



**THE INSTITUTE OF
CHARTERED ACCOUNTANTS OF INDIA**
(SETUP BY AN ACT OF PARLIAMENT)
WICASA VASAI OF WIRC OF ICAI



UMANAG

E-NEWSLETTER

JANUARY 2025



The Institute of
Chartered Accountants of India
(Set up by An Act of Parliament)
Vasai Branch of WICASA

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CASA NEWSLETTER

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WICASA VASAI
MONTHLY
E-NEWSLETTER

Technology Partner



JANUARY 2025
EDITION - 22



गणतंत्र दिवस



#RepublicDay

#VandeMataram

TABLE OF CONTENTS

**1 CHAIRMAN'S
COMMUNIQUE**

**2 FROM WICASA
CHAIRMAN'S DESK**

**3 WICASA WANTS
TO SAY...**

**4 ARTICLE
NEXUS**

**5 ARTISTIC
CREATIONS**

**6 PHOTOGRAPHY
MAGIC**

**7 POETRY
CORNER**

**8 MONTH FOR
WICASA**

**9 NOTIFICATIONS &
UPDATES**

**10 CONNECT
& MORE**

CHAIRMAN'S COMMUNIQUE



Dear Professional Colleagues,

As I conclude my tenure as Chairman of the Vasai Branch of WIRC of ICAI, I take this moment to express my heartfelt gratitude to each of you for your unwavering support, active participation, and commitment to our profession. It has been an incredible journey filled with learning, collaboration, and growth.

Key Milestones of the Past Year

Prestigious Recognition – 2nd Award in the Mega Category at WIRC Level

It is a proud moment for our branch as we have been awarded the 2nd position in the Mega Category at the WIRC level. This recognition is a testament to our collective efforts, dedication, and commitment to excellence. I sincerely thank each member for their contribution toward this remarkable achievement.

1. Seminar on TDS – A Practical Approach

An insightful session covering Sections 192, 194IC, 194R, 194T, and 206C, along with documentation requirements, recent amendments, and compliance challenges. The discussions helped professionals navigate the complexities of TDS with confidence.

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2. ICAI Startup Samvad 2025 – A Vision for Entrepreneurs

A dynamic session offering a comprehensive view of the startup ecosystem, including innovation, funding strategies, and regulatory frameworks. It encouraged professionals to explore new opportunities in an evolving business landscape.

3. Republic Day Celebration

On January 26th, we proudly celebrated the values of ethics, discipline, and excellence that define both our nation and our profession. It was a moment of unity and pride, reinforcing our dedication to integrity and service.

Additionally, the successful Branch Committee Elections marked a pivotal step in shaping the future of our branch. I sincerely thank all members who exercised their right to vote, ensuring strong and visionary leadership for the years ahead.

A Message of Gratitude & Hope

Serving as Chairman has been an honor, and I am deeply grateful for the trust and support you have shown me. The achievements of our branch have been a collective effort, and I am confident that the new leadership will continue to take our professional community to greater heights.

I encourage you all to stay engaged, support future initiatives, and continue striving for excellence.

"Success is not final, failure is not fatal: it is the courage to continue that counts."

Thank you once again for your cooperation, enthusiasm, and dedication. Let's continue our journey toward professional excellence together.

Warm Regards,
CA Tarun Dhandh
Chairman,
Vasai Branch of WIRC of ICAI

FROM WICASA CHAIRMAN'S DESK



Dear Aspiring CAs and Esteemed Colleagues,

January was a month of inspiration, learning, and growth for WICASA Vasai. From academic competitions to career guidance and a spiritual retreat, each initiative added value to our student community. Here's a look at the highlights:

1. CA Students' National Talent Search Competitions

Students showcased their talents in Debate, Dashboard Visualization, and Poetry, with winners advancing to the regional level and excelling at the national stage. Their dedication and hard work truly reflected the caliber of future CAs. Congratulations to all participants and winners!

2. Educational Visit to Govardhan Eco Village

An enriching visit to Govardhan Eco Village, also known as Mini Vrindavan, provided students with a deep spiritual and cultural experience. The visit emphasized sustainable living, self-sufficiency, and values-driven leadership, offering a refreshing perspective beyond academics.

