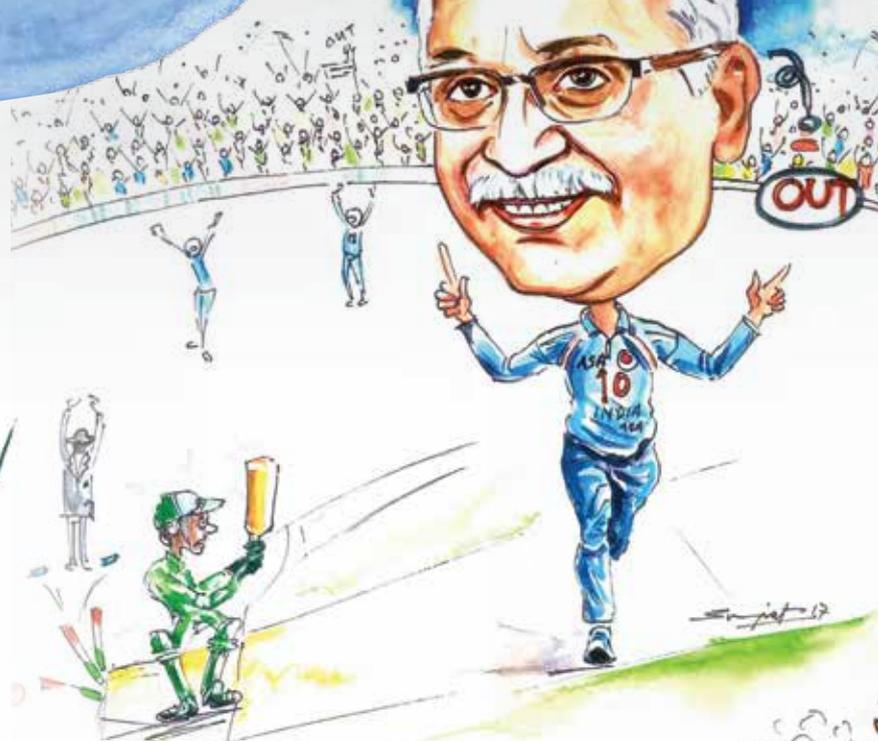
~Reecha Lakhota



FUNNY SIDE UP

Don't run away from
challenges.. Run over them !!

Its not how big you are..
Its how big you play !!



I always try to cheer myself
by singing when I get sad..
Singing may not be my only
passion, but it certainly gets
me into lot of actions!!

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