

CONNECT

ASA-CCI



Quarterly Newsletter of ASA & Associates LLP / Corporate Catalyst India

Volume 26 | Issue 5 April-June 2019

Finding Your Ikigai

Find Your Own Raison D'être



Ikigai, the age-old Japanese ideology that's long been associated with the nation's long life expectancy and the antitheses of short-sighted resolutions. A combination of the Japanese words 'iki' (生き), which translates to 'life,' and 'gai' (甲斐), which is used to describe value or worth, ikigai is all about finding joy in life through purpose. In other words, your ikigai is what gets you up every morning and keeps you going.

The word 'gai' comes from the word 'kai' which translates to 'shell' in Japanese. During the Heian period, shells were extremely valuable, so the association of value is still inherently seen in this word. It can also be seen in similar

Japanese words like hatarakigai, (働きがい) which means the value of work, or yarigai-ga aru (やり甲斐がある), meaning "it's worth doing it."

Ikigai is what gets you up every morning and keeps you going.

Gai is the key to finding your purpose, or value in life. The best way to really encapsulate the overarching ideology of ikigai is by looking at the ikigai Venn diagram which displays the overlapping four main qualities:

Ikigai lies in the convergence of four primary elements:

- What you love (your passion)
- What the world needs (your mission)
- What you are good at (your vocation)
- What you can get paid for (your profession)

What is the one simple thing you could do or be today that would be an expression of your Ikigai? Find it and pursue it with all you have, anything less is not worth your limited time on planet earth!

Having a hobby, raising a family, or being able to work and make steps towards diving deep into that passion project you've always fantasized about, are all Ikigai.

3	@ Glance
7	Fun & Frolic
12	Travel Diaries
14	Stories of Passion
15	Coffee with Connect
16	The IT Oracles of ASA-CCI
18	Alumni Speak
19	Cricket Quiz Competition
19	Best Wishes From ASA-CCI
20	On a Lighter Note



A word from our Managing Partner

What a beautiful message *Ikigai* is. If you can find common flow and harmony within family, professional and personal life – calm and peace is a given.

I had been a hyper active and mischievous child, much to the chagrin of my parents and, I guess, schoolmates/friends. Senior school and college made me dwell deeper, and I happily connected with my dark side. Then I met my wife. We both have a happy passion for life and work. Slowly, over the years, my demanding and pushy nature gave way to understanding the others' view, which later experienced the joy of embracing that view if it was better. Our family is tightly knit but each is fiercely independent and allows other their space too. This liberates me as well as gives me purpose in life. My partners quiz and question the direction I offer, challenge views and bring out my best. Equally, I am ever keen to nurture young minds to aim higher. That gives me purpose at office. As I explored my spirituality, my shortcomings became more evident. That gave a purpose to know the self better. I continue to seek expression of my *Ikigai*, and am happy in my space.

As I flip through Connect, I see a healthy expression of *Ikigai*. We work hard, share knowledge, have lighter moments and make our families proud. Even our alumni fondly remember their connect here, as is obvious inside. And where else can you get such a delightful yoga guru to fall back upon 😊. All in all, a rare and beautiful place we have together created.

I wish you joyful purpose.

Best regards

AJAY SETHI

Published at New Delhi Office:
81/1, 3rd Floor, Adchini,
Aurobindo Marg, New Delhi 110 017.
Tel (91) (11) 4100 9999

Editorial and Content Team

Bikramjit Singh Bedi, Anukriti
Sud, Spriha Aggarwal, Shreya
Kapoor, Kanika Kalra, Vaibhav
Chawla, Aarushi Handa, Upasna
S, Pavani Acharya, Amruthavani
N, Sagar N, Praveen R, KS
Narayanan, Kameshwaran,
Jayabalaji, Harikrishnan, Prakash,
Shanmugapriya, Koteswara Rao K,
M.Amukthamalyada, Muhammad
Zahir, Roopa Rajiv, Renia Treesa
George, Joshmy Joy, Sonali Sudhir,
Nikita Agarwal, Tanay Kotecha,
Sandhya Salvi, Pallavi Mehta,
Sreekrishna Vaidyanathan

Design Team

Keshav Mishra, Siraj Ahmed
& Sandeep Singh
www.asa.in

*For internal circulation only

CEO Roundtable

VDMA in association with ASA/CCI and BTG Legal hosted a CEO Roundtable in Bengaluru and Chennai on the topic of Fraud Prevention and Forensics. Parveen Kumar spoke about the use of forensic tools and other measures to help top management prevent and detect corporate frauds.



Symposium on US Tax Considerations

K Venkatraman represented ASA/CCI at the symposium on US Tax considerations for Indian enterprises set up in the US organised by the Indo-American Chamber of Commerce.



@ GLANCE

India Day, Germany

ASA/CCI supported the 10th India Day event held by M+V and Luther in Cologne Germany. This is an annual event focused on helping German companies new to India and those already doing business in India understand how to navigate the Indian opportunity. Sunil Arora and Kim Collaco represented ASA/CCI at the booth in Cologne.



Webinar: Beyond EU-India

Ajay Sethi presented a webinar in association with The Institute of Export and International Trade in the UK. The webinar offered an overview of how UK businesses can successfully access the Indian market. Ajay covered the macro opportunity, India's global trading equation and the Indian opportunity for UK companies.



