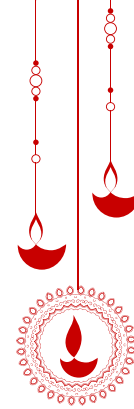


Wishing all a very Happy & Prosperous Diwali!!

# CONNECT



ASA-CCI



Quarterly Newsletter of ASA & Associates LLP / Corporate Catalyst India

Volume 27 | Issue 6 July-September 2019

## The Butterfly

(Struggles)

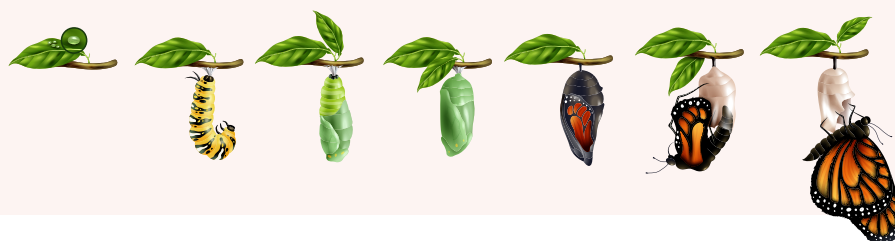


A man found a cocoon of a butterfly. One day a small opening appeared. He sat and watched the butterfly for several hours as it struggled to force its body through that little hole.

Until it suddenly stopped making any progress and looked like it was stuck. So the man decided to help the butterfly. He took a pair of scissors and snipped off the remaining bit of the cocoon. The butterfly then emerged easily, although it had a swollen body and small, shriveled wings. The man didn't think anything of it and sat there waiting for the wings to enlarge to support the butterfly. But that didn't happen. The butterfly spent the rest of its life unable to fly, crawling around with tiny wings and a swollen body.

Despite the kind heart of the man, he didn't understand that the restricting cocoon and the struggle needed by the butterfly to get itself through the small opening; were God's way of forcing fluid from the body of the butterfly into its wings. To prepare itself for flying once it was out of the cocoon.

**Moral: Our struggles in life develop our strengths. Without struggles, we never grow and never get stronger, so its important for us to tackle challenges on our own, and not be relying on help from others.**



- 3 @ Glance
- 7 Stories of Passion
- 8 Fun & Frolic
- 12 Best Wishes From ASA-CCI
- 13 Travel Diaries
- 14 The Remuneration Masters of ASA-CCI!!
- 16 Coffee with Connect
- 17 Alumni Speak
- 18 Growth & Progression - The Way Forward
- 19 Growth Story Contest Winners
- 20 On a Lighter Note



# A word from our Managing Partner

First and foremost, read page 19. Growth through grit and determination cannot be better depicted. Thank you Alok, Shubham, and Avijit for sharing this with us. It will inspire many. You have come out as the beautiful and strong butterflies – fly high, fly long!

Others too have been busy bees, toiling away to meet deadlines but still playing hard. I see happy celebrations all around. I was also impressed with Nikita's trip to Greece, especially its closure – you managed all of Istanbul in 6/8 hours! Now, that is really playing hard. The most eye-catching celebration was Onam at Kochi – Mahabali in our very midst! The knowledge sharing sessions were intense all across. Well done teams. Slowly, but surely, the brand ASA is reaching its zenith. I am proud to be part of these moments.

Our HR team quietly works to bring in talent, help them settle and continuously resolve their woes. Glad to hear that our HR team members are happy too, while keeping others so. Equally heartwarming to hear Nitin and Aakriti's experiences. And welcome to the family Krishna - sincerity and hard work are ever respected here. Your picture somehow reminds me of DRP, any guesses?

Happy Diwali all. May the eternal light of wisdom and peace reside in us.

Best regards

AJAY SETHI

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## ► Our leaders speak at Forums and Webinars...

### Session at World Trade Summit

Ajay Sethi was invited to speak about the Indian opportunity at the World Trade Summit organised by the Institute of Export & International Trade in Bristol, UK.



## @ GLANCE

### Ind AS Session

Parveen Kumar was invited to speak at the seminar on Indian Accounting Standards organised by Delhi Management Association at Delhi. He threw light on the subject matter of Ind AS – 113, Ind AS – 115 and Ind AS – 116. DMA is a professional body devoted to the dissemination of Management Principles and Practices. It's aim is to promote professional management through modern management techniques/ practices.



### Budget session at High Commission

Ajay Sethi was invited to address the budget briefing session on Doing Business in India held at the Indian High Commission in London, UK with Lord Gadhia, Lok Nath Mishra of ICICI Bank and Richard Heald of UKIBC.



### Budget session at Netherlands Embassy

Ajay Sethi together with Sunil Arora and Subroto Bose conducted a session for the Economic Team at the Netherlands Embassy in India addressing the impact of Budget '19 on Dutch companies



### AGM of Confederation of MSMEs

Sundeep Gupta and Subroto Bose were invited to speak at the AGM of Confederation of MSMEs organised by FICCI on decoding latest compliance norms in GST and newly introduced GST returns for MSMEs.



## Session on Healthcare

Himanshu Srivastava was invited by Business France to address the French Healthcare delegation on doing business in India and entry strategies for French businesses in India. Business France is the national agency supporting the international development of the French economy and facilitating international investment in France.



## Seminar on MSME

Our team had the opportunity to sponsor and speak at Seminar on MSMEs – the Present Scenario & the Challenges Ahead, organised by BCIC and Canara Bank at The Chancery Pavilion, Bangalore. Basavaraja M N spoke about the GST issues that the MSME sector is currently facing. The platform helped us to connect to an audience of 100 + MSMEs and address their concerns related to taxation.



## Budget and GST session at WACIA

A session on the highlights of the recent Budget and new GST regulations and reforms was held at Whitefield Area Commerce and Industries Association ('WACIA') Bangalore, for WACIA members. N Krishna spoke on the impact of the recent budget on Taxation, while Basavaraja M N talked about the new GST reforms and what it meant for industries and businesses, followed by a Q&A session.