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3. Interactive Meet & Greet with Newly Qualified CAs

An insightful Meet & Greet with Newly Qualified CAs featured CA Bhanwar Borana, CA Mahesh Gaur, CA Jitin Dharia, and Moderator CA Chandan Jhavar. The session provided valuable career insights, industry expectations, and guidance on opportunities ahead, helping students gain clarity on their professional journey.

4. Republic Day Celebration

The Republic Day celebration on January 26th was a tribute to the values of democracy, ethics, and excellence that form the foundation of our profession. The event reinforced our collective responsibility to serve society with dedication and integrity.

As we reflect on the past year, I extend my heartfelt gratitude to all students, faculty, volunteers, and committee members for their unwavering support and active engagement. Every event, initiative, and success has been possible because of your enthusiasm and dedication. Let's carry forward this momentum and make the year ahead even more remarkable.

Wishing you all continued success and growth in the journey ahead.

Warm Regards,
CA Brajendra Talesara
WICASA Chairman,
Vasai Branch of WIRC of ICAI

WICASA WANTS TO SAY...



Dear Friends,

As we welcome February 2025, let's reflect on an eventful January that brought learning, creativity, and engagement to our CA student community.

The CA Students' National Talent Search Competitions showcased remarkable skills in Debate, Dashboard Visualization, and Poetry, with winners making us proud at regional and national levels. Our visit to Govardhan Eco Village provided valuable insights into sustainable living and self-sufficiency, offering a refreshing perspective beyond academics. The Meet & Greet session with Newly Qualified CAs, featuring esteemed professionals, helped students gain clarity on career paths and industry expectations. The Republic Day celebration reinforced our commitment to democracy, ethics, and professional excellence.

I extend my heartfelt gratitude to everyone who contributed to this newsletter, making it an insightful and engaging platform. The success of each edition is thanks to the incredible efforts of our contributors, who shared articles, poetry, photography, and artistic creations. Your dedication has enriched this publication and inspired many.

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Looking ahead, WICASA Vasai remains committed to bringing you more knowledge-driven events, networking opportunities, and skill-enhancing workshops. If you haven't yet participated, we encourage you to be a part of our upcoming initiatives and make the most of the opportunities available to you.

WICASA Vasai will continue to be a beacon of learning and growth, and I hope you all stay connected and make the most of the opportunities ahead. Thank you for making this journey truly rewarding!

Here's to continued success and lifelong learning!

Warm regards,
Vibhanshi Doshi
Managing Committee Member,
Vasai Branch of WICASA

ARTICLE NEXUS



NESTLÉ MAGGI: A CASE STUDY IN CRISIS MANAGEMENT AND BRAND REVIVAL

Bas 2 minute mein khushiya... This is how Nestle India introduced this “2 minute noodles” in 1983 in India and with its catchy tagline, affordable prices and effective marketing soon it captured the Indian market, making kids, working professionals and students their target customers.

Nestle was enjoying a market share of almost 80% of instant noodles in India. Maggi's popularity was so that it was a synonym for instant noodles. Nestle enjoyed huge profits until the day when in June 2015 when Maggi sample test was done by The Food Safety and Standards Authority of India (FSSAI) and it banned Maggi, alleging excessive lead content and the presence of monosodium glutamate (MSG).

However Nestle India denied the allegations, stating that their internal and third party tests found Maggi safe. However Maggi was sent for some other tests where some reports favoured FSSAI claim and until the reports were clear there was a temporary ban on Maggi.

In response to the ban Nestle India withdrew Maggi from market leading to a ₹ 320 crore loss and the destruction of over 30000 tonnes of product.

In October 2015 after clearance from three government- approved labs Maggi was reintroduced to the market. In November 2015 Maggi was relaunched in the market and soon it again captured the lost market share becoming the market leader once more.

Now how was this possible, didn't other brands try to capture market?

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Here is the answer,

When Maggi was out of the market many brands got the opportunity, they marketed their products healthy and fit for consumption and tried their best to capture the market share of Maggi.

However, they couldn't do so, Why?

Here comes the crisis management of Maggi, as the risk was identified they immediately took actions and used Reactive strategies to effectively respond to the identified risk, although Maggi was out of market it kept its connection with its customers and consumers it ran campaigns that Maggi will soon return safe, they care for their customers' health. They used social media to interact and connect with their customers by creating a social media page by running FAQs, answering customers. Maggi's loyal customers who were missing Maggi they showed through their posts and advertisement that they too miss them.

