

Embracing Gratitude

A blind boy sat on the steps of a building with a hat by his feet. He held up a sign which read, "I am blind, please help."

There were only a few coins in the hat – spare change from folks as they hurried past.

A man was walking by. He took a few coins from his pocket and dropped them into the hat. He then took the sign, turned it around, and wrote some words. Then he put the sign back in the boy's hand so that everyone who walked by would see the new words.

Soon the hat began to fill up. A lot more people were giving money to the blind boy.

That afternoon, the man who had changed the sign returned to see how things were. The boy recognized his footsteps and asked, "Were you the one who changed my sign this morning? What did you write?"

The man said, "I only wrote the truth. I said what you said but in a different way."

I wrote,
"Today is a beautiful day, but I cannot see it."

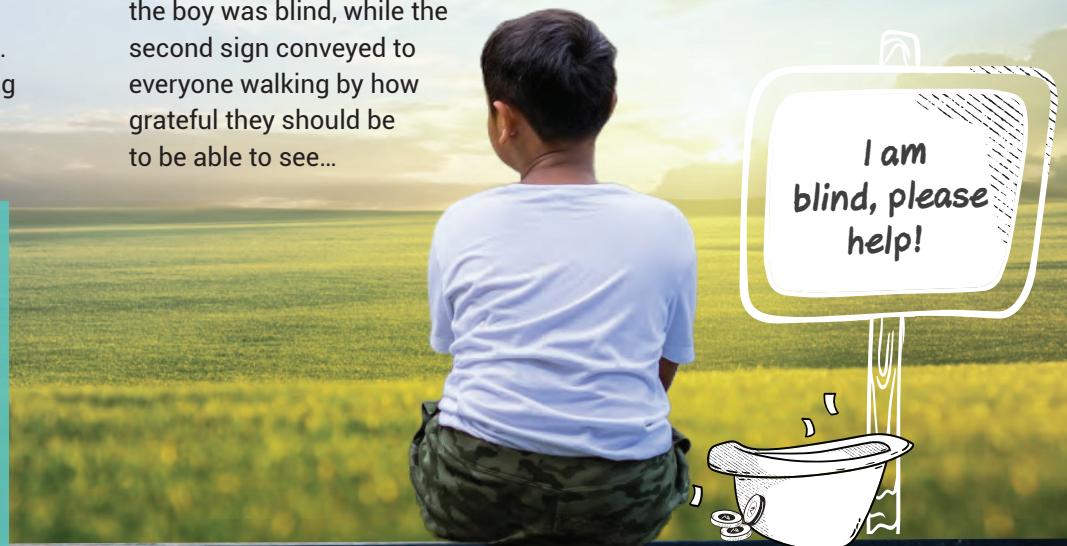
Both signs spoke the truth. The first sign simply said the boy was blind, while the second sign conveyed to everyone walking by how grateful they should be to be able to see...

In times of trouble, maintaining an attitude of gratitude can be difficult. We often fixate on our problems, neglecting to appreciate and taking the good moments for granted. Gratitude is a habit—a way of viewing the world with appreciation, regardless of circumstances. Practicing gratitude brings peace and attracts more blessings.

What are you thankful for today?

CONTENTS

- 3 Technical Events
- 6 Gratitude Hub
- 7 Summer - Recipes
- 8 Eco - Conscious Enterprises
- 9 Phone An Alumni
- 10 India Triumphs
- 11 Celebrating LGBTQIA
- 12 Travelogues
- 13 Your Travel Guide
- 14 Celebrations Galore
- 15 Fun 'N' Frolic
- 19 Coffee with Connect
- 20 Caricatures





A WORD FROM OUR MANAGING PARTNER

I feel gratitude, today and everyday, for having lived a healthy life (till now ☺), for a loving and supportive family, for a positively charged office which I eagerly look forward to each day, for work colleagues little different from own family and the wonderful long term reliable friendships. Life has been kind, and I am grateful.

Happiness is all about your mindset. If you keep a small list of “wants” everything good which comes your way appears the best. Yeh dil maange more is an encouraging line, but sometimes the dil has to be guided by our wisdom. Frustration is an outcome of wanting too much. Gratitude is natural for those who desire little.

Moving on, we had an amazing run in in the last quarter. Browsing through, I too realised how busy we partners were at social and business forums. Every team member backing the efforts across. We together form this homogenous creature called ASA as we walk in harmony towards a common goal. This has been well-articulated by Akhilesh.

There were celebrations galore. Each office adding vibrancy to the otherwise monotonous work. Well done each of you across offices to share your joy with others. Kochi girls winning the international dance day competition came as no surprise to me – I have seen them in mesmerizing action before! For all this bonhomie around, be grateful. It is not usual and should be treasured.

Mina's visit to Japan, both to Fukushima and Atami, brought back memories. I am now thinking of a good onsen, shiatsu and Kaiseki – and exactly in this order. Heaven! Himanshu, please help and I will be ever grateful ☺.

With gratitude to all of you for making my life joyful.

Best regards

Ajay Sethi

Feeling gratitude
and not expressing
it is like wrapping
a present and not
giving it.