Session on Insolvency and Bankruptcy Code

Himanshu Srivastava was invited to address the 9th batch of Indian Revenue Services officer trainees at the ICLS Academy, in the Indian Institute of Corporate Affairs (IICA), Manesar serving the Ministry of Corporate Affairs. The IICA functions as a vibrant think-tank assisting MCA in continuously redesigning the regulatory response and service delivery system. Himanshu threw light on the resolution process under the Insolvency and Bankruptcy Code 2016 and spoke about the challenges faced by companies at the time of entry and exit from India.



Client Clinic on GSTR-9 - KCH

SC-TD organised a technical client clinic on GSTR-9. The session was conducted by Sreevidhya V. Pai and chaired by Nithyananda Kamath and P.N.Ramachandra Kamath. The session helped in bringing in much needed clarity about filing the annual GST return and its requirements



Ad Arcania - KCH

SC-TD conducted an innovative quiz titled 'Ad Arcania'. The participants were divided into teams and asked to identify the brand based on the ad that was screened. The quiz was immensely enjoyable and threw up a lot of surprises.



Audit Training - BLR

Training sessions enrich individuals and organisation both as a whole with benefits that make time spent a worthwhile investment. Our team at Bangalore conducted an Audit training program for the article trainees to enhance their knowledge on audit planning and execution.



GST Workshop - BLR

Indirect Tax team organised a workshop on GST and recent updates for our clients. The session was taken by Aneesh B.U and Pinky G Bhonsley. During the session, Basavaraja M.N added his valuable inputs connecting various provisions of law with practical situations. The session was an interactive one wherein participants raised their specific business queries and challenges under GST regime.



Guest Session on Personal Financial Planning - DEL/GGN

SC-TD organised a guest session on personal financial planning conducted by Farooq Nabi, Vice President, Karvy Private Wealth. He shared his ideas, thoughts and his first-hand experience in financial planning and wealth management.

Basics of Ind AS - MUM

Meghdoot Jajoo explained the basics of Ind AS and gave insights on learning the finer details of the same from various channels to remain updated of the recent developments. He further highlighted the importance of Ind AS for assurance teams citing that the arena is very challenging and demanding in nature having a huge scope of opportunities for the team.

TIPS - Pan India

SC-TD organised the All India Bi-Annual Training and Induction for Professional Staff (TIPS) held at Hotel Le Meridien, Gurugram with an aim to impart knowledge and training to the newly inducted trainees and seniors. The three-day long programme comprised of interactive sessions by Partners on varied topics that aimed at providing an overview of the various service verticals of ASA/CCI.



Session on TDS - CHN

SC-TD conducted a brainstorming session on TDS given by Srinath Rajan. The session covered topics ranging from the origin of TDS to present issues. Various new topics like Traces and GST on TDS were introduced.



Ind AS Master Class - DEL/GGN

SC-TD in association with the Assurance division took an initiative to share knowledge on the Indian Accounting Standards (Ind AS). Master Classes were organised to enable teams to learn Ind AS in 2 weeks. The in-house coaching was intended to equip participants with practical knowledge on important accounting areas. Speakers included senior executives from industries and faculty members from Institute of Chartered Accountants of India besides partners and managers.



SC-EDP Implements Tech Safeguards - All Locations

SC-EDP undertook several initiatives to protect computer systems from malware and unauthorized access. Features like dual authentication with OTP and Multi-Factor Authentication have been introduced for email security. SC-EDP has further endeavored towards moving from on-premises to cloud while making the Data Management System fast and user friendly for all.

Article on 'Insider Trading and Price Sensitive Information in India'

- Parveen Kumar - DEL/GGN

Parveen Kumar's article on 'Insider Trading' was published in Standing Conference of Public Enterprises' (SCOPE's) monthly magazine 'Kaleidoscope'. The article explained the basics of Insider Trading focusing on key terms relevant to the topic and analysed the law relating to Insider Trading in India in view of the legal aspects of 'price sensitive information', 'insider' and defences available to communicators of such information.

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



Session on New Developments under Companies Act - DEL/GGN

SC-TD organised a session on new developments under Companies Act, SEBI and Auditing Standards. Nitin Gupta explained the requirements with practical case studies and further explained the impact of recent developments on companies and their auditors. He further enlightened the audience with details on standard procedures or approach that should be followed to ensure the compliance with new requirements

Article on 'Angel Tax- A Raging Controversy'

By Bikramjit Singh Bedi and Jyoti Gupta - DEL/GGN

Bikramjit Singh Bedi and Jyoti Gupta elaborated the ill effects of the provisions of Section 56(2)(viib) of the Income Tax Act on start-ups in their article published on Taxmann. The article talked about the government's intent behind introducing such provisions while highlighting the hardships faced by start-ups as a consequence of the same and advocated the need of a condition of satisfaction for the revenue authorities to differentiate between genuine and unscrupulous taxpayers.

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



Client Clinic on Ind AS 116 - DEL/GGN

SC-TD organised a client session on Ind-AS wherein Nitin Gupta explained the impact and challenges faced by companies while implementing Ind AS 116 - Leases.



Session on Leadership in Professional Services Firm - DEL/GGN

SC-TD organised a session on leadership in a professional services firm wherein Ajay Sethi explained the fundamental importance of communication in leadership. He explained the challenges involved in leadership by taking everyone through a post apocalyptic jungle world, giving examples and elaborating different leadership styles. The session was very interactive, informative and helped everyone understand, learn and appreciate the various nuances of good leadership.