This is how they didn't go out of sight of customers.

And soon when Maggi was relaunched they aggressively marketed their product, they used brand marketing, presented and made people believe that it is safe for consumption through advertisements.

Hence Maggi was successful in regaining its brand image and market share due to its effective crisis management, appropriate approach and effective response to the risk.

The lesson which businesses should learn through this is how a proactive approach prevents crises but if things go wrong a timely reactive strategy can save a business. Nestle India's quick action that is complying with retests, rebuilding trust through marketing helped Maggi recover. The key is to act fast, communicate effectively and restore confidence to minimize damage and bounce back strong.

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ARTICLE NEXUS

THE ART OF THE CHART: UNLOCKING MARKET SECRETS WITH TECHNICAL ANALYSIS

WHAT IS TECHNICAL ANALYSIS ?



- Technical Analysis is basically used for the study of Price action of stock or option in Market.
- Technical Analysis is solely based on Prices of stock or option.
- Investors or Traders are use 2 Types of analysis to analyse the efficiency of stock.
 1. **Fundamental Analysis** – It is generally the study of fundamentals of any Company listed on stock exchange. Like Quality of Management of Co., Decisions of Board, Analysis of Financials of Co. etc
 2. **Technical Analysis** – It is the study of Price Action of stock. It is done on the basis of the price of the stock with some tools and techniques.
- In Share Market, It is told that “**Technical Analysis is the BACKBONE of the Fundamental Analysis.**”

Assumptions of Technical Analysis :

- There are some basic assumptions to be taken before performing Technical Analysis.
 1. Market contains only Price movements and it ignores Fundamental factors and shows that stock price reflects every-thing.
 2. Price is always supported by Trend.
 3. Investors or Traders have to provide similar efforts to analyse stock in any type of market.
- Technical Analysis is the Analysis of Price Action of Stocks and it is performed by Charts and Some Other tools or indicators. The Basic Tool to perform Technical Analysis is **CHARTING**.

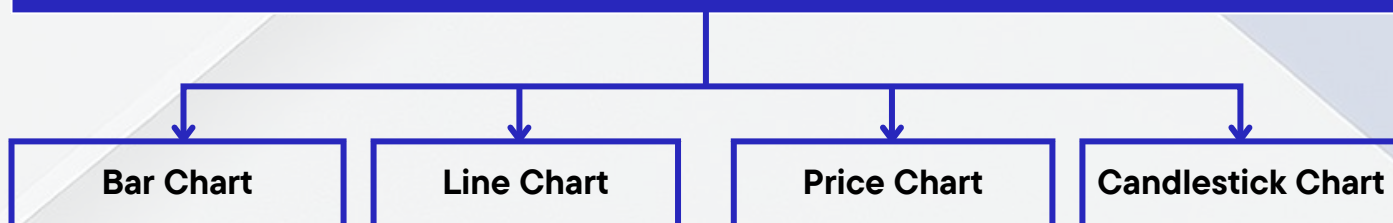
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CHARTS :

- Charts are used for Graphical Representation of Historical Data.
- And on the basis of those Graphical Representation, Trends are identified.
- And on the basis of those Trend and all, Technical Analysis is to be performed to analyse stocks or options.

Types of Charts



1. Bar Chart :

- It is a very Popular Chart that shows the price fluctuation and Volume Fluctuation on the particular day.
- The Bar Chart is a Series of Vertical Lines that shows each data point.
- This Lines shows Open, Low, High and Close of the Stock or option.
- The Close and Open is represented by Series of vertical Lines On a Horizontal Base.
- Bar Chart is very useful in Identification of trend because of its series of Vertical Line, Trend Can be Identified easily.



2. Line Chart :

- Line Chart provides graphical representation of Variable points over a selected period of time i.e. of 1 min, 5 min, 10 min, 1 hour, 1 day, etc.
- Line Chart is created by connecting various scattered points with a vertical line connecting each scattered point.

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- It is not useful in variables like volumes, index etc.
- Line Chart do not provide Graphical Representation of Price Range i.e. Open, Low, High and Close.
- Line Chart is mostly used for Trend Identification.



3. Price Chart :

- Price Chart Shows the price of any stock or option.
- Price Chart shows Open, High, Low and Close of Particular Stock.
- Price Chart can't be used for Trend Identification.