## National Conference on Direct Taxes

Ramachandra Kamath chaired the National Conference on Direct Taxes conducted by the Ernakulam branch of ICAI, Kochi. The session centered on the topic 'Eradication of Black Money with reference to sections 269SS, 269T, 269ST and other provisions of the Income Tax Act, 1961.



## Webinar on 'New Amnesty Scheme - Sabka Vishwas'



Sundeep Gupta hosted a webinar on the new amnesty scheme introduced under indirect taxes named 'Sabka Vishwas (Legacy Dispute Resolution) Scheme 2019'. The scheme is a step taken by the government to recover tax revenues locked up in litigations pertaining to Excise and Service Tax of pre-GST era.

## Webinar on 'Union Budget 2019 - Key Proposals'

We hosted a series of webinars for the Budget in July this year to decode the implications of the Union Budget 2019. In the webinar Himanshu Srivastava gave a snapshot of the budget along with an economic overview while Sunil Arora and Subroto Bose spoke about the key direct tax and indirect tax proposals introduced in the budget respectively.



## ▶ Knowledge sharing Sessions at ASA-CCI...

### Article on 'Cross Border Stock Exchange Mergers' - Parveen Kumar

Parveen Kumar's article on 'Cross Border Stock Exchange Mergers' was published in 'The Chartered Accountant' - journal of Institute of Chartered Accountants of India. The piece focuses on the benefits of such mergers to the stock exchanges, entities listed therein and the investors while also throwing light on potential hurdles faced in such mergers.



Read the complete article on our LinkedIn page [in](#)

## All India Assurance Partners and Directors Meet

The 'All India Assurance Partners and Directors Meet' was organized at Hotel Country Inn, Delhi under the guidance of Parveen Kumar. Assurance partners and directors from across all location participated in this meet. The meet aimed at bringing the team together to discuss on matters related to audit quality and risk management along with brainstorming on new strategies for business development.



## Enterprise Strategy Meet

The Enterprise Strategy Team organised a pan India meet with Ajay Sethi. The session involved brainstorming sessions and detailed discussions on tackling business opportunities both domestically and internationally as well as creating strategies to successfully target those opportunities across all locations and strengthen our position with each of our selected markets.



## Session on Change Management

Sandeep Khanna took a session with the senior management on how to manage and adapt to changes in an ever growing and dynamic organizational environment. Sandeep Khanna is a part of Panel of experts at ASA-CCI for the oil & gas industry and has international experience in Strategy, Business Management and New Market Entry.



## Leadership Training- A Town Hall Forum

Ajay Sethi took a session on 'Leadership in a Professional Services Firm' at Bangalore, wherein he decoded the essence of open communication in leadership. He took the audience through a pictorial story explaining the various challenges faced in leadership, thereby conveying the significance of appreciation and recognition of employees for their good work.



## Session with Summer Interns 2019

HR team at Delhi organised a very interactive and fruitful session of summer interns with Ajay Sethi.



## Session on CSR- Opportunities for Accountants

SC-TD organized a session on 'Corporate Social Responsibility (CSR)' at Delhi / Gurugram conducted by Rajiv Arya, where he focused on the growing opportunities for accountants to function in conjunction with CSR committees and developing their expertise in this area.



## Client Clinic – New GST Returns

SC-TD organised a technical client clinic on new GST returns at Delhi / Gurugram. The session was conducted by Subroto Bose and helped our clients on gaining better clarity on the issues and challenges associated with filing of the new GST returns.



## Session on Budget 2019- An Analysis

SC-TD organised a session on direct and indirect tax changes in Budget 2019-20 conducted by Sunil Arora and Subroto Bose respectively at Delhi / Gurugram and by P Nitish and D. Ramprasad at Bangalore. The sessions highlighted the significance of the budget, key takeaways, overview of GST, GST Advance Rulings and direct tax reforms.



## Session Audit Procedures and SOX / IFCFR

SC-TD organized sessions on Audit and SOX / IFCFR procedures at Delhi / Gurugram. Prateet Mittal and Nitin Gupta imparted knowledge with respect to key audit procedures related to revenue, inventory, related party transactions, while Gaurav Bhatia explained the applicability and objective of SOX along with case studies citing the reasons for the renaissance which led to the SOX Act.

## Session on Proposed new GST Returns

SC-TD organized a guest session on 'Proposed new GST Returns' by CA Satish Saraf in Hyderabad. Satish is a practicing CA with 20 years of experience in Indirect Taxes advisory and litigation. A renowned ICAI faculty, he is also a regular speaker at various professional forums for GST.



## Session on Transfer Pricing and Internal Controls

SC-TD organised an informative and interactive brainstorming session on transfer pricing conducted by Preethi D and a session on Internal Controls and ICFR conducted by Sathyabama for the new trainees at Chennai.



## ► What's New at ASA-CCI??

### Go Green!

Accounting & Business Support team at Delhi / Gurugram took an initiative to plant a few little buds & leaves on their office desks to make the surroundings a little healthier and greener. Besides being natural air purifiers, the plants lend an aesthetic appeal and boost staff morale.



## Sneak Peak - New look!

Our Mumbai office has been in the process of renovation. Here's a sneak peak into the new look.



## STORIES OF PASSION

### OCEAN ABOVE MY HEAD

Words | Photography | Travel | Food | Life

### Yash Jain - Assurance DEL/GGN

At a tender age of 10, I got attracted towards playing guitar and started taking classes for it. I developed a great passion for being a Guitarist since then. From thereon, music has been a doorway to all the things in my life. First, I became part of my school band and then started doing small stage shows from the age of 13. Now, we are a professional band named "NoLessThan" having done more than 25 shows.

*"Diversity in oneness fascinates me. Whenever I travel, I learn something new."*

I am an avid reader and somewhere between reading stories, I realized that there is so much to express and why not give shape to all the tales we tell. With that vision, I established 'Oceanabovemyhead.com' in May 2019 with a view to make it as a window, for everyone to see through

my eyes, experience the journey and know what different places have to offer. With the same mindset, I also started a YouTube channel, trying to capture the fast pace of lives. If you somehow bump into my channel, you'd find a playlist "Cities in Seconds" where I try to produce that vision.