“Becoming a leader is synonymous with becoming yourself. It is precisely that simple and it is also that difficult.”

-Warren Bennis

Vishu Celebration

- KCH

Kochi celebrated Vishu, which falls in the Malayalam month of Medam with great gusto! The day started with getting the Vishukani ready, which was followed by the customary 'Kaineettam', a token of blessing.

Kaineettam celebrates the use and circulation of money in a unique way, based on a belief that 'wealth that is shared with others will grow and multiply in abundance'. The celebrations were concluded with everyone enjoying firecrackers.



FUN AND FROLIC

Fun @ Sealords

- KCH

The team at Kochi gathered together to celebrate the birthday of their beloved mentor P.N.Ramachandra Kamath. The party was held at Hotel Sealords and was a smashing time for all involved, especially the man of the day, Ramachandra Kamath himself.



Team Movie 'Ishq'

- KCH

Team Kochi enjoyed a fun day out at the movies celebrating the spirit of love by watching the romantic-thriller movie 'Ishq' featuring upcoming actor Shane Nigam along with Anu Sheetal. 'Ishq' is an unpredictable, engrossing movie that raises relevant questions about love in contemporary society. Everyone went home thoroughly refreshed with some relevant questions to ponder upon.



Can Silence Sound So Frightening? - CHN

ASA/CCI Chennai's eccentric and reverberant team was rewarded with a horror film that gave them a terrifying succession of jump scares and kept them at the edge of their seats throughout the show!

If you could somehow mentally train yourself to do this without sound, imagine a silent ASA/CCI - now that's hilarious!

And of course, what's a movie without Chennai's very own Sathyam Popcorn. The multitude enjoyed the screening as equally as they loved their noise!



It's been a year! - CHN

June 18, 2019 marked one year of our new office. Everyone celebrated the day with cake cutting with Partners, including Ajay Sethi, sharing their motivational thoughts.



Howzzaat!!! - BLR

The cricket fever was at an all-time high for the most awaited India-Pakistan clash!! What better way to experience the heart thumping patriotism than to sit back with fellow cricket buffs while munching yummy food. The RC team organised a fun evening for the cricket enthusiasts at a cool hang out spot in the city called 3 Dots & a Dash. The proud win for the Indian Team was witnessed on a big screen along with great food.



Hilariously Yours! - BLR

The office dynamics between managers and articles were presented in the funniest way in Kannada by the most interesting bunch of people – Hitesh, Revata, Prashanth, Yashwanth and Muni, depicting various characters in an exaggerated way, all connected by the animated voice over provided by our in house amazingly talented dramatist – Praveen. The situations ranged from playing foosball to PUBG and everything in between. The audience had a gala time watching them play a 5-year-old-child- version of everyone!



Gaming Evening - MUM

With some racing and sweating began the May summer for Mumbai team.

SC-RC organised Go-karting and Laser Blast games for the team which witnessed an adrenaline rush and proved to be a stress buster for all.



Smaaash & Shoot - **HYD**

SC-RC organised a bouncy outdoor event at The Smaaash Zone, a stupendous gaming arena in Hyderabad. It was a real time PUBG experience where everyone found our MVPs sniping around the battlegrounds.

The laser-shooting bonanza was followed by a bowling competition and a few stress busting indoor games like Jenga and Table Tennis. The day was filled with doses of laughter and entertainment. The fun filled evening came to an end with birthday celebrations and a round of heavenly snacks.



World Cup Screening - **MUM**

SC-RC organised a fun day at work for cricket enthusiasts by screening the world cup live in the office. The employees enjoyed the live cricket match from their workstations.



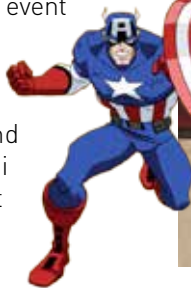
Eid Mubarak - **DEL/GGN**

SC-RC distributed sweets on the auspicious occasion of Eid-ul-Fitr.



Movie Outing - Avengers Endgame - **DEL/GGN & MUM**

The much-awaited Marvel movie of the year 2019 – Avengers Endgame, served as a good opportunity to break the staff out for a fun time. While at Delhi-Gurugram, the movie event was followed by a small CSR initiative where the team distributed food to the underprivileged around the cinema hall, Mumbai team enjoyed the movie at Sterling Theatre, one of the oldest in Mumbai.



Celebrating Mother's and Father's Day - An Unconditional Bond of Love - All locations

A poem writing contest was held by SC-RC across all locations to celebrate the love for our beloved mother and father on Mother's Day and Father's Day respectively. The staff was asked to send their feelings and emotions through write-ups containing a special message for their mother and father along with their pictures.



World Environment Day: Sassy Sapling Competition - All locations

"It is in the vast canopy of beautiful trees where the soul truly finds itself at peace".

SC-RC celebrated the spirit of the world environment day with Sassy Sapling Competition and encouraged the staff to plant a sapling and contribute in increasing the green cover. The event was celebrated across all locations wherein the staff was asked to plant a sapling and send a selfie with the plant.



Funtastic Funday - Comedy Night - All locations

Laughter is simply a smile heard out loud!

To break the monotony of everyday routine, SC-RC introduced "Funtastic Funday" for conducting events at regular intervals to boost everyone's recreational energies.