William Arthur Ward



EVENTS AND WEBINARS



Ajay Sethi and Himanshu Srivastava were invited to a networking dinner hosted by Catherine Gallagher, Minister Commercial and Head of Australian Trade and Investment Commission (Austrade) South Asia. At the Australia-India Skill Summit organized by Austrade, Himanshu presented insights on "Compliance and Legal Frameworks for Business Setup in India" to the Australian Delegation.



Ajay Sethi joined a closed-door dialogue with H.E. Mr. Philip Green, Australian High Commissioner to India. The discussion focused on sector specific issues targeted at building new synergies in Indo-Australian relations.

Sathyabama Rangarajan shared her insights on Risk Management, specifically internal audit and financial controls during the 3rd Indo-French Chamber of Commerce & Industry (IFCCI) networking breakfast meet at Chennai. ASA, as knowledge partners, facilitated discussions among IFCCI Chennai's members.



Ajay Sethi attended the Indo-French Chamber of Commerce & Industry (IFCCI) CEO Committee Meeting in New Delhi. The focal point of the meeting was the growth trajectory of the Indian aviation industry, with a specific focus on the expansion plans of IndiGo (InterGlobe Aviation Ltd) and the business outlook for 2024-25 within the aviation sector.



Ajay Sethi, Sunil Arora and Léa Parmentier attended the annual Gala Dinner of Indo-French Chamber of Commerce & Industry (IFCCI) with the aim of strengthening Indo-French ties over a networking event.



TECHNICAL EVENTS



Ajay Sethi and Nitin Arora met Mr. Amit Kumar, Ambassador of India to South Korea, at the Embassy of India in Seoul. They discussed how to facilitate successful entry and operations for Korean companies in India, as well as strategies to bolster South Korean investments in the country.

Gaurav Bhatia conducted a training on 'The Importance of Collaboration for Effective Internal Audit' for Mikuni India as an initiative in International Internal Audit Awareness Month.



Parveen Kumar shared his insights on the Key Considerations in Auditing of Listed Companies during ICAI Webinar.

Ashwath Pai participated in a webinar hosted by Baker Tilly Asia-Pacific, focusing on delivering concise updates on APAC Regional Transfer Pricing (TP) developments. Key highlights included updates from Australia, India, Mainland China and ASEAN countries.

Ajay Sethi and Nitin Arora participated in the Baker Tilly APAC Regional Conference in Seoul, where 80 delegates from over 20 countries shared information, insights and provided updates on regional strategies. Ajay was panelist for "Full Speed Ahead, South Asia: Charting a Course to Resilient Growth" at the conference, sharing his thoughts on the accelerated economic growth of India, the opportunities it creates in Asia and benefit flow down to professional services firms like ours.



Congratulations to **Parveen Kumar** for being appointed as a Special Invitee to the "Auditing and Assurance Standards Board" of The Institute of Chartered Accounts of India for 2024-25.



TECHNICAL EVENTS

Congratulations to **Deepa Wadhwa** on being awarded the prestigious "Grand Cordon of the Order of the Rising Sun" during the 2024 Spring Conferment of Decorations! This honor, bestowed upon foreign individuals, recognizes her outstanding contributions to enhancing Japan's international relations.



Himanshu Srivastava and Léa Parmentier provided valuable insights on entry strategies, setups, taxation and sector-specific opportunities for French companies looking to establish and/ or expand their presence in India, during a webinar hosted by ASA and the World Trade Centers Association alongside World Trade Center Bengaluru, Chennai, Kochi, Marseille Provence, and Rennes Bretagne.



IIA Kochi Audit Club Inauguration

The Kochi Audit Club of The Institute of Internal Auditors Madras Chapter was inaugurated on June 12. Congratulations to **P.N.Ramachandra Kamath** on being selected as the first president of the club.



TIPS

The first Bi-Annual Training and Induction of Professional Staff (TIPS) for this year took place on June 7 to 8, 2024 in a hybrid event which featured a professional training session, uniting over 70 professionals from across locations in India. The event focused on growth, sharing knowledge and preparing young professionals for future challenges.



GRATITUDE HUB

To Abhilasha Singh

**Aman Kumar, Anu Aggarwal, Diksha Jain,
Garima Arora, Himani Batra, Priyanka Dhankhar,
Ravi Kahrama, Rhythm Ransom, Shiana Gumber:**

To my amazing team members, thank you for your tireless efforts and unwavering support. Your contributions have been instrumental in our accomplishments.

From Geetika Kohli [GGN]

To Pavitra T

Thank you for sharing your professional platform with me these many years and inspiring me as well for professing in corporate tax as well.

From Sagar Nagaraj [BLR]

To Sindhura. M

Hi Sindhu, I'll miss seeing your friendly face each morning. The fun we've had has set a high bar for anyone replacing you. You're the best coworker I could ask for, and I wish you all the success you deserve. Your support since I joined has been invaluable. The office won't be the same without you, and I'll miss you dearly. Thank you for pushing me, supporting me, and being a friend. Working with you these past four years has been a privilege. I wish you all the best in your future endeavors. I'll miss you and your jokes, but I know we'll remain friends. Thank you for everything!