*"I carry music with me wherever I travel and keep on adding unique rhythms of places in my heart."*

Experience is the biggest learning tool. The more I travel, the wiser I become. Nowadays, travelling is just not visiting a place, it's understanding their administration, technology, and lifestyle. This helps a lot in bringing the best in your professional and personal life. Music and travelling constantly makes my outlook positive. We need to take in everything as it comes, good or bad as all these are stories and stories make life worth living.

## FUN AND FROLIC



### Fun'tastic Fun'day Poker Night

#### - All Locations

SC-RC continued its theme 'Funtastic Funday' by conducting Poker Night event in support with Adda52.com team. For Delhi and Gurugram, the event was organised at Gravity Spacebar in Gurugram. In Mumbai along with Poker, SC-

RC conducted Teen Patti and Black Jack as well. The other locations participated vide online platform. The event was a liberating experience where staff members enjoyed the game along with snacks.



### 'Fun'tastic 'Fun'day - Antakshri Night - DEL/GGN/MUM

SC-RC carried on its series of monthly events under its 'Fun'tastic 'Fun'day theme by organising Antakshri Night in multiple rounds. Staff enjoyed the night with lots of music, fun and delicious snacks. The winner team was presented with a sumptuous team lunch from SC-RC.





## Independence Day Celebrations

### - All Locations

On the eve of Independence Day, SC-RC decorated the offices in tri-color theme with balloons and ribbons. SC-RC also organised an online Indian History Quiz Competition across all locations to make the event a memorable one. Winners were awarded and sweets were distributed to the entire staff.

Team Kochi marked the 73rd Independence Day by hoisting the Tricolour flag, followed by short speeches by P N Ramachandra Kamath and Sreevidhya V Pai on the importance of preserving the country and its environment.



Hyderabad



Kochi

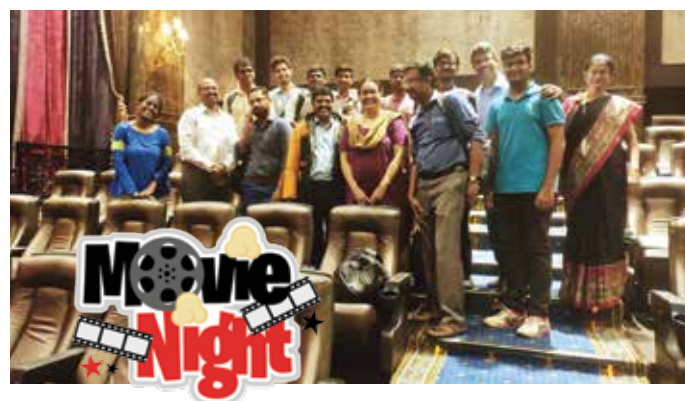
## Indoor Cricket Tournament - CHN

SC-RC conducted a thrilling session of Indoor Cricket tournament. The teams enjoyed the adrenaline rush along with trophies for the winning team.



## Movie Nights - CHN

SC-RC organised a special movie event for the staff at Palazo Cinema, Forum Vijaya Mall. Everyone had fun watching 'Nerkonda Parvai' and enjoyed the day with a meal of popcorn, burgers and French fries.



## Krishna Jayanthi

### - CHN

The birth of lord Krishna was celebrated with much joy at Chennai where staff came dressed up in traditional attires.



## Fun'tastic Fun'day - Movie Night - DEL/GGN

SC-RC continuing with its series of monthly events organised Movie Night wherein 'Andaz Apna Apna' was screened for the staff with popcorn and snacks. The comedy of errors made the staff break into peals of laughter at every sequence.



## Ganapathi Bappa Morya - DEL/GGN/BLR

On this auspicious day the office was decorated with beautiful flowers and colourful rangolis. A beautiful idol of Lord Ganesha, the god of wisdom, was worshipped and venerated. The holy lights and the chanting of mantras made the ambience feel divine and sacred. Everyone dressed up in bespoke traditional wear and enjoyed the festive mood.



## Teachers' Day Celebration - DEL/GGN/MUM

SC-RC came up with a three-set activity to celebrate Teachers' Day. The first activity was a poetry competition, wherein Charvi Mehra from Assurance and Pritesh Bagla from Tax won the prize at Delhi and Mumbai respectively. The second involved the staff calling up their mentors/teachers in life and wishing them. The event ended on a very high note with a fun jam session which was the third activity for the staff.



## Quarterly Party @ Big Boyz Lounge - DEL/GGN

Quarterly party is a much-awaited event among staff members. SC-RC organised this quarter's party on a rooftop restaurant and discotheque, where the staff danced the night away. On popular demand, a game of Poker was also arranged to make the event more engaging.



## WC: India Vs. NZ Cricket Fever On! - ALL Locations

SC-RC began the quarter with live screening of Cricket World Cup Semi-Final match between India and New Zealand across locations. The grand clash was witnessed by the audience while enjoying delicious snacks.



## A Joyous Day out at Club Cabana!! - BLR

To offer respite from the busy audit season, SC-RC organised a fun filled outing to Club Cabana. The one hour bus ride from office to the resort was spent with everyone giggling at each other's antics! On arriving at the resort staff members were served a yummy breakfast after which SC-RC conducted some fun games to encourage team spirit and camaraderie amongst the staff. After a heavy lunch, everyone explored the vibrant resort for its water games, the giant wave pool and the lazy river. The day ended with a selfie -spree capturing all the crazy moments.



## Onam Celebrations - KCH

Onam being the state festival of Kerala is celebrated with much joy and enthusiasm by Malayalees regardless of their religion, caste or creed. The festival is celebrated to welcome King Mahabali, whose spirit is said to visit Kerala at the time of Onam. Onam is a 10 day long festival celebrated in the beginning of the month of Chingam. Of the 10 days, the first day 'Atham' and tenth day 'Thiruvonam' are most important of all. Elaborate feasts known as 'sadhya', folk songs, elegant dances called 'Thiruvathira Kali', energetic games 'Vadamvali', 'Onapattu', and concentric floral decorations called 'Athapookkalam' all form part of this spectacular festival.