SC-RC kick started "Funtastic Funday" by organising comedy nights, wherein comic artists Ravi Gupta and S.Arvind aka 'SA' were called to give stand-up performances at our Delhi and Chennai offices respectively. These performances were live telecasted across other office locations.



Funtastic Funday - Magic Show - DEL/GGN

Continuing with the theme of Funtastic Funday, SC-RC organised a magic show wherein magician and illusionist Dhiraj Gogoi and Ram Mishra gave live performances to the wonder of the staff members.



'Chat' it up with Chaat Party - All locations

SC-RC organised a mouth-watering CHAAT PARTY to fill our growling stomachs!!

The hors d'oeuvres ranged from paani puri to paapdi chaat, samosa chaat, bhel puri and sev puri. The whole team enjoyed the experience of getting to prepare the dishes as well as eating them. Who said that you couldn't have your cake and eat it too!



MUM



KCH



DEL/GGN



HYD



BLR

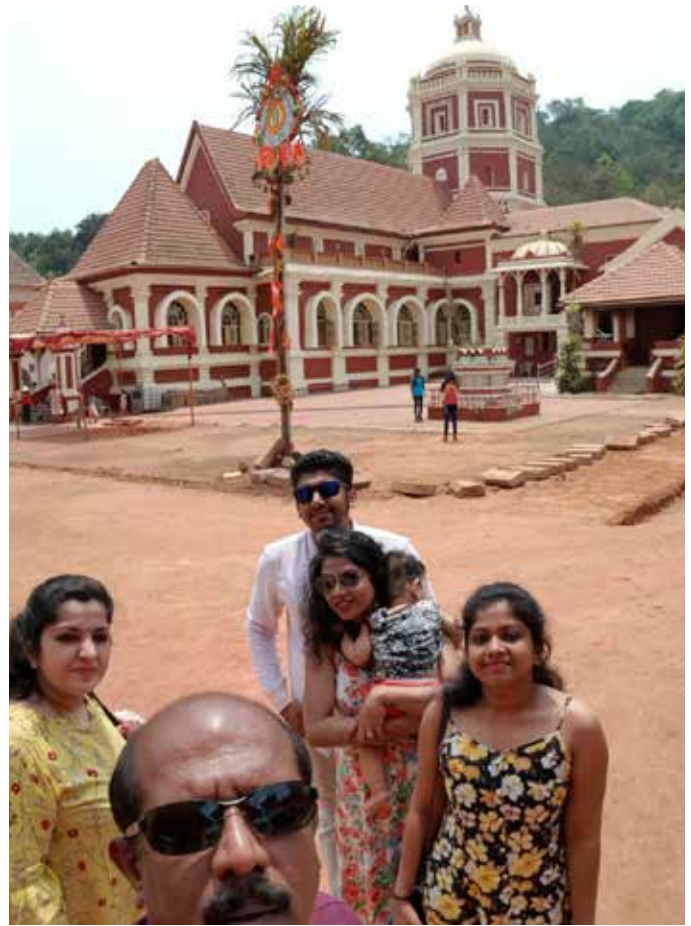
TRAVEL DIARIES

Goa Wedding Diaries

Sonali Sudhir - **KCH**

My first ever Goa trip proved to be the one of the most memorable and wonderful family trip ever. Traveling with family is something each one of us should do every once in a while, as it plays an important role in bonding with our family members. Our journey started from Ernakulam railway station at night where we boarded an express train. Train journey in the morning was full of fun with my nephew; it was like an aunt nephew bonding time for both of us. We reached Goa by afternoon. Since we went to Goa for the destination wedding of my dad's niece, we straightaway went to the venue, hotel 'Kennilworth'. First day of wedding was a little bit hectic since we had to attend two parties in a day. We were exhausted by the end of the day but craved to explore Goa. Second day of the wedding began with Malayali wedding ceremony which was followed by North Indian wedding rituals ending with a grand reception.

Although we didn't have enough time to visit much of Goa we managed to do paragliding. With the altitudinal wind gushing at our faces, it felt like being able to fly in the open sky. I will definitely visit Goa again to feel it completely with the scooter rides, parties & more adventures!



Sit Back and Relax...

Fabulous Trip to Australia

Karishma S Khandelwal - **BLR**

"It is the journey that creates the most remarkable moments and not the destination"

This time of the year, we decided to strike off Australia's name from our bucket list. The trip began with arriving at Melbourne late night, right when the weekend commenced. It felt like we were entering a whole new world altogether. Party mood was clearly visible as we passed through the city's crowded streets decorated with colorful lights and loud music. We visited one of the best coastal drives, the Great Ocean Road having heaps of bays, beaches and look out points en route with mesmerizing scenic views.

Highlights of the trip were wildlife sanctuary, rainforest filled with native creatures like Kangaroos and Koalas and a beautiful sunset at 12 Apostles around 8 in the evening. One appreciable aspect was the convenience offered by transport connectivity's tram and metro, making it easy to explore places like locals instead of tourists. Timing to visit St. Kilda's Beach couldn't have been more perfect as we got sight of penguins come ashore from sea after

sundown. In Sydney, we visited Blue Mountains which give a spectacular display to the eyes offering variety of hiking trail options, scenic skyway, cableway rides and fantastic cascades along the waterfalls. Other attractions include Sydney Opera House, walk on Harbour Bridge, ferry rides to Manly beach and Bondi beach, being one of the favorite beaches in the world. As tall as the Eiffel Tower, the Sydney Tower offers amazing panoramic views from its skywalk at the top. We indulged in a romantic dining experience at the rotating restaurant there and bid goodbye to Australia.