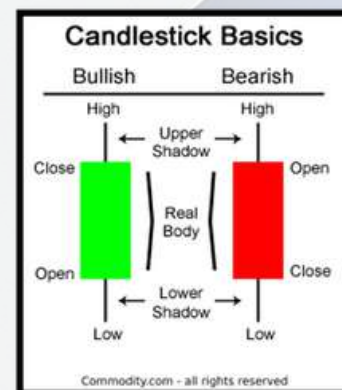
4. Candlestick Chart :

- Similar to Bar Chart, Candlestick Chart also contains vertical lines that shows price and volume fluctuation over a selected period of time.
- Candlestick are of two colours namely Red and Green.
- Candlestick is a formation of Square thick body and its Wick (Shadow).
- Generally, **Green** Candles are the sign of Positive Market or Bullish Market and **Red** Candles are the sign of Corrective Market or Bearish Market.

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- When the price of stock increases and it closes above opening price then **Green** is formed and in the same way, When the price of stock is down, then it is represented by **Red** Candle.
- And the Colour of Candle is generally on the basis of Open and Close of the Selected Period.



RESISTANCE AND SUPPORT :

- Resistance and Support both are very useful and Important indicators to analyse any stock or option for investment or trading.
- Resistance and Support both can be determined by Trend also.
- Resistance is a level above which price of Stock or Option Can't Increases. It is also Called as Peak Priced Share or Option.
- Support is a level below which price of stock or option Can't Decreases. It is also called as Declined Price Share or Option.
- Resistance and Support both provides fixed limit to trade.
- Support is a level below which price of stock or option Can't Decreases. It is also called as Declined Price Share or Option.
- Resistance and Support both provides fixed limit to trade.
- Both can be seen, If market follows Side Ways Trend. Both Provides Range for Trading.
- When The Stock is at Resistance Level, Sellers became more active to sell to book profits as much as possible.
- When The Stock is at Support Level, Buyers became more active to buy to cut down the costs.

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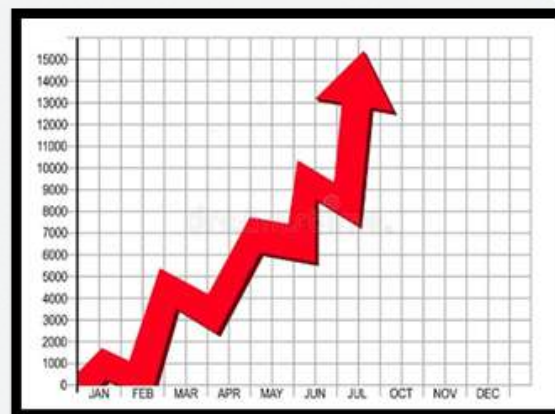
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TREND IN THE MARKET :

- For Investor or Trader, Trend is the most Important factor in the Market. In other language, Trend is a Friend Of Trader.
- Once you get it how to identify trend, you will make analysis easily.
- It is advisable that don't trade against the trend, it is very harmful.
- There are 3 Types of Trend in the Market.
 1. Upward Trend
 2. Downward Trend
 3. Sideways Trend

1. Upward Trend:

- We can tell that Market is following Upward Trend, when the price action of stock breaks their high, and also fall down to the some extent. In Simple language, if price action of stock creates High, High-Low, High-high, High-low, High-high then it is following Upward Trend.
- Upward Trend Can be possible because of positive news related to Company's Operations, Management, Financial Performance etc.



2. Downward Trend:

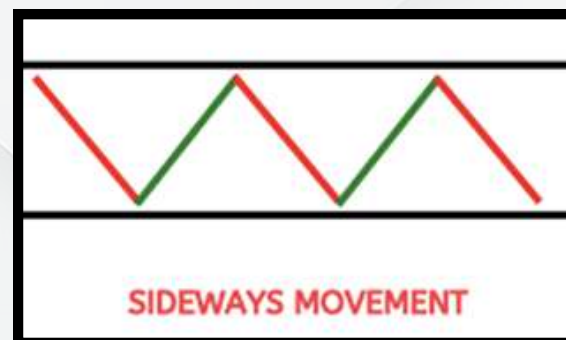
- We can tell that Market is following Downward Trend, when the price action of stock breaks its low. In Simple language, if price action of stock creates Low, Low-High, Low-low, Low-High, Low-low then it is following Downward Trend.
- Downward Trend can be possible because of negative news related to company.

