

SWASA

Professional Enlightenment

STAFF WELFARE ASSOCIATION OF SUNDARARAJAN ASSOCIATES (SWASA)

VOLUME 07

MONTHLY NEWSLETTER

JULY 2019

E-Format available in
www.sunca.in

PRESIDENT'S MESSAGE

Dear SWASA Members,

Greetings. YES, all student SWASA members have re-assembled after their exams. In June 2019, we had several programs initiated such as celebration of International Yoga Day on 21st June, 2019. The program was conducted as the Second in the Series of Seven Sessions by CA ANL Madhavann, Partner and Yoga Counsellor for about two hours (the last session was done in November 2018). These two hours of program with utmost cooperation from all participant SWASA members became one of unique and a memorable event as this yoga program encompassed three major segments a. Meditation (to do with mind), b. Swasa ie., proper breathing exercise (Pranayaama) and c. Physical Yogic exercises (Asanas) in the open terrace. As we are proceeding with income tax filing and compliances for clients, once again timely compliances would require to be our focus. SWASA Members are requested to go through our monthly newsletters and also are expected to provide their respective feedbacks. These feedbacks would help the Editorial Team to provide supports for contributed articles/materials to be published in these newsletters. CCH-iFirm users can access these newsletters from Intranet besides viewing in our website www.sunca.in



On 20th June, 2019, the release function of SWASA Newsletter for June 2019 was honoured by the Chief Guest CA turned Advocate **Sri B RAMANA KUMAR**, Advocate & Insolvency Professional with own law firm M/s OvoPax Legal. He gave an excellent speech addressing all SWASA Members as 'Ambassadors' of the Organisation, informed about opportunities available with members, live examples from his own career with a multi-national firm regarding auditing practices, importance of satisfying client's genuine requirements, contributing articles, snippets and such other materials for publication in these newsletters from time to time etc.,. He also made the session more interactive when few members responded with salient questions. He clarified on reasons to perceive secrets of professional success and touched upon features relating to etiquette and behaviour in the place of clients, either in person or on the phone so as to get the best impressions on performance. He went ahead further stating "**SWASA Arts**" Group initiated by members is rather a unique feature and even the advent of a Newsletter regime has not been taken up by any firm so consistently month-on-month for which he thanked all the Partners of Sundararajan Associates LLP besides ExCom Members of SWASA. He concluded with a message that students can make use of the present availability of infrastructure in the premises which many are devoid of and can contribute more for the development of both career and the institution. He also distributed the three CCH-iFirm achievers certificate to a. Yashwanth Maddala (First Rank), b. Shatruhan Khanna (Second Rank) and c. Harshita Kothari (Third Rank) for best recordings in CCH-iFirm. Earlier CA R Sundararajan also addressed the gathering, Shatruhan Khanna gave intro speech and S Abirami proposed the vote of thanks to the Chief Guest, Partners and SWASA Members.

With greetings once again and with a request to all for participation towards growth of SWASA