From Anonymous [BLR]

To Ashwath S Pai

Thank you for your support and consistent motivation, I was on the verge of deciding to not to continue with the tax team/ practice tax anymore and possibly move to practice law, that was when we all met Ashwath Sir. We were all curious to work with him from day one. At the outset, when we began to work with him, we realised how cool he is. He constantly motivated us to take up challenging tasks and assignments, which I never thought I could take up. His discipline and never give up attitude has inspired us to always go the extra mile and challenge ourselves by exploring new avenues. I would like to take this opportunity to thank him for being my mentor. -

From Sagar Nagaraj [BLR]

SUMMER - RECIPES

Sattu Drink

A nutritious drink made from roasted chickpea flour (sattu), mixed with water, salt, and sometimes lemon juice. It is earthy and wholesome, often consumed during hot summers to replenish energy and is popular in Bihar and Eastern India.



Bel (wood apple) sharbat

Bel or bael (wood apple) is plentiful in the summer months, and besides being very nutritious, it is also effective for countering heat stroke. It is best to make this drink from fresh fruit as opposed to buying a commercially available concentrate.

Jigarthanda

Hailing from Madurai but popular across Tamil Nadu including Chennai, Jigarthanda is a rich, cooling drink made with milk, almond gum (badam pisin), sarsaparilla root syrup, and ice cream. It is soothing and has a unique creamy texture that's both refreshing and filling..



Solkadhi

Found in Goa and Maharashtra: A cooling drink made from coconut milk and kokum (a tropical fruit), Solkadhi has a vibrant pink color and a tangy, slightly sour taste. It is soothing yet invigorating, ideal for hot coastal climates.

Aam Panna

A tantalizing drink made from raw mangoes, blended with sugar, salt, and flavored with roasted cumin. It's velvety smooth, sweet, sour, and boasts a vibrant green color, offering a delightful respite from the scorching summers.



Mango Lassi

A popular drink from India, mango lassi is a creamy and exotic treat. Made from ripe mangoes, yogurt, milk, and a touch of honey or sugar, it has a rich and velvety texture. The combination of sweet mangoes and tangy yogurt creates a harmonious and satisfying drink.

ECO - CONSCIOUS ENTERPRISES

Paving the Path to a Greener Future

Rescript Stationery

Revolutionizing the world of sustainable office supplies by transforming post-consumer waste into high-quality, affordable products. By utilizing 70% fewer resources than conventional copier paper, they have made a significant positive impact on the environment.

Their efforts have resulted in saving over 5,200 trees, conserving 9.2 million liters of water, and preventing 215,740 kilograms of CO2 emissions from entering the atmosphere.

Their wide range of eco-friendly products includes copier paper, notebooks and notepads, journals and diaries, and comprehensive stationery kits. Discover more at Rescript Stationery.

CHUK

A groundbreaking initiative by Pakka Limited, has introduced eco-friendly compostable delivery containers. Already a favorite among eco-conscious brands like Nazeer, Lite Bite Foods, and Chaipoint for their compostable tableware needs, CHUK is now taking a bold step to eliminate single-use plastics in food delivery. This new launch reinforces their commitment to a cleaner planet.

These containers are free from artificial chemicals, ensuring they are safe for food, aligning perfectly with CHUK's mission to help you 'eat safe'. Made entirely from bagasse, a byproduct of sugarcane, these containers break down into compost within 180 days after use. Explore more at CHUK's website.

Ecoline Clothing

A Tamil Nadu based company is transforming discarded PET (polyethylene terephthalate) bottles into stylish, eco-friendly garments. This innovative approach not only reduces plastic waste but also promotes sustainable fashion in India. They take over a lakh bottles every single day and convert them to T-shirts, Corporate wear, ethnic wear and much more.

They use approximately six PET bottles to create a T-Shirt. Since they believe in Zero-Waste philosophy, the ash produced while cleaning the PET bottles is converted into bricks and paver blocks. In general, textile dyeing requires 2.4 trillion gallons of water every year. Ecoline's dope dye technology does not require a single drop of water. Explore more at Ecoline's website.



PHONE AN ALUMNI

SC-Connect recently held a session called 'Phone an Alumni' where they connected with Mr. Raman Taneja, an alumnus of ASA, who currently works as an ESG Specialist at Nokia. With nearly 20 years of professional experience under his belt, Mr. Taneja not only is a Chartered Accountant but has also completed his MBA and ACCA. Engaging with him was a truly enriching experience. Despite his considerable professional achievements, he remains down-to-earth and optimistic. Below are some excerpts from the insightful interview.

What was your experience like as an article assistant at ASA?

When I started my journey at ASA way back in 1998 as a youngster, I was under the guidance of Mr. Parveen Kumar. During my interview with Mr. Rajiv Arya, he posed some technical queries, but his primary concern was about how I would manage the commute to the office, which was a distance of over 25 kilometers from my residence. His inquiry reflected his care, earning my respect instantly.

On my first day, I was sent directly to a client's location, feeling a bit overwhelmed, I reached out to Rajiv for assistance. Without any delay, he arranged for someone at the client site to assist me. Within just 3 days, I successfully completed the report, which led to a billing for the client. This achievement brought me immense joy and a sense of accomplishment.

What is your most cherished memory?

Over time, I settled into the workplace and established many meaningful friendships. Looking back, the scooter rides with Sunil stand out as particularly enjoyable. Beyond just the thrill of those rides, Sunil instilled in me the value of proper documentation and accountability. Additionally, working alongside Ashima, my senior, was truly enriching. Her lively and disciplined approach played a key role in my professional development. The lighthearted banter and teasing among colleagues also provided a much-needed break from the daily pressures at work.