This year SC-RC organised Onam celebrations with a pleasant twist. The whole team gathered together at a resort in the scenic backwaters of Cherai at the Olavum Theeravum. The celebrations were started with PN Ramachandra Kamath performing the traditional 'Para Niraykal' marking the start of the celebrations. The rituals were a sight to behold with everyone dressed their best in gorgeous outfits traditional to Kerala.



## CA Day Celebrations - KCH

SC-RC and SC-Admin commemorated the Chartered Accountants Day by gifting a rose to all CAs in office as a symbol of love and appreciation. K Nithyananda Kamath and P N Ramachandra Kamath shared their words of wisdom, while Ankitha inspired the budding chartered accountants with her insights.



## Movie Munchies - HYD

SC-RC came up with a movie plan to watch "Nani's Gang Leader" to help everyone de-stress after the busy statutory audit season. It was an intriguing crime thriller with a simple and realistic revenge plot. SC-RC delighted everyone with delicious popcorn and samosas. The event proved to be a great stress buster and cheered everyone up.



## Man vs Wild (Sondai Trek)

- MUM

To enjoy the monsoon to its fullest, SC-RC planned a trek trip to Sondai. Arrangements included a private bus to the foothills of Sondai, breakfast, tour guides and a scrumptious lunch. The trek not only connected everyone to nature but also tested their fitness levels.



## BEST WISHES FROM ASA-CCI



**Abhinav Bhilware**  
Assurance - DEL/GGN



**Muhammad Zahir**  
Taxation - KCH



S/o Trinkesh Patel  
ABS (MUM)



D/o Dhanpat Chaudhary  
SSA (DEL/GGN)



## Go Goa!

Prudhvi M - BLR

It all started when one evening Upendra came up to me, around 6 'O clock and asked me "will you come for Goa?", as we all reply with general reaction 'No' even I had said No. Since it was Goa and its everyone's dream trip I gave it a second thought and then said "Yes!".

As soon as we reached Goa, we hired four bikes by negotiating the price and rode to a place near Baga beach. Immediately after reaching the room, we quickly freshened up and headed to the restaurant named Fat Fish near Baga beach, which is a must visit place for people who love to eat fish (especially king fish). Soon after lunch we hopped onto Baga beach, enjoyed some water rides and then we checked into our rooms to take some rest.

At around 10 pm we went out to have an amazing street food dinner and then headed towards Tito's pub and Mambo's pub lane (which is one of the oldest pub in Goa). Tito's lane is a must visit place, this place makes you feel like you are in Bangkok. The next morning, we went to explore the Chaparo fort, it's a serene place with a beautiful backdrop and later on headed to visit the Anjuna and Vagator beach, where we had kokum juice. Then comes the reason, for which most of the people visit Goa - Casino! and so our next stop was Casino Pride.

As we entered the casino my eyes literally popped out with excitement by looking at all the gambling tables. I was thrilled as this was my first ever Casino experience. We started playing games like Mini Flush and Andhar Bahar with chips worth 10,000 and eventually ended up earning 40,000 chips. After leaving the Casino we realized that we had actually recovered our entire travelling costs and casino entrance costs from this win.

With big smiles on our faces, we started our journey back to Bangalore!



## TRAVEL DIARIES

### Greece, North Macedonia with a dash of Turkey!

Nikita Agarwal - MUM

The seeds for visiting Greece were sown in early years of college, when we took fancy to Greek folklore, with due thanks to Rick Riordan's Percy Jackson (the books NOT the movies). Hence, we were absolutely thrilled to visit the ancient settlement of Acropolis in Athens; the Parthenon dedicated to Athena Parthenos; Olympia - the original site for Olympic games (yes we did run the ancient tracks) and the Bronze Age Palace of Knossos on the island of Crete (sadly the Minotaur's labyrinth remains undiscovered). Owing to its ancient civilization, Greece has a very developed food palate and is an absolute daydream for gastronomes.

Also, worth-mentioning are Mykonos, the party capital of Greece; Santorini, with its slopes covered with whitewashed cubiform houses and Kefalonia, with its glittering cave-lake of Melissani. The hike along the rim of volcanic caldera in Santorini was breath taking and so was the black sand beach of Perissa. However, the cherry on cake was our two-day trek to Skala in the Olympus range. The view was stunning as we captured the moment in a group photograph with Mytikas peak in the background.

We made our way to the Balkan state of North Macedonia, a generally overlooked destination, known to many only on account of the much publicized, and recently resolved Greece-Macedonia "naming" dispute. Skopje with its stone bridges, sculptures and fountains is a perfect place to unwind and you can never go wrong with a lake facing stay in Ohrid.

The 8-hour layover at Istanbul, Turkey was spent exploring the Old bazaar, the Blue Mosque, Turkish baths and Turkish sweetmeats, thus ending the journey on a sweet note.



# The Remuneration Masters of ASA-CCI!!



## Delhi/GGN

Nidhi Bhargava

“Gradually under the guidance of Sunil Sir things settled down. My opinion matters and so does everybody else’s no matter at whatever level they are. ‘Growth’ is an ever-going process of self-improvement.”

I completed 4 years with ASA/CCI in this month.

Initially when I joined, it was tough as there were so many things in HR where I needed clarity but gradually under the guidance of Sunil Sir things settled down. We used to have weekly meetings where ideas were exchanged between all the team members to strengthen the HR practices and eventually, we did come up with better processes. To work under different leadership styles was also a great opportunity for me.

I love that I’m encouraged to try new things and be innovative and that my opinion matters and so does everybody else’s no matter at whatever level they are.

I believe that ‘Growth’ is an ever-going process of self-improvement that you undertake upon facing failures and enjoying successes while sailing through the crests and troughs of life.



## Delhi/GGN

Ruchika Sharma

“There is a sense that we as a team are working towards our firm’s Vision and I am one of them contributing my bit in making it a reality.”