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3. Sideways Trend:

- When price of stock is wondering between 2 Price Ranges, then it is called as Sideways Trend of Market.
- When the position of company is stable and no one can beat the performance of company, then stock follows Sideways Trend.
- In Sideways Trend, Price action of stocks moves between Resistance and Support.



MOVING AVERAGES :

- Moving averages showing average level of closing price and it is calculated for any period of time or it is calculated on the regular basis.
- Moving average is basically an average of selected candles.
- For example, if there is 7MA = Average of past 7 Candles is calculated.
- In Stock Market, mostly there are 4 types of Moving Averages used.
- 5 MA, 7 MA, 21 MA, 50 MA
- When you have to enter in stock for first time, you need to apply 50 MA to identify perfect average price.
- The Perfect Entry time by using Moving Averages is, When lower Moving Average i.e. 5 MA intersects Higher Moving Average i.e. 7 MA from bottom to Top.
- And The Perfect Exit Time by using Moving Averages is, when lower Moving Average i.e. 5 MA intersects Higher Moving Average i.e. 7 MA from top to bottom.
- Moving Average is useful to identify perfect entry and exit time. And also provides exact idea about price action.

There are some Candlestick Patterns who indicates Entry and Exit in the Stock or option :

There are 2 types of patterns :

1. **Continuation Patterns : Triangles, Rectangles, Flags, etc.**
2. **Reversal Patterns : Head and Shoulders, Double Tops and Bottoms, Triple Top and Bottoms, etc.**

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1. Head and Shoulder:

- Head and shoulder is considered as a Trend reversal pattern and it gives signal about downward trend in the price of stock or option.
- It occurs at a peak of upward trend after completion of this pattern, downward trend begins.

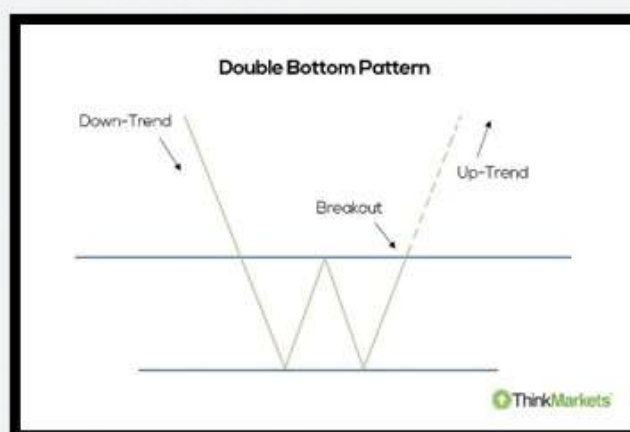


2. Inverted Head and Shoulder:

- It is the exact opposite pattern of Head and Shoulder. It shows the signal about upward trend in the stock or option
- It is occurred at peak of downward trend. After completion of this pattern, upward trend begins.

3. Double Tops and Bottoms:

- Double Top Pattern is generally occurs at a peak of upward trend, after completion of the pattern, downward trend begins. It is considered as a trend reversal pattern.
- Double Bottom pattern occurs when share hits low price.
- It occurs at a peak of bearish trend, after completion of this pattern, bullish trend begins.



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4. Rounding Bottom:

- It is a Long Term reversal pattern that is best suited for weekly time period.
- After occurring of this pattern, Bearish Trend turns into Bullish Trend.

5. Triangles and Flags:

- Triangles is formed when each succeeding peak is lower than the previous peak.
- Series of peaks and bottoms are joined and formed as a triangle.
- Flag suggest the pause of current trend.

WEAKNESS OF TECHNICAL ANALYSIS

1. Technical Analysis must be free from biasness.
2. Technical Analysis requires lots of Experience to identify exact pattern.
3. Technical Analysis should be done for long term purpose.
4. It is not advisable in case of new listing of Company.



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ARTICLE NEXUS



HIGH ON STRESS, HIGH ON DRUGS: INDIAN STUDENTS IN CRISIS

At first glance, readers might wonder why someone like me—who usually writes about Income Taxes, GST, the Stock Market, and finances—is suddenly addressing social issues like drug abuse and stress in students' lives. Is it something serious? Or perhaps something that has personally impacted me? Well, you're absolutely right.