What was your usual day like back at ASA?

Back in that era, without the convenience of laptops, a typical day would commence at 9 AM and wrap up around 5.30 PM for the most part. Following the advice of my seniors, I efficiently completed my tasks during work hours to allow ample time for studying. While some days required working late, the vibrant camaraderie among

colleagues made it enjoyable rather than burdensome. Our office was conveniently located close to a local chaat vendor, where we frequented to unwind and indulge in the flavorful chaat while enjoying each other's company almost everyday.

How do you manage sports along with work?

I make sure I prioritize work and personal life as per the situation and spare weekends for family mostly. I learnt the importance of time management from my seniors at ASA who were excellent role models in this regard.

Your advice to budding Chartered Accountants?

Stay connected to the grassroots and remain confident. These are the two aspects of life which one should never forget. Failures happen, but if one is determined, nothing is impossible. During moments of discouragement, remind yourself that this is the point from which you will only ascend, with nothing to risk.



An 11-Year Wait ends with T20 Cricket World Cup Glory

In a thrilling conclusion to the T20 World Cup 2024, India emerged victorious, etching their name in cricket history. This triumph was particularly poignant as it marked the final T20 International appearances for legends Rohit Sharma, Virat Kohli and Ravindra Jadeja. Each of them contributed significantly throughout the tournament, leaving an indelible mark on the game.

Rahul Dravid, the esteemed coach, concluded his coaching career with Team India on a high note, lifting the coveted trophy and cementing his legacy. The match featured an unforgettable electrifying moment when Surya Kumar Yadav took an unbelievable catch to dismiss David Miller which left spectators in awe.

In the last five overs, a spellbinding bowling performance by Jasprit Bumrah, Arshdeep Singh and Hardik Pandya turned the game in India's favor, showcasing their prowess under pressure.

Amidst the jubilation, there was a poignant moment of reflection. Tears flowed freely across the nation, players and fans alike, as India's long-awaited triumph unfolded. It was an emotional

crescendo, marking the end of an era and the promise of a new dawn in Indian cricket—a memory that will remain in the hearts of millions forever.



Chai Par Charcha

As part of a new initiative 'Chai Par Charcha', SC-Connect Delhi conducted an intriguing session. The intent of the sessions was to conduct group discussion on non-technical/ fun topics and provide a platform to all participants to understand their strengths and weaknesses in terms of conveying their thoughts to wider audience. The topics for the two discussions held were as follows:

For Article trainees – 'Roses are better than chocolates. True or False'

For AMs and DMs - 'Better human beings - Articles or Managers'

The participants were judged based on their content quality, clarity of thoughts, behavior and fluency during the session. While everyone tried to put their best foot forward, not all could win the Charcha.

Congratulations to the winners:

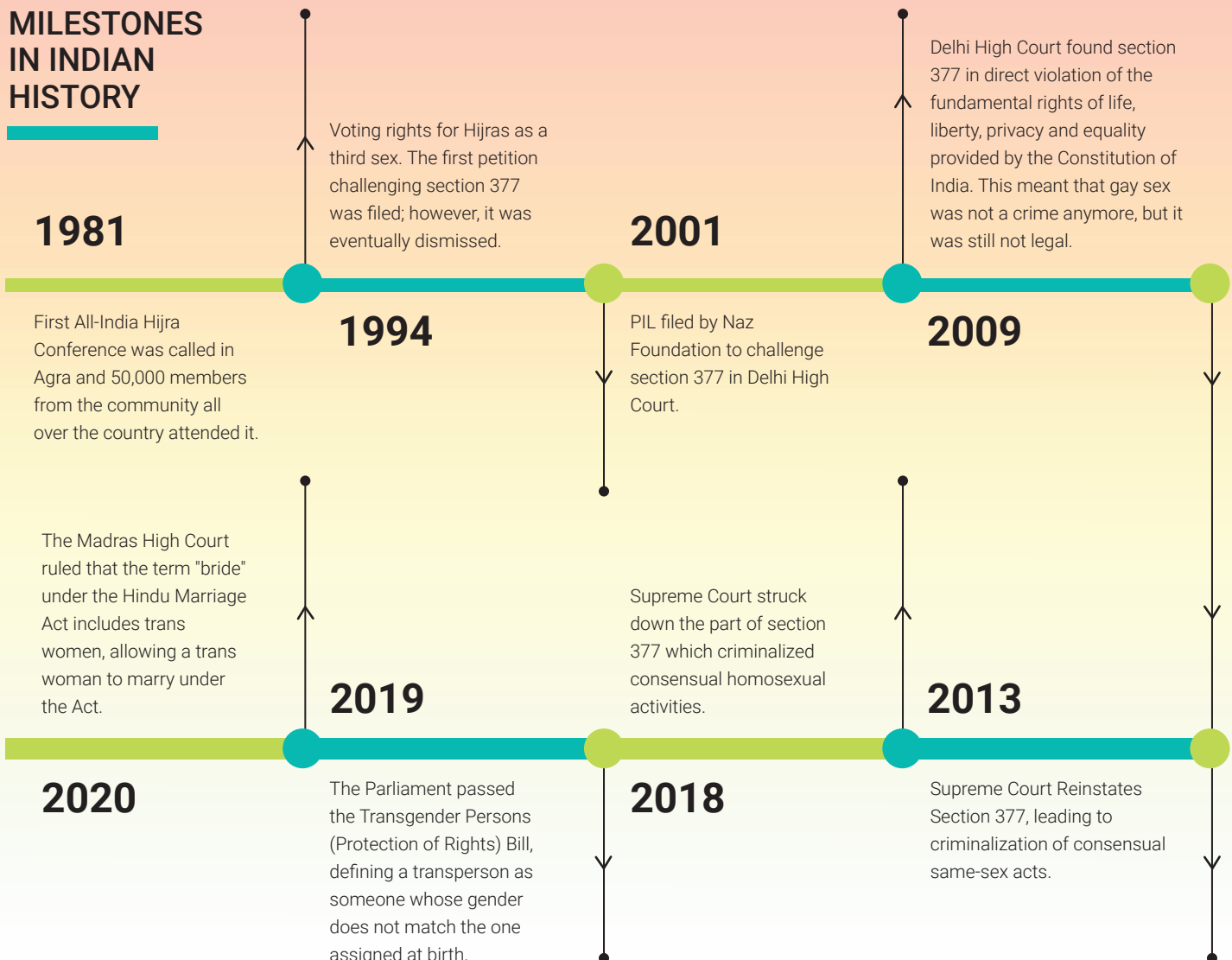


Maheeka Sharma
Trainee -
ABS [DEL]



Madhav Gupta
Deputy Manager -
TAX [DEL]

LEGAL MILESTONES IN INDIAN HISTORY



How to be an Ally

Supporting the LGBTQIA+ community involves education, advocacy and empathy. Here are some ways to be an ally:

- **Educate Yourself:** Learn about LGBTQIA+ issues, history and experiences.
- **Speak Up:** Challenge homophobic transphobic, and discriminatory remarks or behaviours.
- **Support LGBTQIA+ Rights:** Advocate for policies that protect the rights of LGBTQIA+ individuals.
- **Use Inclusive Language:** Respect people's chosen names and pronouns.
- **Create Safe Spaces:** Encourage open and honest conversations about sexuality and gender identity and listen without judgement.
- **Support LGBTQIA+ Organizations:** Engage with and support organizations working for LGBTQIA+ rights and welfare.

Few Organizations Providing Support

Naz Foundation

Works on HIV/AIDS and sexual health among the LGBTQIA+ community.

Humsafar Trust

Provides health services, advocacy, and support for LGBTQIA+

Sangama

Focuses on wellbeing of sexual minorities and sex workers.

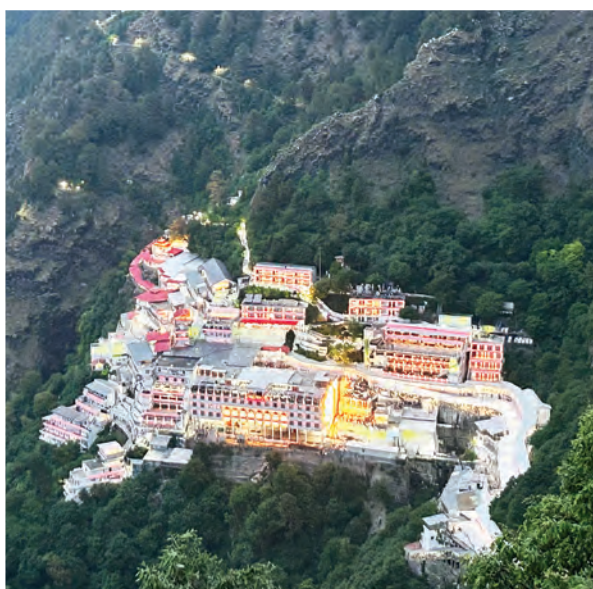


Sacred Trails

In May, I had the extraordinary opportunity to visit Vaishno Devi Dham with my colleagues. We started our trip from Delhi to Katra. In the evening we embarked on the challenging 14-kilometer trek to the sacred cave temple.

The walk through the scenic mountains was invigorating, as we encouraged each other to keep moving despite the fatigue. The path was dotted with small shops offering refreshments, which provided brief but much-needed breaks. Upon reaching the temple, the sense of accomplishment was overwhelming. The serene atmosphere of the shrine, coupled with the chanting of prayers, created an aura of profound peace. Each of us took a moment to reflect and seek blessings, feeling a collective sense of spiritual fulfillment.

It was a perfect blend of devotion, teamwork, and the sheer joy of conquering a shared challenge, making it an unforgettable experience for all of us.



by Ashish Singh Rathore – ABS [DEL]

Memorable Trips

I recently had the pleasure of spending time with my family and friends in Japan, and I'd love to share two memorable trips I took. The first trip was with my mother to Fukushima.

You might know Fukushima because of the nuclear accident in 2011 that followed a major earthquake. Despite its past, Fukushima offers stunning natural beauty and warm, welcoming people. It's not known for its bright city lights or popular tourist attractions, but that's part of its charm. We enjoyed a relaxing stay there and experienced a more authentic side of Japan. With the yen being weak, many tourists from abroad have been flocking to popular destinations. However, Fukushima isn't as well-known among international tourists yet, so we had the opportunity to experience it more intimately. We took leisurely walks around our hotel and savored some local specialties. My favorite treat was matcha green tea paired with traditional sweets. The blend of the matcha's bitterness and the sweetness of the confections was simply irresistible. We also enjoyed Negi Soba, a dish where green onions are used as chopsticks to eat soba noodles, adding a unique twist to the experience.