I joined ASA in April 2015, so it’s been 4.6 Yrs.

Initially it was tough as the role was new to me and moreover my immediate manager left within a month from my joining. But eventually things got streamlined, the partners and admin staff were very supportive in making me comfortable and familiar with the work culture. All in all, it has been a great learning experience in ASA-CCI.

I like my job as we get to interact and connect with most of the employees joining ASA-CCI. On a day to day basis there is a sense that we as a team are working towards our firm’s Vision and I am one of them contributing my bit in making it a reality.

Growth and progression for me is a continuous process of learning and adapting to situations and circumstances, where both success and failure help you to become a better version of yourself.



## Delhi/GGN

Neha Bhatia

“Teamwork’ is not only where you learn things and complete work on time, but also means generating new ideas and contributing towards creating a good work environment.”

I have completed 1.8 Years with ASA-CCI.

My journey with ASA-CCI and with my team has been really good, I have learnt a lot of things along this journey like ‘Teamwork’ is not only where you learn things and complete work on time, but also means generating new ideas and contributing towards creating a good work environment. I am happy that I got the opportunity to work with ASA-CCI.

I like the fact that even though there is work pressure, but still the team helps maintain a very cool environment which makes working at ASA-CCI very enjoyable.

For me ‘Growth and Progression’ means Teamwork, good environment, more achievements in less time.



## Bengaluru

Rajesh Krishnamurthy

“HR is the bridge between a newcomer and the organization, and I feel very happy when any article or employee calls me their first friend at ASA-CCI. From the headcount of 65 in 2012 to 128 now.”

I joined ASA in the year 2012, about 7 years now.

My role was earlier more of administration and HR was some part of it, over the period of time my role play gradually changed from Administration to HR, which was challenging but equally exciting as it helped me in learning the processes of HR. Finding the right candidate is a real challenge, we need to review a lot of resumes, ensure they fit to our requirements, short list, conduct couple of rounds of interviews and roll out offer letters. The most interesting part is the recruitment of articles because they are so inquisitive in nature and have so many questions to ask us.

Freedom is very important especially for a HR personnel. I like the fact that I can work freely and take independent decisions based on firm policies and partner’s guidance.

HR is the bridge between a newcomer and the organization, and I feel very happy when any article or employee calls me their first friend at ASA-CCI. Working towards the upliftment of the organization and balancing the employees and the management is challenging yet satisfying.

Growth and progression for me is moving ‘From the headcount of 65 in 2012 to 128 now!’ My growth journey at ASA-CCI has been very enjoyable. The Partners have always been supportive and guided me well and I want to thank them and the admin team as well for being instrumental in helping me achieve and reach where I am today.



## HR department employees speak about their journey so far and what 'Growth and Progression' means to them in life...



### Hyderabad

Dharavath Srinu

"The environment around here is very comfortable to work. ASA-CCI has guided me and trained me to face the corporate world."

It's been 8 years since I started my journey with ASA-CCI.

I started my career as an office assistant, now I am able to manage multiple fields like Admin, HR and EDP. The environment around here is very comfortable to work. There is a lot to learn in ASA-CCI for everyone.

I love to welcome and interact with people. I like being friendly & respond to new joiners to make them feel comfortable and adjust to the office environment. I feel joy in solving my colleagues' issues quickly.

Growth and Progression to me, is always about accepting challenges and turning them into opportunities. ASA-CCI has guided me and trained me to face the corporate world.



### Kochi

Aalwin George

"The chance to assess prospective employees and evaluate their potential while also helping them get into their role here provides me great satisfaction. Growth happens in response to challenges faced."

I have been associated with ASA-CCI for 5 years now.

I am handling multiple portfolios at ASA-CCI which includes HR and Admin. My experience so far has been very good, and I look forward to continuing working here.

The chance to assess prospective employees and evaluate their potential while also helping them get into their role here provides me great satisfaction.

Growth happens in response to challenges faced. My life in this sense has been one of continuing growth and progression.



### Mumbai

Kiran T Desai

"I think our firm gives every individual a chance to grow not only career wise but also as an individual in the society. So be kind, be humble, enjoy life & keep moving forward."

I have been associated with ASA-CCI for nearly 7 years now.

My journey with ASA-CCI started way back in 2012 by developing & shifting to the completely fresh new office at Tardeo. From then till now it has been a remarkable and memorable journey, whereby I got an opportunity to meet and interact with a lot of people across ASA-CCI and those associated with it. As it is said 'time flies quickly', so did mine. I have come a long way with ASA-CCI now and moving forward, many more miles to go.

I like the way we function across ASA-CCI offices, to name a few, we have fortnightly Zoom meetings with all our team members across branches, the way all committee's conduct their activities and staff members including partners who are actively involved in those activities. I think our firm gives every individual a chance to grow not only career wise but also as an individual in the society.

I see myself on the right path to success, towards growth and progress. I think every individual has their own goals, and so do I. By continuing to work at ASA-CCI, I am sure I can achieve those goals very soon. Lastly, I would like to say that, yes there should be goals in our life but apart from that we all are human beings first. So be kind, be humble, enjoy life & keep moving forward.



### Chennai

R. Rajagopal

"Life is half spent before you know what it is. I started taking efforts to understand every aspects of my life and develop myself to be a more self-disciplined with a go-getting attitude."

I have been associated with ASA-CCI for two and half years now.

My journey here has been fruitful so far. My 26 years of defence background enabled me to transform from a hardcore military personality to an amicable HR person in the corporate world. There were few initial hiccups while carrying out my duties, primarily because of the military discipline in my attitude. So, eventually I changed my approach and tried to inculcate corporate discipline in the youngsters in office through regular interactions. I am happy to say that I have been successful in bringing about meticulous changes in them.

I like the regular interactions with the employees, and I enjoy motivating them to succeed in their professional career. I like involving myself in day to day challenges, and to create the right vision and approach to get the things resolved quickly.