Let me explain. When I used to see my friends smoking or drinking alcohol, I would often say, *“Leave it, my friend; this won't lead to anything good.”* In response, I would typically hear two reasons:

1. **Stress**
2. **Social Status or Peer Pressure**

I would rationalize their behaviour by telling myself that pursuing a CA Articleship while preparing for CA Finals is highly stressful and that their choices are personal; hence, it wasn't my place to lecture them.

However, this morning, I came across recent research by the National Institutes of Health (NIH), and it left me shocked. The study revealed:

“12.5% of students have used or abused at least one substance (drugs), and more than two-thirds (73.07%) of respondents expressed a desire to quit substance use. Additionally, 57.69% had already tried to stop. ‘Easy availability’ and ‘relief from tension’ were the most frequently cited reasons for continued substance use.”

*This means that **every eighth student** is using or abusing drugs, and while **many want to quit—and some have even tried—they are often unsuccessful.***

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Further delving into the issue, I came across a December 2022 headline in The Hindu:
“More than 1.58 crore children aged 10-17 addicted to substances: Centre tells SC.”

This research and headline made it painfully clear that stress is **not exclusive to CA students; it affects students nationwide, pushing many toward drug use as a coping mechanism.**

Thus, I decided to write on this social issue, hoping to contribute, even in a small way, to bringing about a change.

Contents of Article:

1. Stress:

- A. Causes of Stress.
- B. Why do people choose Drugs as a stress buster?
- C. Ways to Manage Stress.

2. Social Status or Peer Pressure:

- A. Drugs -is it really an Elite Class Status??
- B. Peer Pressure – Do you really need to take this pressure seriously??

3. Conclusion

1. Stress:

It can be defined as a state of worry or mental tension caused by a **difficult situation.**

A. Causes of Stress:

In Students life what causes Worry, what causes tension??

i. Huge Syllabus vs. Lack of Timely Preparation:

Is it the vast volume of the syllabus, or is it that we, as students, don't study it properly at the right time? What is the difference between a top ranker and a student who fails in the exam?

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The answer lies in seriousness-----The student who excels studies diligently from day one, completes homework sincerely, and prepares thoroughly. This disciplined approach builds confidence and sets the stage for success. In contrast, the student who struggles often spends time scrolling through Instagram reels, chatting on Snapchat, or daydreaming about their **"Queen of Dreams" (Sapno ki Rani)** on social media. Such distractions can turn into nightmares during test seasons and exams, giving rise to pressure and stress.

ii. Emptiness:

It has been rightly said, **"An empty mind is the devil's workshop."** A person who is free often spends time overthinking without taking action. Let me share an example: Yesterday, I visited a restaurant, and being an extrovert and social person, I spoke with the receptionist while waiting for the table to be cleaned. To my surprise, this gentleman works 12-hour shifts, wakes up early in the morning and attends online classes for an Operation Theatre Technology course, and pursues his passion for singing by performing at weddings during the wedding season. I hardly think this gentleman has time for stress.

iii. High Desires, Low Efforts:

Stress often arises when our aspirations are sky-high, but our efforts fall short. When goals demand greater hard work and dedication than we're willing to give, the resulting mismatch creates frustration and tension.

iv. Fear of Results:

Worrying about results is another major source of stress for students. But as Lord Krishna teaches Arjuna in the Bhagavad Gita:

“कर्मण्येवाधिकारस्ते मा फलेषु कदाचन। मा कर्मफलहेतुर्भुमा ते संगोऽस्त्वकर्मणि॥”

(“You have the right to perform your duties, but not to the fruits of your actions.”)

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This profound wisdom reminds us to focus on our efforts without being attached to outcomes. If Arjuna could overcome his fear of results and focus solely on execution, why can't we? By giving our best effort without worrying about results, we can lead happier, stress-free lives.