The second trip was with my best friend from college. We visited Atami, a hot spring resort easily accessible from Tokyo, just a 40-minute ride on the Shinkansen. It had been a while since we last met, and instead of focusing on sightseeing, we spent our time catching up and talking nonstop.

We stayed at ryokan, a traditional Japanese inn, where we enjoyed authentic Japanese meals. Before heading to ryokan, we stopped by a charming café that felt very relaxed, with records on display and jazz music playing softly in the background, giving the place a cozy, nostalgic vibe. Although the weather wasn't great, I cherished the time spent with my friend, soaking in the hot springs and enjoying delicious food. This trip reminded me that while technology allows us to stay connected, nothing compares to the joy of spending quality time with someone in person.



by Mina Nagashima – BAS [GGN]

Spiti Valley Himachal Pradesh

Spiti Valley, often called "Little Tibet," is a remote and stunningly beautiful region in Himachal Pradesh. Nestled between India and Tibet, Spiti is characterized by rugged mountains, ancient monasteries and crystal-clear rivers. During the monsoon season, the valley's stark landscapes are softened by greenery and wildflowers, creating a surreal beauty. The roads are more accessible, and the weather is pleasantly cool, making it an ideal time for trekking, exploring villages, and visiting monasteries like Ki and Tabo. Spiti offers a unique blend of adventure and tranquility, perfect for those seeking an offbeat escape.



Shillong Meghalaya

Shillong, the capital of Meghalaya, is often referred to as the "Scotland of the East" due to its rolling hills, lush greenery and pleasant climate. During the monsoon season, Shillong transforms into a haven of cascading waterfalls, mist-covered landscapes and vibrant flora. Attractions like Elephant Falls, Umiam Lake and Shillong Peak offer breathtaking views and serene experiences. The city's rich cultural heritage, with its music, festivals, and local cuisine, adds to its charm. Shillong is an excellent destination for nature lovers and those looking to experience the unique culture of Northeast India.



Udaipur Rajasthan

Udaipur, known as the "City of Lakes," is a jewel in the desert state of Rajasthan. Monsoon rains bring a refreshing change to Udaipur, filling its lakes and enhancing the beauty of its palaces and gardens. The iconic Lake Pichola, with the stunning Lake Palace in its midst, looks even more enchanting during this season. Visitors can enjoy boat rides, explore the majestic City Palace, and wander through the lush Saheliyon Ki Bari gardens. The cooler temperatures and scenic beauty make Udaipur a romantic and captivating destination during the monsoon.

Valley of Flowers Uttarakhand

The Valley of Flowers in Uttarakhand is a UNESCO World Heritage site renowned for its breathtaking floral diversity. Accessible from July to September, the valley is in full bloom during the monsoon, showcasing a vibrant tapestry of alpine flowers against a backdrop of snow-capped peaks. Trekkers and nature enthusiasts are drawn to its meadows filled with a variety of rare and exotic flowers. The valley is also home to diverse fauna, including the elusive snow leopard. The serene and colorful landscape of the Valley of Flowers offers a magical experience for visitors.



Mahabaleshwar Maharashtra

Mahabaleshwar, nestled in the Western Ghats of Maharashtra, is a captivating hill station renowned for its lush landscapes and pleasant climate. The scenic viewpoints of Arthur's Seat, Wilson Point, and Elephant's Head Point offer panoramic views of the surrounding valleys and mountains. Venna Lake, ideal for boating, and the numerous strawberry farms add to the charm. During monsoons, Mahabaleshwar becomes a verdant paradise with cascading waterfalls, mist-covered hills and vibrant greenery making it a perfect retreat for nature lovers and peace seekers.

CELEBRATIONS GALORE

Tying the knot, becoming a parent or joining a new company... each represents a courageous leap forward, symbolizing pivotal moments demanding bravery, adaptability and a willingness to embrace exciting changes, steering life into thrilling new chapters of growth and discovery.

STORK'S VISITING



S/o Anupama A G
ABS [KCH]



D/o Pushpa MB
ABS [KCH]

WEDDING WOWS



Midhun M Gopi , ABS [KCH]

OUR LEADERSHIP TEAM EXPANDS



HARSHIT MEHTA

Executive Partner
Taxation, Mumbai



Kavyashree L, BAS [BLR]

NEW OFFICE IN KOCHI

The Kochi team proudly inaugurated their new office in the same tower, on a different floor -now boasting increased space for a brighter future!



Eid-ul-Fitr

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



International Dance Day

SC-RC organized a PAN-India dance competition in celebration of International Dance Day. Employees were asked to showcase their talent and spread joy. Prizes were awarded to the standout performers among the many impressive entries with different dance forms. The winning team from Kochi consisting of Shanjumol PK, Shalini R, Mary Disna, Keerthana C, and Rohini A displayed their mesmerizing talent with synchronized moves in traditional Kerala attire.



Splashing Fun

To beat the heat, SC-RC Delhi and Gurgaon organized a quarterly outing to Worlds of Wonder (Water Park). It was a day filled with excitement, laughter, and team bonding.