Growth and Progression...I think "Life is half spent before you know what it is". I became aware and understood this saying at a very young age. I started taking efforts to understand every aspects of my life and develop myself to be a more self-disciplined with a go-getting attitude. Military helped me in this regard. I believe that we all should set goals in our life (both short and long term), preferably parents should help their children with this at a young age. We should keep moving forward to attain these goals slowly and steadily. This journey will not be devoid of challenges, but if we learn to overcome these hurdles, the day is not far away when we will achieve our objectives and feel on 'Top of the World'.





## COFFEE WITH CONNECT

**N Krishna**

**Executive Partner Taxation - BLR**

**When did you start your journey with ASA-CCI?**

July 8, 2019

**How has your journey been so far?**

So far, so good

**What is the one change that you would like to bring in this workplace?**

I would like to try and improve the quality of deliverables.

**If you could change one thing about yourself what would it be?**

I don't think I'd like to change anything about myself!

**How do you like to spend your day off from work?**

I like to relax by watching movies or sports

**What would you describe as the defining moment in your career?**

Fortunately, there have been several defining moments in my career. The opportunity that I got to brief Mr. Harish Salve for a client of mine was amongst one of the peaks.

But equally, when people across other teams expressed their desire to work with me, it gave me a different form of satisfaction altogether

**Name one thing that you would like to pursue post-retirement?**

Complete my bucket list, if I have not already finished it by then.

**One piece of advice you would like to share with your fellow colleagues here in the firm?**

Quality and timeliness of a deliverable should never be compromised

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

My parents

**When you were younger what did you think you were going to be when you grew up?**

A chartered accountant or a software engineer.

**How would you define growth and progression in your life?**

Growth and progression are ongoing processes. They keep happening with constant dedicated effort. So, I think I can say that, I have seen a lot of growth and progression both professionally and personally and have a lot to be seen yet.

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

Authenticity

**What's your hidden talent?**

Give me enough time and I will be good at anything put in front of me (if that can be considered a talent in itself). Else, I manage to sing decently.

**Which are the 3 places on your wish list that you want to explore next?**

Australia, Andaman Islands and UK

**What are you most grateful for today?**

Everything that I am today. I could not have imagined being in this situation 20 years back.

**What do you fear the most?**

I fear darkness.

**What energizes you and brings you excitement?**

I really enjoy listening to music.

**Do you consider yourself as an indoor or outdoor person? If outdoor, then which is your favorite sport?**

A bit of both, and I enjoy playing cricket.

### QUICK BITES

- ◆ **What are you currently reading?**  
Not much of a reader, but spend hours on Quora
- ◆ **Favorite street food?**  
Samosa masala chat
- ◆ **Favorite movie of all times?**  
There are plenty. Maybe, the Departed
- ◆ **Your favorite TV show currently?**  
TV is limited to movies/ sports/ news. No shows...
- ◆ **A leader you passionately follow?**  
None
- ◆ **The song currently playing in your mind?**  
Rocky bhai
- ◆ **Favorite holiday destination?**  
None specifically, but enjoyed Rome while I was there





# Aakriti Gomber

## (Ex-employee ASA - Assurance, DEL)

(Presently - Manager – Fidelity Worldwide Investments)

### Which office (location) and division did you work in at ASA/CCI and in which year?

I was based out of the Delhi office which used to be in Shahpur Jat back then in 2009. Assurance was the division that was my bread and butter!

### Who took your interview at ASA/CCI, can you share any memory of it?

If, my memory serves me right it was by a person who left the organization immediately after my joining.

### How would you describe the corporate culture at ASA/CCI?

Depends with whom you are interacting! With Ajay sir or Parveen Sir around, it was always thorough cut right professional. With Rajiv sir, you could take the liberty to chill a little.

On a serious note, being my initial learning ground, I found it just right to mould me into a perfect professional and I still find myself talking about ASA/CCI to my current colleagues (sub-consciously!), even though it has been almost 5 years of having moved on from ASA/CCI.

### Who played an instrumental role in shaping you at ASA/CCI?

Has to be all sirs starting from Ajay sir, Parveen sir, Rajiv sir and definitely Prateet sir!

### Which was the best quality of your mentor which you admired?

Blessing! in disguise, if I may say that I never had one single mentor. I had an opportunity to work with different seniors during my working stint in the organization. This helped me in picking good traits from all with one thing common i.e. there are no shortcuts to success!

### What did you enjoy the most and miss the most about working at ASA/CCI?

The age demographic of ASA/CCI was something that made my stay particularly enjoyable since there were a lot of same age professionals around. The personal touch that I had developed with my teammates during my work years at ASA/CCI, is something that I miss the most while working in corporate organisation(s). And I miss the RC-Events!!

### How did your ASA/CCI experience prepare you for your career ahead?

Since ASA/CCI was the first professional exposure I received, the experience gave me enough skills (technical and soft skills) and knowledge to work across different profiles. The hands-on experience coupled with the desire to excel in what ever you do, helped me a lot in building my blocks for growth in career path ahead. I matured, became self-reliant and developed interpersonal skills all through-out my 5-year stint with ASA/CCI

### What does your current role at Fidelity comprise of and what is the key challenge that you face in this role?

My current role has got more to do with analysis of financial statements and results related to UK business including reporting key performance indicators for each business. It also includes preparation of budgets and monthly forecasts, financial modelling for executive decision making and continuous involvement in various projects towards automation and creating efficiencies in various finance processes.

The real challenge that I face in this role is to keep up with the pace to new software tools like Tableau and Alteryx and also

## ALUMNI SPEAK

understanding dynamic expectations of various stakeholders across the globe.

### How would you define growth and progression in life?

At the risk of sounding preachy - growth and progression are both just extensions of learning. The more you learn, the more you grow and progress.

### Can you share your thoughts on how to best prepare oneself for a career in business finance?

I think the best way is to not just look at numbers as numbers but as tools that convey the financial health of any organization. For a role in FP&A (Financial Planning and Analysis) you have to become good problem solvers. You should have the ability to decipher various puzzle pieces that constitute a company's finances and envision putting the pieces together to formulate a variety of possible growth scenarios/strategies. Few of the important skills that are must are Inquisitiveness, attention to detail and to be a strong communicator.