Although lavishly developed, I would say that Australia is an iconic and must visit continent for an exotic experience.



'Around the Heaven' - Switzerland Trip

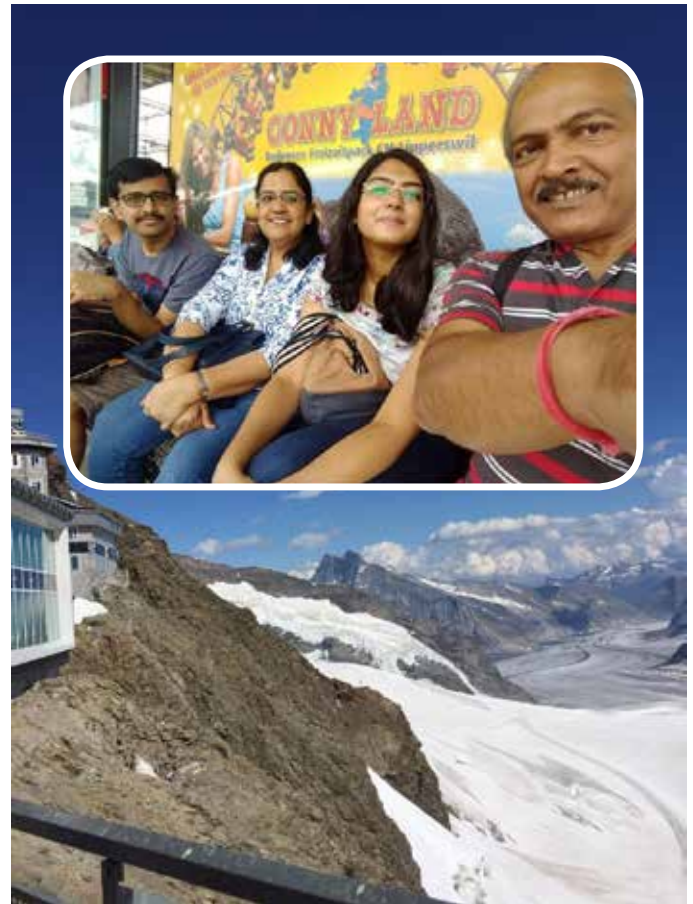
P Nitish - **BLR**

From towering mountain peaks that are snow-capped even in summer, to crystal clear lakes, well-preserved medieval cities, lush alpine pastures and charming villages, everywhere you look in Switzerland, beauty is all around you.

It was 8 days trip to explore some of the best places around the heaven, all by train after we landed in Zurich. The city is set on beautiful Zurich Lake, near the mountains, and is close to a lot of other cities we had planned to visit. Here, we visited some of the famous tourist places like Swiss National Museum, Zurich lake shore and the most renowned street – Bahnhofstrasse. Our next stop was at Bern. Bern has an amazing historic town center that you'll want to walk around all day long. This part of town is filled with medieval clocktowers, cobblestone streets, churches, and well-preserved sandstone homes.

The next town we visited was - Interlaken which is perfectly between two sparkling lakes- Lake Brienz and Lake Thun and at the foot of Swiss Alps. Both lakes are stunning, but Lake Brienz is a particular charmer. We then visited the Lucerne area which was a start into the nature scenery of Switzerland. This city is known for its famous mountains Pilatus or Rigi. The sunrise over the Lake Lucerne is worth witnessing once in a life time.

Next stop was the renowned city of Geneva. It offers spectacular views of the city's lake, the world's largest fountain, the UN, a historic city center and a collection of international restaurants. This city is a home for 40 museums. A pleasure boat trip from Geneva to Lausanne was a memorable one. This was a one-way cruise and is shorter than four hours. Mt Blanc was seen from various parts of the lake near Genève. Our last stop before returning to Zurich was the breathtaking Swiss Alps. It was surely the home to the most dramatic



scenery in the world. The mountain tops and isolated lakes are so beautiful that you will never want to leave the place.

We are delightfully trapped by our memories in Switzerland. It's tough to find a spot not to like in Switzerland. Switzerland travel is something everyone should experience at least once in their lifetime.

Tirupathi Trip

T. Akshaya - **CHN**

Unplanned trips become more exciting than planned ones. And when it is a trip with friends, then even devotional trips become fun and gala. The members list went on increasing till the day to the trip. Our journey started with huge dreams filled with joy and fun. Our sleeps hid somewhere in the long lasting talks. The time we spent for travelling to Tirupathi was made hilarious and funny by various games. When we reached Alipiri, the entire atmosphere made us feel devotional. With way full of chitchats we crossed the 3550 steps. The enthusiastic day was completed with the amazing darshan of Lord Thirumala. We returned home with lots of memories and blessings of God!!!





STORIES OF PASSION

"If you can't figure out your purpose, figure out your passion. For your passion will lead you right into your purpose."

Passion is what doesn't let us sleep at night,

Passion is what wakes us up early at dawn.

Celebrating the 'Power of Passion'

CONNECT brings to you stories of passion at ASA/CCI

K Venkatraman **National Head - Taxation**



When did you first start doing Yoga?