World Environment Day

SC-RC Delhi and Gurgaon celebrated the beauty and importance of conserving the environment on World Environment Day, celebrated on June 5 every year. Growing plant kits and plantable pens were distributed as tokens to express commitment to a greener, more sustainable future.

SC-RC Kochi organized a special event where Partners and senior staff actively participated by planting seeds in the office's terrace garden and distributed seeds to staff members, encouraging them to nurture plants at home. Additionally, the RC team created an engaging puzzle related to the environment, adding a fun and educational element to the celebration.

SC-RC Bangalore celebrated Environmental Day with a meaningful gesture. Each employee received seeds to plant, symbolizing collective commitment to nurturing a greener future.



Heritage Walk

Exploring Delhi's rich heritage, ASA organized a Heritage Walk at Purana Kila. The walk moved through iconic sites like Humayun Darwaza, Qila-i-Kuhna Mosque, Sher Mandal, Hammam, and Baoli. It was a journey back in time, offering a glimpse into the grandeur of Delhi's past.



Games Evenings

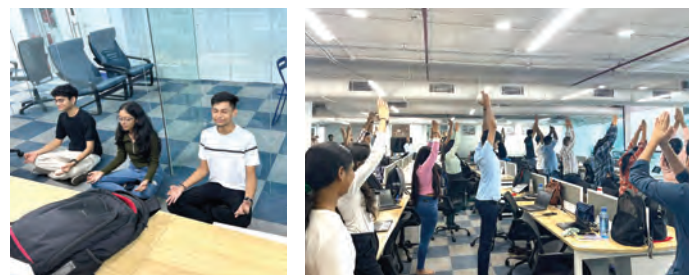
SC-RC Delhi and Gurgaon organized two fun-filled team building evenings at their respective offices. The events featured a variety of engaging games that participants enthusiastically played in the evening. The evening wrapped up with a lively game of tambola, complemented by delicious snacks enjoyed by all.



International Yoga Day Celebration

Yoga originated in India as an ancient physical, spiritual and mental practice. It attempts to promote physical and mental fitness for the mind, body and soul while also revitalizing our bodies and promoting tranquility. International Yoga Day is celebrated with enthusiasm all over the world on June 21.

The Yoga Day celebration in our office was more than just a day of acknowledgment. ASA offices across locations transformed into a sanctuary of calm as colleagues gathered to participate in a special Yoga Day session. Led by Avuthu Sripriya, the session commenced with gentle stretches and breathing exercises aimed at centering our minds and energizing our bodies. From Vrikshasana to Warrior poses, each movement was a testament to our shared commitment to holistic well-being and mutual support.



Team Building Activity

SC-RC Bangalore organized a series of engaging team-building activities from April to June, fostering collaboration and strengthening bonds among employees. The activities enhanced communication, boosted morale, and created lasting memories, contributing to a more cohesive and motivated team. Activities included selling random items to judges, quizzes and clay games.



Tamil New Year Celebration

SC-RC Chennai celebrated Tamil New Year by organizing various Tamil-themed games, dividing participants into groups. Desserts were distributed, and prizes were awarded to the winning team, making it a joyous and competitive event that highlighted the cultural significance of the Tamil New Year.



Go Xtreme Adventures

SC-RC Chennai orchestrated a thrilling one-day excursion to Go Extreme Adventures, where participants, divided into teams, engaged in exhilarating games such as paintball, soap football, archery and body zorbing. The winning team was rewarded with prizes, enhancing the competitive fervour. The day culminated with serene boating and kayaking activities, followed by a delightful distribution of snacks, crafting an unforgettable and joyous experience for all attendees.



Iftar Celebration

Ramzan is the ninth month of Islamic calendar, observed worldwide as a month of fasting, prayer, reflection and community. The annual observance is a commemoration of Prophet Muhammad's first revelation. On the eve of Ramzan Eid, SC-RC Kochi hosted Iftar Party at the office. Fresh fruits, snacks and juice were distributed as per the tradition.



Ugadi

To celebrate Ugadi which is New Year's Day as per the Hindu calendar, SC-RC Hyderabad and SC-RC Bangalore prepared Ugadi pachadi, a dish that has a mix of six flavors - sweet, sour, salty, bitter, spicy, and tangy. Each flavor symbolizes various emotions and experiences of life, and the dish represents the acceptance of all aspects of life.



Vishu Celebration

Vishu is celebrated to mark the beginning of spring and harvest season in Kerala. ASA Kochi team commenced Vishu celebration with the auspicious tradition of Vishukani, which is the first view of Lord Krishna's idol. Various fruits and vegetables, kani konna flowers (the golden blossoms, etc) were offered as a mark of prosperity. Employees were presented with Kayineetam, a token endowed upon younger generation by elders as a blessing. Palada payasam (special Kheer) was served to the delight of all staff.



Ram Navami

Ram Navami is a festival which celebrates the birth of Lord Ram. To celebrate this auspicious occasion SC-RC Hyderabad prepared a special drink made of jaggery water and black pepper called panakam. A small quiz relating to the Ramayana was also conducted.

SC-RC Bangalore organized an engaging quiz focused on the rich history of the Ramayana. The winner of the quiz was awarded a beautiful Ram Lalla photo frame, adding a special touch to the celebration.



COFFEE WITH CONNECT

What do you enjoy the most about being at ASA?