### What skills do you believe are essential to succeed in your current role and how do you think working at ASA / CCI helped you in developing them?

Interpersonal interactions are the need of hour! Now a day corporate mantra to follow is "Jack of all trades but master of words". It is your ability to be an effective communicator with your stakeholder, peers and team members that help you in winning half the battle. Definitely, work has its importance, but at higher level they expect me to be more of people's manager and less of an executioner. While, at being in ASA/CCI, the Friday morning presentations, client interactions, team building exercise and cross office collaborations with other team members gave me decent exposure to learn the soft skill at that point in time of my career. And, anyone who was there in ASA/CCI at the time I joined and when I left will definitely vouch for the upward sloping graph that I tried to exhibit as far as my soft skills are concerned!

### What advice would you like to give to our new joiners starting their career with ASA/CCI?

Stay! You're in safe hands!



## GROWTH & PROGRESSION - THE WAY FORWARD

### Nitin Gupta

#### Associate Director Assurance - DEL / GGN

It won't be wrong to say that very few of us have the courage to pull the plug on the monotony of our everyday being and take a step towards something we have often aspired for in our daydreams. Though easier said than done, this is what differentiates achievers from the rest and establishes the banal truth of growth and progression: success comes to those who dare and act.

Of course, the initial phase is the toughest. Aimlessness, awkwardness or chaos may disillusion even the best of efforts; in such times the key is to keep going. However, constant setbacks may lead one to wonder that he or she cannot be an achiever, but it is important to remember that each one of us has it in us, it's just a matter of time that we realise it.

**With that message in mind, Team Connect brings you one such story of growth and progression at ASA-CCI: Nitin Gupta's journey towards both personal and professional growth. Read on...**

In his 8 years of association with ASA-CCI Nitin has always been a great mentor to his team; he has always guided his juniors with a nuanced understanding of their nature and aspirations. On the personal front he has been bit by the fitness bug and has lost substantial kilos recently. Through Connect, he shares glimpses of his journey and unfolds on his goals and aspirations while revealing how he succeeded in achieving those.

He recalls how as an adolescent, life was easy going for him and he had no definite goal or path, like the protagonist in the 2004 movie 'Lakshya'. He adds that the awakening was quite late for him, and that he had never really thought about what he wanted to do or become. The first defining moment in his life was when his cousin pushed him to enrol for CA Foundation in year 2001. He shares how that moment made him surer as to what he wanted to do in life and carved his future professional path to move on. Further in his journey, another 180-degree turnaround was when in the year 2011 he convinced himself to move out of a Big-4 audit firm and landed in ASA-CCI.

On finding inspiration, Nitin shares that he believes that inspiration can come from anywhere, *"The first person who inspired me was my maternal uncle. The skill set which I picked up (and still picking) from him includes people management, prioritising work, discipline and firmness in business dealings. Through these years, I have come to realize that, it is not really necessary to only look up to someone who has a master's degree from a renowned institute or is a well-known personality (like a film artist or sports person) to get inspiration. If you look around carefully, you will find that inspiration is everywhere,*

*even a trader of grocery items with basic level of education can inspire somebody."*

To Nitin Growth and Progression is a continuous process whereby one can convert his existing challenges and development points into accomplishments. He remarks how journey at ASA-CCI has been very enriching for him over these years, *"ASA-CCI has provided me with a platform to sharpen my accounting and audit skills. Furthermore, I was given many opportunities to learn and build on my client relationships, learn people management and develop a business perspective. During my tenure at ASA-CCI, I have seen the growth and progression journey of the organisation as well and I feel proud and equally excited to have been and continue be a part of this journey of growth and progression of the firm ahead."*

On his personal fitness success, he divulges how around a year back, during a running event he realised that his fitness levels need attention, *"The incident made me go into a deep self-realization mode and I started analysing where my personal health was going and hence, I decided to change this and set the goal for weight reduction and fitness. Today, one year after, I feel very content and there is a sense of achievement when I see the transition in myself from last year, I definitely feel healthier, fitter and feel more energized and active even at work."* With these words Nitin shares that he looks forward to continued growth and progression in his professional and personal life in the coming time.

Lastly, his advice to all the young and fitness enthusiast colleagues there at ASA-CCI is, *"To be calm and focused in their endeavours and set goals with a one-year time horizon and keep doing self-assessment regularly."*





## GROWTH STORY CONTEST WINNERS

### 1 Breaking the Brick Walls!! **Alok Kumar Sahu** ABS - Hyd

Before reading into my article, let us compare an Assistant Manager (in our firm) with a daily laborer. Why am I comparing my current position with a daily laborer? After appearing in my 10th board exams, I started my career as a bricklayer and my father was my first colleague. After 5-6 months, I switched my job and became a painter. Then I started working with a local advertising company to reduce my physical stress so that I could concentrate on my further studies. As my father's earnings were not sufficient even to meet our daily food requirements, so I chose to work for the better future of me and my 3 younger siblings. I wanted to study more, hence I joined a college to complete my graduation in B.com. I still remember that this college was almost 10 km away from my home, and I use to daily cycle down 20KM to attend the same.

Then, in the mid of the second year of my degree, I received an offer to work as an 'Office attendant' with an ex-client of ASA-CCI Hyderabad, where I was referred by 'Mr. A Dwarikanth Subudhi' of ASA-CCI. Things changed from hereon.

I worked hard, tried to learn as much as I could and showed keen interest in accounting and bookkeeping and got promoted to the position of an 'Accounts Executive'. After 2-3 years of working there, I then had to move back to my hometown 'Bhubaneswar' due to my family's needs.

Then in October 2015, I again received an opportunity from Mr. A Dwarikanth Subudhi, but this time to work with ASA-CCI. And I joined here as a 'Senior' in November 2015. During this time, I still continued my studies and made constant efforts to keep on learning new things. Eventually I got promoted to the position of an 'Assistant Manager' at ASA-CCI.