Yours in Service
Padmaja Sankaran
President, SWASA

**JUNE 2019 SWASA NEWSLETTER RELEASED BY ADVOCATE B RAMANA KUMAR ON
20TH JUNE, 2019 (THURSDAY)**

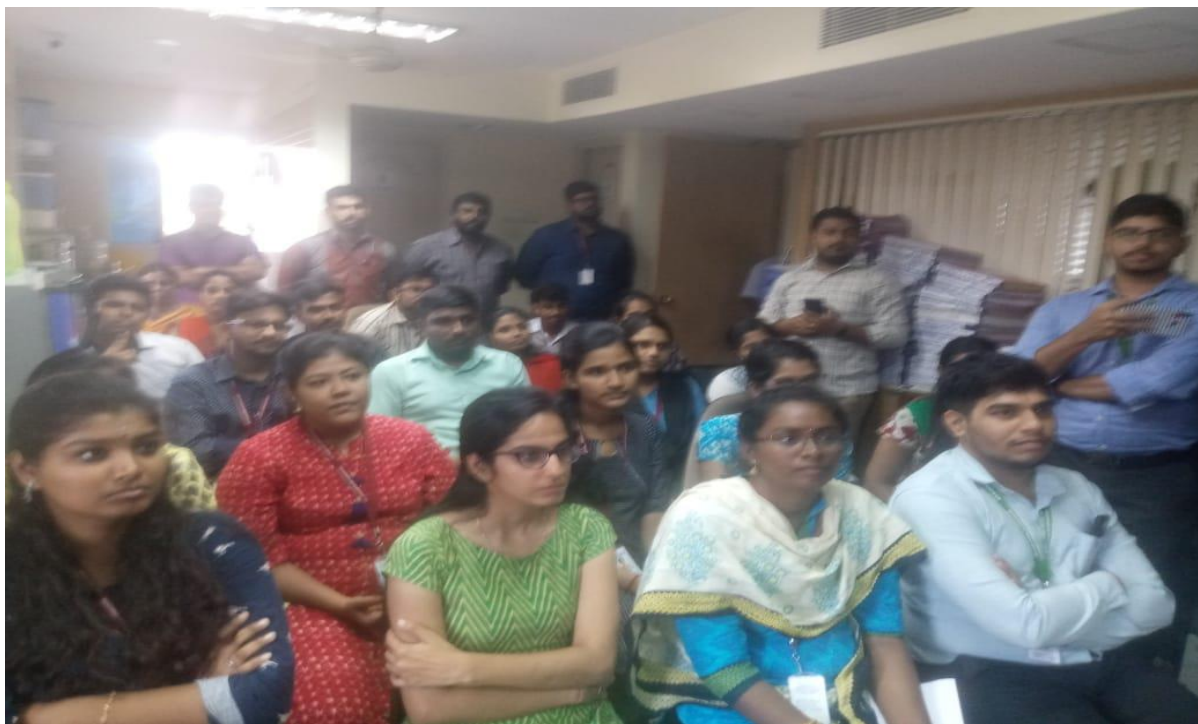


**Yashwanth Maddala
First Rank-CCH-iFirm**



**Shatruhan Khanna
Second Rank-CCH-iFirm**

RAPT ATTENTION BY SWASA MEMBERS FOR CHIEF GUEST'S SPECIAL ADDRESS on 20.6.19



EDITORIAL-SWASA MONTHLY NEWSLETTER-JULY 2019

This SWASA Monthly Newsletter July 2019 carries special features on release function held on 20th June, 2019 and International Yoga Day practice done on 21st June, 2019. The release of the Sixth Newsletter was done by the Chief Guest Mr **B Ramana Kumar**, CA turned Advocate & Insolvency Professional with own law firm M/s OvoPax Legal. Earlier the introduction of the Chief Guest was done by Shatruhan Khanna and the Chief Guest addressed the SWASA Members gathered, along with Partners. During his address, he mentioned that every member is an AMBASSADOR of the Organisation and went ahead in providing several inputs from his own practice with a leading MNC Audit Firm as a CA before taking up the practice of profession of Law.



On the continuation of the theme “Present Yourself-Professionally” this would commence in August, 2019 (due to exigencies of IT filing for clients in the month of July, 2019). The International Yoga Day on 21st June, 2019 was celebrated with Yoga Session conducted by the Yoga Counsellor and Partner CA ANL Madhavann (Second in the series of Seven Sessions). There was an overwhelming response on Yoga Practice which included sessions on Mind (Meditation) and Breathing Exercise (‘Swasa’ or Pranayama) and physical exercise (Asanas, at terrace). In the next session (*due in Sept 19*) it is proposed to have in the next session a full length **MUSIC Therapy** as an additional feature on Yoga Practices. “Game Therapy” had resumed (after a long span) in the last week of June 2019-photos presented elsewhere in this newsletter.

All our presentation materials are available in the website www.sunca.in. All contributions, feedback(s) and suggestions are welcome and can be emailed to swasa@sunca.in

Editor - Chetan J Sharma

THIS JULY 2019 ISSUE – AT A GLANCE

“Knowledge comes, but wisdom lingers. It may not be difficult to store up in the mind a vast quantity of facts within a comparatively short time, but the ability to form judgments requires the severe discipline of hard work and the tempering heat of experience and maturity- Calvin Coolidge

INTERNATIONAL YOGA DAY CELEBRATED ON 21ST JUNE, 2019

IN-HOUSE YOGA SESSION FOR SWASA MEMBERS

It was indeed a great thought of **SWASA** Organisers to have requested (on behalf of all members) for conduct of a series of ‘in-house’ YOGA sessions the first of which was earlier conducted in November, 2018. This ‘in-house’ YOGA program is unique and is being conducted in **SEVEN** Sessions, the **SECOND Session** was conducted (as suggested by CA K Vijayaraghavan, Partner) on the International Yoga Day on Friday, the 21st June, 2019 at 4 pm sharp (upto 6 pm for two hours non-stop). Participation from SWASA Members was over whelming. The Yoga session was conducted in three segments ie., Medication, Proper Breathing exercise (‘Pranayama’) and Physical exercises or Asanas (in the terrace in standing postures) by the Yoga Counsellor and Partner CA ANL Madhavann.