The firm has a very vibrant culture. Everyone is working on objective to grow the firm and there is no place for politics. Open discussion on any issue and high ethical standards set it apart.

Can you share with us some of the milestones or achievements that you are particularly proud of in your career?

- Becoming a CA
- Getting first internal audit project for international firm where I was founding member
- Getting promoted twice within one year

How do you stay motivated and inspired in your role as a National Head?

I always look at how we can add new solutions for our clients and try to devise innovative ways to improve client satisfaction. I like to help people meet career aspirations by encouraging them to take bigger challenges, this motivates me as well.

What do you hope to achieve in your career in the next 3-4 years?

The biggest achievement would be that the firm gets recognized as a preferred firm for any risk advisory related work and that we start working on providing technical solutions and not just advisory work.

Why Risk Advisory, not Audit or Tax?

During my articleship, I mostly did tax and statutory audit engagements. During third year of articleship, I got a US based client who wanted help in improving their Indian operations and profitability, I really enjoyed that project and decided to focus and build career in risk advisory.

Can you share a funny experience that you had with your senior in the past?

We were making audit committee presentation and my senior presented the issue completely different than the observation raised by us (Understanding issue). We later discussed it and laughed about the same since management team did not raise any objection and accepted the comments made during the presentation.

How do you maintain a work life balance?

I try and manage things as they come. I try to prioritize things which are important and do not over emphasize about urgency.

😊

How many countries have you travelled, and which one is your favourite?

I have travelled to around 9 countries. The best as per my experience has been Switzerland.

If you could travel back in time, which era would you like to visit?

The Maurya Empire to learn management lessons from Chanakya.

Any mistake from your past that you would like to rectify?

Nothing. I consider all actions as a part of the journey.

Rapid Fire

Favourite Drink?

Masala Chai

Favourite activity at home?

Watching TV

Comfort food?

Khichdi

Role model in life?

Dr Rajendra Prasad

Most adventurous thing you have ever done?

Trekking during monsoon

Having tea in your balcony or at the foothills of a mountain?

My balcony

Trekking or Driving?

Driving

Early bird or a night owl?

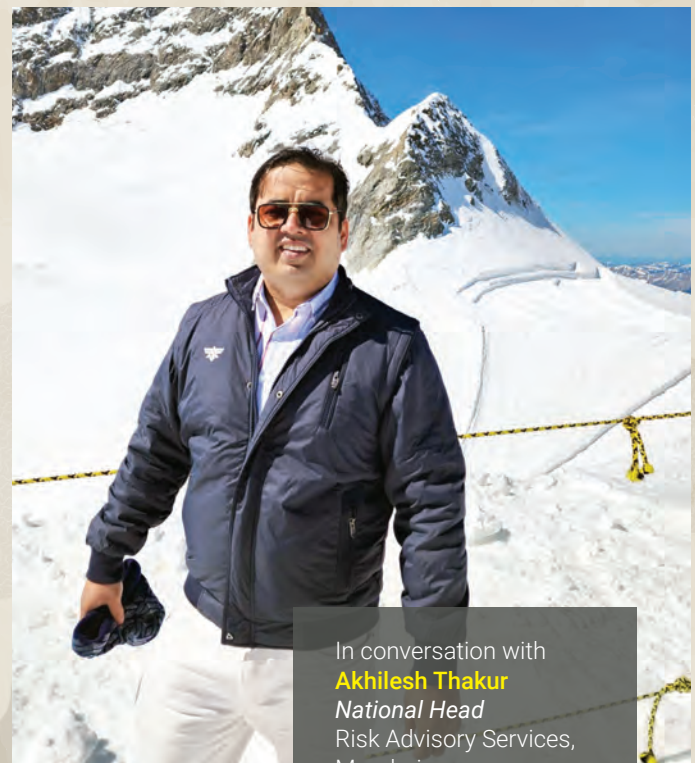
Early Bird

Your hidden talent?

Playing chess

Your life motto?

Jiyo aur Jeene Do



In conversation with
Akhilesh Thakur
National Head
Risk Advisory Services,
Mumbai



Vinay K S

Partner, Assurance, Bangalore

In calm composure, a leader stands tall,
Setting examples, inspiring all.

A fan of Salman, cricket, and film delight,
Spiritual soul, yet parties through the night.

Drives with music, heart in every song,
In life's vibrant dance, where they belong.

Ramachandra Kamath P N

Partner, Assurance, Kochi

A teacher, a philosopher, a savior,
A friend rare, beyond compare.
One who knows no fear,
Whose dictionary lacks the word 'failure'.

With an eye for detail, a thirst for perfection,
Work output sees value creation,
You help the branch sail like a ship slickly
Even while the sea is squally.



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

Editorial and Content Team

Manoj Sharma, Ashima Verma, Ruchika Garg, Aditya Jain, Chahat Garg, Pragya Bansal, Prajakta Surve, Shivam Agarwal, Mina Nagashima, Niveditha. D, Rupa Rajive, Fathima Diya K., Shreenidhi Prabhu, Ann Mary Thomas, R Gururaj, Pavithra I, Sambavi R, Siddharthini S P, C Many, Karthikeyan S, Aakancha Dixit, Varti Shah, Vijay Shah, Rakshita Neema, Sheikh Shabia Naz, Nelluri Shirisha

Design Team Keshav Mishra & Sandeep Singh

*For internal circulation only