This is the small growth journey of my career from a laborer to an Assistant Manager at ASA-CCI. I am happy to share that I have completed my B. Com degree and plan to study further and complete more courses and aim to grow and progress higher in life.

### 2 Broken but not Shattered... **Shubham Jain** Assurance - DEL / GGN

My Story of becoming a Company Secretary (Although I am a struggling Semi-qualified Chartered Accountant also), began in 2012, when I was in the great depression of my life, a close personal relationship ended, had zero income, in short, I was Broke. So just to fill my empty mind I decided to enroll for CS Executive program because I was doing some secretarial work in my CA article ship period.

In June 2013 I cleared both Groups of CS Executive in first attempt, and by 25th August 2013, I was a Semi-Qualified Chartered Accountant and Semi-Qualified Company Secretary. My lost hope had flourished again, and I was on cloud seven. But then the best part came and the system of failing again and again started when I gave my First CA Final Attempt in June 2014. I had given close to 6-7 attempts, and yet was unable to clear any of my CA exams. That was the lowest point of my life.

But life came with another twist, in December 2016, I cleared my CS Professional 2nd Group after 5 attempts. After years I felt the feeling of passing an exam. Just passing 3 papers out of 17 made me cry, but the journey lying ahead was still very Long.

In February, I joined ASA-CCI, though I was still penny less on my first day as well, but my senior Gaurav Bhatia, saw the fire in me and hired me under him for an Internal Audit profile. After joining ASA-CCI, I felt that my Bad Luck became Good Luck and I started feeling the positive energies that I was craving for since the time I had entered this profession.

Since then there has been no looking back. I purchased my dream home for my Parents, became a qualified Company Secretary in August 2019 and now I am an aspiring ACCA - DipIFRS and will be giving the exams for the same in December 2019. I am really thankful to ASA-CCI and Gaurav Bhatia for all the opportunities provided to me. I believe this is just the start of my growth journey and the development part is still going on.

Today when I look back, I feel maybe all this was possible because though I was broken, but not shattered. "It was a really hard and painful journey, but it was all worth it. The feeling of becoming a professional Company Secretary is Awesome! Moral of the Story is: Believe that everything is going to be okay and this too shall pass. Believe in yourself. Keep Smiling like Dr. Astana (of Munna Bhai M.B.B.S.), without any reason especially when you are angry or depressed.

### 3 The Power of Self-Control **Avijit Singh** Assurance - DEL / GGN

It was during the year 2015, when I was appearing for my CS final (remaining two groups) for December attempt. I remember I was sitting with my mother and talking to her about my studies and I told her that I am not able to understand why am I failing from the last three attempts? To which she replied, that I am distracted from my studies and the social networking sites are the only reason for my distraction. For once I was shocked, but soon realized that my mother was actually right. I immediately uninstalled all the social networking apps from my mobile.

I will have to admit that it was extremely tough for a week for me to adjust to this change but post that week, I realized that I was actually able to think better and concentrate only on myself and nothing else. That's where the magic started happening and my focus towards my studies was not only revived but became stronger and stronger day by day.

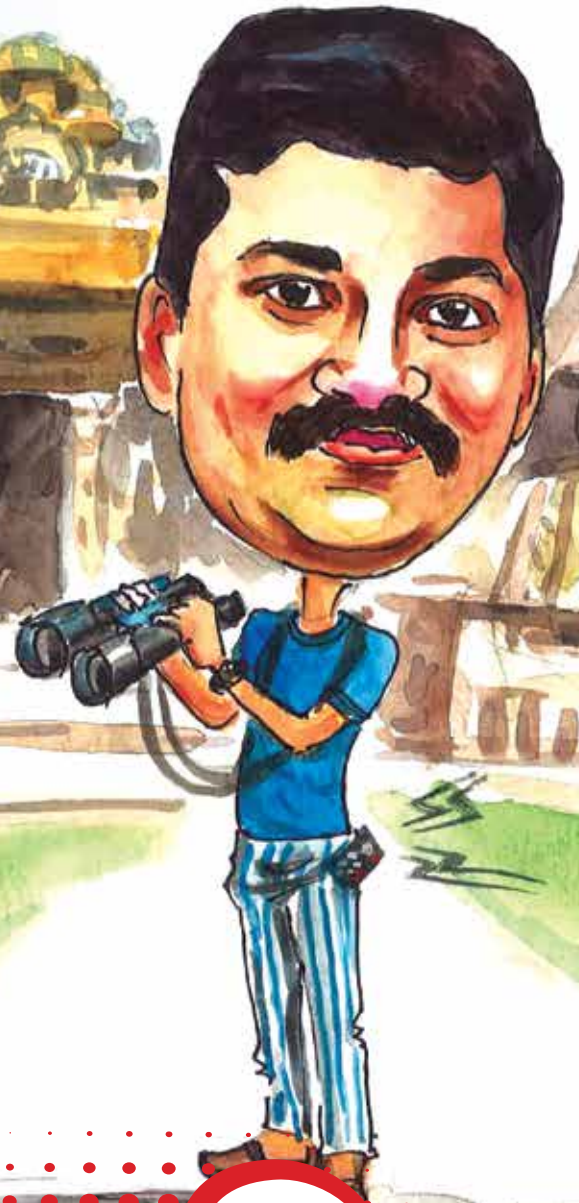
This time when I sat for writing my exams I realized that there was a massive change in terms of my confidence level with which I was writing the answers and I did know it somewhere in my heart that I was going to clear my examination this time, which eventually happened.

This is one such instance where I experienced growth not only academically but also in terms of self-realization and self-control.

## ON A LIGHTER NOTE

"A level headed person who meticulously combs through audit reports,  
An avid traveler too,  
Who loves to explore historical forts"

**Meghdoot Jajoo**  
Executive Partner  
Assurance, Mumbai



"Ever engaged in enhancing his knowledge base, moves smartly to maneuver every taxation case,

With a sweet smile adorning his face, he pulls his strategic chess moves with equal grace"

**K Nithyananda**  
Kamath, Partner  
Taxation, Kochi