Right from when I was 7-8 years old, I have been forced to do "Surya Namaskar" (which contains 12 different asanas) with my father. Maybe 1965 onwards.

I think during the year 1992, I was introduced to a Guru in Coimbatore, none other than "Sadguru Jaggi Vasudev" by one of my well-wisher. He put me into "Sahaja Sthiti", "Bhava Spandana" & "Samyama" etc. (Silence programs) between 1992 to 1999.



What drew you towards Yoga?

It happened just like that. I believe that, maybe the Sathsang of my well-wishers/ friends made it happen for me.



What is the best thing that you like about Yoga?

That it helps bring about both self-discipline and balance in approach, in all spheres of activities.



What is one misconception/myth that you would like to clear about Yoga?

Generally, people attribute Yoga with 'MAT', which is absolutely a myth/ misconception. "Yoga" is the way of Life – throughout the day, throughout life. It pervades into your eating habits, work ethics, dealing with team members, etc.



Which form of Yoga do you follow?

I follow a series of breathing exercises together with Surya Namaskar.



Which is your favorite Yoga asana and why?

Of course, "Surya Namaskar". This comprises of 12 Asanas starting from "Pranamasana" and ending with "Tadasana". It helps the whole body get rejuvenated.



In what ways do you feel Yoga has benefitted you in your professional and personal journey of life?

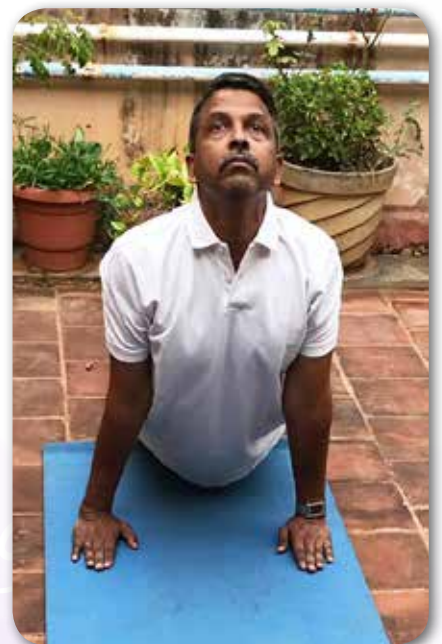
I have immensely been benefitted by the discipline and balance in approach that Yoga has helped me achieve in all walks of my life, both professional and personal.

In fact, it has enabled "Anger Management" in a big way. When I say "Anger Management" the basic fact is that Anger cannot be avoided altogether. But when you follow Yoga, then your body & mind gets adjusted totally to the "Sahaja Sthiti" (The being of things around you) and your emotion and anger are totally brought down in this process.



One reason why you would recommend everyone to start and follow Yoga?

The need for recommendation does not arise. Anger and emotions are the primary reasons for the current day breakdown of health of many professionals. It is their own self-introspection (I suppose each one of us is capable of such introspection) which should trigger towards bringing them to the YOGIC way of Life, if not done already.



GN Ramaswami

Executive Partner Assurance - CHN

- 1. When did you start your journey with ASA/CCI?**
My journey at ASA/CCI started from April 1, 2019
- 2. How has your journey been so far?**
The journey so far has been good, and I look forward to it becoming even better in the coming time.
- 3. What is the one change that you would like to bring in this workplace?**
Standardization of execution to improve the quality and consistency in delivery of work.
- 4. If you could change one thing about yourself what would it be?**
My temperament
- 5. How do you like to spend your day off from work?**
I like to spend time with my family.
- 6. What would you describe as the defining moment in your career?**
When I decided to opt for practice.
- 7. Name one thing that you would like to pursue post-retirement?**
Travel with Photography
- 8. One piece of advice you would like to share with your fellow colleagues here in the firm?**
To keep abreast of the changes in the profession by continuous reading and by taking up new courses
- 9. Who do you think has had the largest influence on the person you are today?**
My Grandmother
- 10. When you were younger what did you think you were going to be when you grew up?**
An Airforce Pilot

COFFEE WITH CONNECT

- 11. What is the first quality that you look for in the people you meet?**
Sincerity
- 12. What's your hidden talent?**
To grasp the underlying issue
- 13. Which are the 3 places on your wish list that you want to explore next?**
Jammu & Kashmir, Andamans, Jim Corbett
- 14. What are you most grateful for today?**
My Friends and Well-wishers
- 15. What do you fear the most?**
Being outdated. This fear acts as a catalyst for me to learn new things
- 16. What energizes you and brings you excitement?**
Nature
- 17. Do you consider yourself as an indoor or outdoor person? If outdoor, then which is your favorite sport?**
I consider myself as an outdoor person and enjoy playing Shuttle.



QUICK BITES

What are you currently reading? – Madras Rediscovered by S Muthiah

Favorite street food? – Pani Pooori & Dry Bhel

Favorite movie of all times? – Thillumullu & Thirivilaiyadal (Both Old)

Your favorite TV show currently? – None (Except for Cricket and Tennis, I never watch any program on TV)

The leader you passionately follow? – MS Dhoni. He remains calm during difficult situations on field, which helps him to take clear decisions.