Energy Sources: Human beings are endowed with FOUR sources of CONSTANT ENERGY. These constitute: a. **Food** b. **Sleep** c. **Pranayama** d. **Meditation**. Right Food and Right Sleep are definitely FORMS of Energy Sources. Rest (c & d) are being practiced only by very few. Judicious application of all these **four at the right dosages** alone would keep energy levels at best pace for best productivity and achievements.

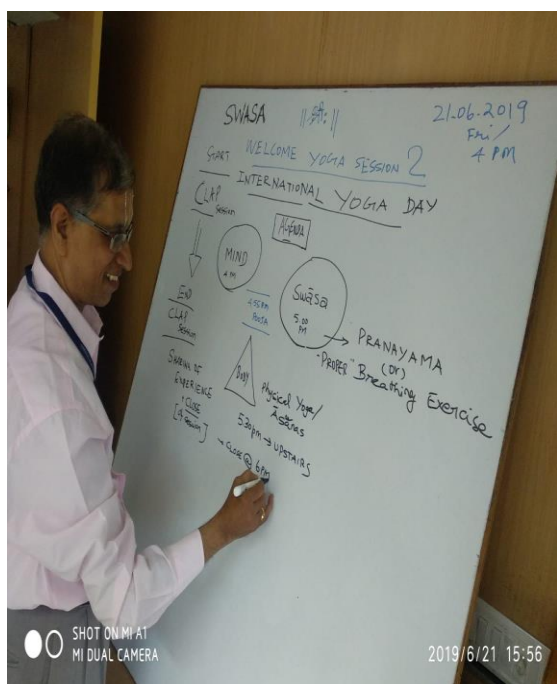
“**Pure Mind**” comes out of “**Pure Thinking**” and to have a sort of “mind-shampoo” we have adopted certain practices in these YOGA sessions. Few traits to develop: **a.** Discipline **b.** Learning **c.** Communication **d.** Retention **e.** Recording. Please note that Procrastination is always a bad discipline and hence discouraged. Constant Learning is always encouraged. Dexterity in communication is a welcome trait. Retention Power is an important virtue. Recording of data and developments makes a person focussed and inculcates systems’ orientation. Disciplined Life always ensures definitive Growth.

Every practice shall have an experience to share. Sometimes, same practice, at several points in time (age) shall have several experiences to share. Consequently Sharing of Experience (**SoE**) is co-terminus with every disciplined practice and this was also be practiced in our Yoga Sessions, meaning, sharing and registering one’s own experience at the end of these Yoga Sessions.

Strict conditions: One, who wishes to sincerely benefit from these YOGA practices, was requested to avoid disturbances in all forms so that physical metabolisms and mental inconsistencies are under check to a controllable level. Absolute SILENCE was practiced and accordingly **mobiles and watches were NOT** allowed inside the practice session. A minimum of two hours gap was given by all practitioners (ie. maintaining empty/light stomach) before start of regular YOGA Session and that there was a total discouragement of any tea/coffee/juice/snacks/food etc., before start of the program as that would disturb practices.

ENJOY YOUR FULLEST POTENTIAL BY YOUR OWN INNATE PRACTICES THROUGH **YOGA**.

PHOTOGRAPHS OF SECOND YOGA SESSION CONDUCTED ON FRIDAY, THE 21ST JUNE, 2019



CONTRIBUTIONS FROM ALUMNI

SWASA takes an immense pride in bringing out the contribution of **CA VIGNESH SESSHADRI** in this issue of SWASA NEWSLETTER, who is presently the Head FP&A, Tamilnadu Circle Tata Teleservices Limited after his CA qualifications from Sundararajan Associates.

On the request from CA K Vijayaraghavan and from SWASA ExCom Member Chetan J Sharma (Editor), CA VIGNESH SESSHADRI has kindly consented to provide an extract of his career growth which is shared herein below.