The song currently playing in your mind? Pullanguzhal Kodutha Moongilgale by Kannadasan

Favorite holiday destination? – Ladakh & Bharatpur

The IT Oracles of ASA - CCI

Our tech experts share their experiences at ASA/CCI and their enthusiasm to build better technology...



Delhi/GGN
Tarun Sarangi

“ Everyone here shares the same vision, work in a professional manner, and is dedicated to the security mission. I love that I have a great degree of control and freedom within my job”

I joined the ASA/CCI family on 20-June-2016, almost 3 years completed successfully.

Initially, it was hard because it was my first time working in an accounting firm, but gradually as I got use to the professional working culture at ASA/CCI I started involving myself in managing the team and participating in providing technical architectural solutions, trained the team to work independently, control the budget, took new initiatives and also won the trophy of ASA/CCI's best subcommittee twice for IT department.

I love my job because everyone here shares the same vision, work in a professional manner, and is dedicated to the security mission. This truly creates a corporate environment where everybody is there for each other. My superior is very receptive to listen to new ideas and the entire team is very supportive and works together to make them happen. We all support each other and work together to offer creative feedback and then make our ideas a reality. I love that I have a great degree of control and freedom within my job. I work full-time on a flexible schedule, both in and out-of-office and my superior trusts me to produce high-quality work and results. I work hard to maintain that level of trust, which keeps me engaged and excited.



Delhi/GGN
Manoj Kumar Rajput

“ I love my work at ASA/CCI. My manager and superiors have been of great support.”

I have been a part of ASA/ CCI for the past 5 years.

In this tenure, I have learned a lot like completion of work on a timely basis, immediate response to queries and to be supportive to the staff to the maximum extent. In addition to this, ASA/CCI has also helped me learn and develop the skill of how to work in a team and take on responsibilities to resolve the problems efficiently.

I love my work at ASA/CCI. My manager and superiors have been of great support with respect to new initiatives and projects. They have guided me technically and imparted great training and knowledge.



Delhi/GGN
Susheel Dutt

“ I have been associated with ASA/CCI since the last 17 years and it has been an excellent journey so far. ”

I have been associated with ASA/ CCI since the last 17 years and it has been an excellent journey so far.

I can proudly say that I am involved in every step of the firm's IT growth from simple computing to technology-driven setup.

The one thing I like most about my work is the implementation of new technologies and the resolution of challenges with a positive attitude. In addition to this, there is a friendly nature with ease of access to senior management.



Delhi/GGN
Abneesh Kumar

“ The team works together to ensure immediate responses and resolution of issues on real-time basis.”

I recently completed 5 and a half years with ASA/CCI.

My journey with ASA/CCI has been great till now. I have learned and gained a lot of technical experience here. The best part about the working culture here is that, the team works together to ensure immediate responses and resolution of issues on real-time basis. The seniors are also very supportive and guide me to further develop my technical skills

What I really like about my job is working on solving troubleshoot routine technical problems, helping implement new technologies and initiatives in our organization.





Bengaluru

Mahalingappa

“ My best moment in ASA/CCI was when we shifted to the new office and when I helped in building the structure and arranging the system network.”

I have been working as an I.T expert with ASA/CCI for 7 years now.

It's been a really happy and fulfilling journey so far. I initially practiced as a design maker; later my interest shifted towards the I.T field. I have never faced any challenges in work. With experience, early prediction of software problems helps to overcome challenges and helps in providing better assistance to others as well. My best moment in ASA/CCI was when we shifted to the new office and when I helped in building the structure and arranging the system network. It was a memorable experience and I learned a lot.

I enjoy my work as I love to handle tough situations in a cool way. I wish to enhance the performance standards of software and computer systems and have the vision to implement high-end technology with zero problems which are user-friendly. My advice to everyone is to work from their heart; it gives one fruitful results and satisfaction. At the end of the day, that is what matters!



Chennai

Mohan Raj K

“ Working in an environment where there is always a change and upgradation in technology is challenging and fulfilling.”

I have been working with ASA/CCI for 3 Years.

It has been a great experience for me. The people in my department are always friendly and easy to approach, in case of any query everyone is always willing to help. This place provided me a lot of opportunities to learn and upgrade my skill sets. Working in an environment where there is always a change and upgradation in technology is challenging and fulfilling.

I have faced a lot of challenges in implementing new technologies and in coming up with innovative ideas, but I feel proud about handling the work smoothly and that's one thing which I like about my work.



Kochi

Benjamin Varghese and Einstein Varghese

“ Everything at ASA/CCI is structured and well organised.”

We have been associated with ASA/CCI for over 10 months now.

It has been a pleasure for us to be associated with such a professional organisation. Everything at ASA/CCI is structured and well organised, and thus quite comfortable in terms of the working environment.

We are very passionate about what we do. To be able to provide support for such a critical area of an organisation gives us great satisfaction and drives us to keep improving. We look forward to having a wonderful long term and fruitful relationship with ASA/CCI.



Mumbai

Pradip Anil Shrivastav

“ I have felt like family since the day I joined.”

I have been working as an I.T expert with ASA/CCI for 2 years 1 Month now.

My journey here has been good. I've felt like family since the day I joined. The atmosphere is very exuberant and joyful.

The best part that I enjoy about my work is to address the technical problems of the employees for which one needs to keep himself updated with the latest changes in technology.

“THE ADVANCE OF TECHNOLOGY IS BASED ON MAKING IT FIT IN SO THAT YOU DON'T REALLY EVEN NOTICE IT, SO IT'S PART OF EVERYDAY LIFE.”