This would provide SWASA students to get a glimpse of success in career and would facilitate other dimensions of growth. **...here goes CA Vignesh Sesshadri's contribution as an Alumni.**



VIGNESH (AKA) VICKY (There is also one more name inside so keep reading)

My foremost thanks to Captain Vijay as we fondly call him till date (though not directly), all the partners and staff of Sundararajan Associates without which I would not be penning my thoughts for this month's edition of SWASA's newsletter.

Also would like to recall myself as one of the co-founders of SWASA (Me and Situ coined it) which has now grown leaps and bounds and I cannot feel anything but proud to come back and write an article as alumni here. I have been following the Swasa newsletter since its inception in January'19 and many congratulations to the entire Swasa team for bringing up this initiative and keep innovating and enriching people.

Where do I start?

Please bear with me for few personal comments since I have never had this opportunity before during my tenure.

Sundar sir is one of my god fathers and whatever I am today is the foundation laid by him. He has been and always will remain my mentor irrespective of our ideological differences for which we keep discussing even till today. He is a person of extraordinary capabilities and calibre because of which he has reached this stage stepping into his fourth decade of practice and everyone in our family has immense respect for him because he is completely self-made and with greatest support of **Sripriya mam** he has transformed himself to a greater person. He is a man who likes to be around and take care of his people. He will never let you down if you trust him. If I was proud of one thing during my tenure it was to keep it always confidential and never have I told myself to anybody that he is my relative. Thank you sir and madam for everything you have given me and sunca family.

Siva sir is my 2nd guru without whom even "I" from income tax would have entered my mind. I still remember those July and September nights wherein he used to teach me how to fill Computax and other forms like he would teach his kid and take me along for all income tax hearings and appeals.

I also learnt how to keep personal and professional stuff separate only from him since he used to carry office cash on one side of his trouser pocket and personal on the other.

Cash book is all in his mind and it is just flawless. Never a rupee will go untallied in his books of accounts. Thank you sir for everything you have taught me.

Feb21, 2007 - No.35, Veerabadhran Street, Nungambakkam, Chennai - 600034

Think Global, Act Local (I will never forget this Logo pasted outside the partner's cabin for life)

First day at the office where I was invited inside and introduced by Sundar sir to Ramasamy sir (former partner) for interviewing me post which he left for a meeting. I clearly knew by his look that I am going to be bombarded with questions indeed which happened and I managed to answer them with much of nervousness. Final question was why do losses have debit balances and incomes have credit balances for which till this date I haven't found an answer and my reply was "I did not develop this concept sir" for which he broke into a laughter and then asked me to leave and told me I could join the next day. That was the beginning of a five and half year journey till August'2012. Rest as they say is history. My foundation has been strong and without this firm it wouldn't have been possible. Writing this has flooded me with so many memories which I try to digress and move on.

Agni Estates & Foundations (Indeed my 1st client and foundation)

I was assigned the task of vouching and ledger verification which for the first 2 days I did very meticulously and from 3rd day became more of a ticking ritual. Rightly on the 5th day Sundar sir was there and he asked me "ellam check paniya illa jill tick ah". Mind voice was like ivarukku epdi theriyum . Honestly after 1st half when the clock struck 1pm the smell of Saravana Bhavan meals next to agni would be inviting and imagine what audit would have happened after that. The association with Agni staff and management continues even till date.

Rs.1500 Stipendiary

Yes that was the stipend almost all of us in the same batch got. Year on year was Rs. 250 increment till our last year when it touched a higher amount. We also used to fight with admin for increasing the conveyance since it was white board bus rates which never came frequently. Life was simpler, easier and happier but with even few more zeros added post qualification it has become complex with more responsibilities. So stop cribbing and enjoy the little moments till it lasts.

First Foreign Going Intern & Work Exposure

Another unforgettable story of my articleship was my first ever foreign trip to Thailand (Sathiyama for audit only) in November 2010 for one of the big clients and probably I was the first ever articled assistant from sunca family to travel abroad for an audit assignment. The 15 day trip gave me so much exposure and learning and it was also one of my successful assignments and that client still enquires about me with Sundar sir which I cherish till date. Also had few clients who like family doctors would ask for me specifically whom I cannot name due to confidentiality which always gave that boost to work.

Apart from this I have had so many exposures in areas of internal audits, statutory audits, trust accounts, income tax return filings, appeals and hearings and also consulting activities. Probably very few of my batch lot who got to work in so many areas because I constantly wanted to learn something new and kept asking my seniors and partners.

Friends & Extended Family

Very few people would have got the opportunity to make so many friends in a short span of time. Also I was the person who was deliberately not on any side of the gangs of office and remained neutral.

“Maamas”: That’s my third name and also of our whatsapp group since they started calling me mama (Thinking that Sundar sir is my maama and so they will call me also maama which I have failed in explaining them many times that it is not correct). You can also see our crazy faces in the alumni section of sunca.in

Sanal – What do I say about him? I should perhaps write a separate book on him one day in my life. He has been there whenever I needed him till date at whatever time it is. He has been a more than a friend, philosopher, mentor and a brother. Our articleship night outs created such a strong bond and he was the Mr. Bean and a rebel during our tenure. Even today we talk only in the nights most of the times.

Situ & Kalyan - I still remember meeting them first at Vels for an assignment and since I was senior by 2 months I had to teach them vouching. Situ called me “Sir” sarcastically and by that tone itself I knew what this guy was capable of. An extremely creative and witty person who can pull so many tricks off his sleeves and we enjoy our “maama” talks frequently till date. Kalyan aka Babai on the other hand was a silent killer with whom I share the same date of birth, same year and our parents share the same date of wedding anniversary. Indeed a rare coincidence.

Chechi Aka Rekha: Life would have never been easier those days without her. She used to be my biggest support and strength and she remains a sister from another mother till date and more than family. Since we used to talk forever we got only very few assignments that we worked together and one such was a statutory bank audit where both of us got fired like hell by Sundar sir and we would never forget that.

Vijay: Relationship with captain was always professional during internship and he was always available for me in case of work related issues and also helped me to get to variety of clients in a short span of time. All those exposure wouldn’t have been possible without him. He remains as family friend till date and has always helped me in case of any requirement.

Also Deepti, Harini, Vidhya, Karthika, Archana, Vinod, Pradeep, Shobana and Dhivyalakshmi were close confidants during my tenure.

Rooban the great: For his capability and street smartness this guy should have been in some ministry. He just gets the job done whatever it takes. Such an amazing character with humility and he is a moving ready reckoner of files at the office, Income tax department and CA Institute. He knows many chartered accountants in the city than we all probably know.

Without all these people it would have never been a complete journey and hence a big thanks to all of them.

You Get What You Ask

My dear friends, trust me you will never get exposure in vast areas like you get in Sun CA elsewhere.

Be it internal audit, stat audit, personal income tax, corporate tax, consultancy services etc. It is just that you have to ask the right person if you are struck somewhere so that you always get help. Never shy away from taking responsibilities and always keep challenging yourself so that you can get the best out of yourselves. So ask for more and you will definitely get more opportunities to learn and excel.

CA being such a self-driven course and also due to limited days of leave you get for exams you might always feel that you don't have enough time for preparations but once you try to link and correlate your subjects to the work you do in maximum extent possible, you will definitely be able to crack the exams in a much easier way. Sure theoretical knowledge might help you crack the exams but it is the practical knowledge and training which you get here will take you to greater heights of your career in the long run. Hence my humble suggestion to you is that please utilize the services of immensely knowledgeable gurus in their respective fields.

My best wishes and prayers to each and every one of you for a successful stint and hoping many of you join the CA fraternity very soon. Keep smiling and keep enjoying the small moments of life till they last.

Thanks & Best Regards,
Vignesh Sesshadri B.com, ACA, ACS
Head - FP&A – Tamilnadu Circle
Tata Teleservices Limited

“SWASA ARTS” GROUP

SWASA Members may approach any of the ExCom Members to get connected with Swasa Arts “Whatsapp Group” connectivity. Already some salient videos are posted in the same which can be accessed by interested members (after registering in the Whatsapp). The sessions relating to indoor games such as chess and carrom has already commenced on 27th June, 2018. Members have filled up and provided their talents in other areas (part of ‘game therapy’) to the Organisers for them to initiate further course of action such as categorisation of members for in-house competition to bring out their talents, practice sessions, reward recognition etc.,

“SWASA - GAME THERAPY”

Game as a ‘therapy’ was experienced on 27th June, 2019 by Swasa Members after a long span. The members were taken in team christened under the solar system basis and titled as ‘SWASA SOLAR’ (excluding Saturn). There were EIGHT Teams formed with the Leader being one of ExCom Members including S Karthikeyan as ExCom Invitee. These EIGHT Teams are named as 1. Earth 2. Jupiter 3. Mars 4. Mercury 5. Neptune 6. Pluto 7. Uranus and 8. Venus. Prior to commencement of this GAME THERAPY Program, well in advance, self-declarations were taken under the format so as to identify the levels of talents of each of the members interested in this game therapy. Swasa ExCom members initiated this drive and have provided the complete list of members having been acquainted in this game therapy more so in-house games such as Chess and Carrom besides providing other talents.