-BILL GATES

Akrosh Saxena

Ex-employee ASA - Assurance, Delhi

(Presently - Director – Ramboll Support Centre and Finance & Account Middle East Asia)

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

I worked at the ASA – Delhi location from 2003 to 2005 as a Manager - Audit and Compliance reporting to Mr. Parveen Kumar

2. Who took your interview at ASA/CCI?

My interview was taken by Mr. Parveen Kumar

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

The best part about working with ASA/CCI is that a lot of empowerment and trust is placed with employees. There are rules and framework in ASA/CCI to ensure professionalism and underneath there is a lot of freedom to work.

I really enjoyed the open work culture in the company. Small events and get togethers made work a lot of fun. I still remember and cherish my days with ASA/CCI. Some of my best buddies still belong from ASA/CCI, we regularly meet and share our experiences till date.

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

I learned a lot from Parveen, who was my reporting partner. He trusts his employees and gives them a lot of freedom to operate, which was very refreshing compared to my experience in previous companies. I have consciously tried to adopt this value of his in working with my teams.

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

Trust and empowerment.

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

There are many happy memories of office parties, but I really miss the time spent with my colleagues Prateet, Udit, Sushil and the rest. They are my best buddies even after so many years.

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

ASA/CCI has a very good client portfolio - mix of small companies as well as very large corporates, which gave me a wider experience to deal with many situations and technical aspects. The interactions with tax and corporate advisory departments were also very useful to understand the technical aspects of specific situations, which helped in increasing my understanding in these areas.

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

I am working as Director - Finance in Ramboll, responsible for Finance of Middle East and APAC region with team members based across 10 countries from Qatar to Australia.

Ramboll provides technical and sustainable solutions to improve environment and infrastructure related challenges. It is inspiring to play a part in such big projects by way of providing finance support.

I have a lot of very strong colleagues and one of the key day to day challenge that I face is: how to motivate and challenge the team to achieve their targets and KPIs and deliver finance services to the business.

9. What are you passionate about apart from work?

During my free time, I love to read, Malcolm Gladwell and Paulo Coelho are some of my favorite authors. I am also very passionate about painting.

10. Can you share your thoughts on how to best prepare oneself for a career in corporate finance?

The best way to prepare oneself for a career in corporate finance is by staying motivated, focused and relevant through constant updation of your knowledge.

11. 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?

Creating a high performing and efficient team is a very important part of my present role and my experience at ASA/CCI helped me a lot in learning about team dynamics.

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

Enjoy and cherish the empowering and fun work environment of ASA/CCI.



Kunal Garg - GGN (ABS)

I am a passionate follower of Virat Kohli. I really admire him for his passion and aggression towards his game. His strong and positive personality with great dedication towards health and fitness makes him a great idol for our generation.



CRICKET QUIZ COMPETITION

Upendra Singh - BLR (Assurance)

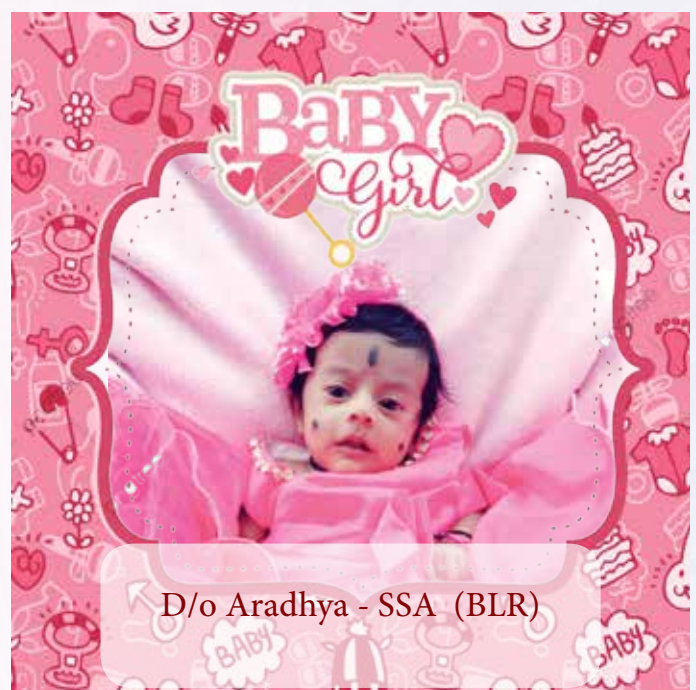
My personal favorite is Virat Kohli. The reason is his aggressive approach and Tit for Tat policy towards opponents. But I believe that, we as a cricket loving nation are lucky and proud to have both Virat Kohli and MS Dhoni - the FIRE & ICE duo playing for us.



BEST WISHES FROM ASA-CCI



Upendra Singh - Assurance (BLR)



D/o Aradhya - SSA (BLR)

ON A LIGHTER NOTE

“Man of less words and more action,
Prioritizes work sans distraction

A secret fan of drama and comedy,
Is always on point with an audit remedy”

S Sundar Rajan

Partner – Assurance,
Chennai



D Ramprasad

Practice Head,
Bengaluru

“A disciplined, spiritual and clear hearted man,
Who believes in standing up for the clan

Shows keen interest in Carnatic music,
Has a bank of audit knowledge with experience exclusive”