The program identified on 27th June, 2019 the members available for under taking the inaugural session on game therapy and completed few rounds in carrom and a game in chess (for want of time). These sessions would be regularly conducted with further improvisation of team formation, practice sessions on members who are at basic levels and improving standards of members for playing at the middle and advanced levels.

At the appropriate time, the Organisers opined to include other participants such as interested partners as well for the purpose and to be included in respective teams of the SWASA SOLAR SYSTEM. The game had Rooban as the winner along with SK in Carrom and Vidhya in Chess on 27th June, 2019.

**PHOTOGRAPHS ON SWASA 'GAME THERAPY' CONDUCTED ON
THURSDAY, 27TH JUNE, 2019**

CARROM CREDITS TO ROOBAN & S KARTHIKEYAN (SK)



CHESS CREDIT TO VIDHYA



SECRETARY'S CORNER

The Secretary of SWASA **Balaji** informed that all efforts are taken to request student members to make contributions in the form of writing articles and other written materials so that the Editorial Advisory Board can have their recommendations reviewed for publication periodically in these monthly Newsletters. All are invited for contributing articles/snippets etc., to this monthly newsletter. Members are also requested to provide informations of special participations undertaken by any of the members which would be appropriately taken up for publication in our monthly newsletter. Regular feedbacks on released newsletters are also invited for improvisation.

TREASURER'S CORNER

The treasurer of SWASA **Vivek** has informed that allocations made out of available funds and contributions received from members and the firm are being fully utilised for the purposes of SWASA activities. Treasurer has also sought (on behalf of Organising Committee) suggestions for improvement if any for organising professional programs with relevant topics for presentations. Members are welcome to volunteer to participate for collective contributions on all such materials for newsletters.

OUR NEXT ISSUE-CALENDAR

- ✓ SA Alumni Contribution
- ✓ Presentation by Students
- ✓ Report Writing Skills

PRESIDENT'S SPECIAL MESSAGE TO STUDENTS

SWASA invites feedback from all students regarding any practical issue(s) that they may face during the course of audits. SWASA would help in respect of genuine issues if any such as a. on professional subjects—both direct and indirect taxes, company law, accounting, costing, auditing etc., and would support seamlessly and b. any other inhibitions that students may come across for effectively handling their subjects/ tasks-on-hand.

CCH UPDATION (CCH-iFirm Software)

“CCH updation” for allotted **CCH user ids**. Those students to whom such user identification have been allotted would require to update CCH on a daily basis specifying clearly ‘billable’ and ‘non-billable’ categories. The jobs allotted by respective Partners would require such updation and those who have not been allotted into CCH directly, **would also require** to enter manually in the separate **register** maintained for the purpose with the Executive Officer-Administration (‘EO-Admin’). The Newsletters of SWASA can also be gone through under special column provided in **CCH Intranet**. Feedbacks are awaited after reading. CCH-iFirm can also be uploaded via Mobile Apps in that name.

SWASA NEWSLETTER FEEDBACK REGISTER

SWASA welcomes readers to provide their respective feedback and comments on **SWASA Newsletter (s)** kept at the reception in the specific folder along with **Feedback Register**. This **feedback register** can be filled by the students, staff, alumnis, clients and visitors. Readers’ feedback on SWASA Newsletter(s) would facilitate improvisation and improvement on its’ contents for future publications. The contents of this newsletter are also available in the website www.sunca.in.

SWASA Executive Committee (ExCom)

President	- Padmaja Sankaran	(97109 66601)
Secretary	- M Balaji	(86680 10880)
Treasurer	- S Vivek	(90422 58558)
ExCom Member	- Harshita Kothari	(99623 21967)
ExCom Member	- Chetan J Sharma	(90031 04859)
ExCom Member	- Shatruhan Khanna	(99622 99881)
ExCom Member	- S Abirami	(86101 83207)

SWASA Advisory Board

CA Sripriya Sundararajan
CA K Vijayaraghavan
CA ANL Madhavann