B. Why Do People Choose Drugs as a Stress Buster?

For individuals dealing with overwhelming emotions, drugs may seem like a quick way to block out their feelings and escape reality.

i. Immediate Relief:

Drugs can stimulate the brain's reward system, leading to the release of chemicals like **dopamine** and **serotonin**. This creates intense, short-term feelings of pleasure and relief, offering an illusion of a quick fix to stress.

ii. The Vicious Cycle:

However, this short-lived gratification often results in a dangerous cycle. As individuals seek to recreate the same high, the brain's reward system becomes **less responsive**, requiring **higher doses** to achieve the same effects. This can result in **dependence** and, ultimately, **addiction**.

iii. Dulling Emotional Pain:

Drugs can also suppress the brain areas associated with **negative emotions** or **trauma**, offering a temporary escape from feelings like **sadness, anxiety, or anger**. For individuals overwhelmed by intense emotional distress, substances may appear to be the only way to "shut off" these emotions.

iv. The Trap:

Although drugs may provide a temporary sense of relief, they **fail to address the root cause** of emotional pain. In the long run, avoiding these feelings only worsens mental health issues, increases **feelings of guilt or shame**, and establishes a **cyclical dependence** on substances.

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C. Ways to Manage Stress

As discussed earlier, drugs stimulate the production of chemicals like dopamine and serotonin, which reduce stress and create feelings of pleasure and relief. But is there a way to naturally generate dopamine and serotonin without harming our health?

The answer is **Yes!** There are several healthy activities that can boost these "feel-good" chemicals naturally. Here are some examples:

i. Deep Breathing and Box Breathing:

These techniques calm the nervous system and promote relaxation (you can find tutorials on YouTube).

ii. Physical Activities:

Walking, jogging, yoga, or dancing are excellent ways to increase dopamine and serotonin while improving your overall fitness.

Personally, I enjoy jogging, gardening, or playing with dogs to relieve stress. Engaging in these activities helps me reset and feel more at peace.

iii. You can also turn to Path (Religious Prayer) as a way to manage stress. By leaving all your worries to God's decision and trusting that He will always do what is best for you, you can find a deep sense of comfort and relief.

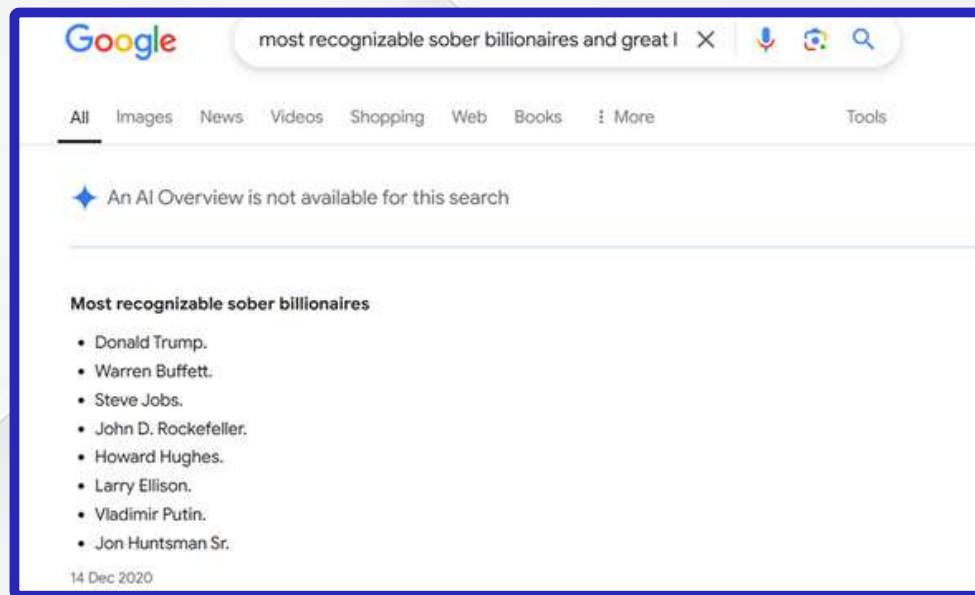
2. Social Status or Peer Pressure

A. Drugs—Is It Really an Elite Class Status?

The association of drug use with "elite class status" is a misconception often fuelled by media portrayals, societal stereotypes, and certain cultural trends. To debunk this myth, consider the example of some of the world's most influential individuals. Leaders like our Prime Minister, Shri Narendra Damodar Das Modi, abstain from drugs and alcohol. Similarly, renowned billionaires and visionaries like Donald Trump, Warren Buffet, and Steve Jobs have achieved greatness without succumbing to such habits.

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I hope this Screenshot have breakdown your myth of Drinking Alcohol and Smoking is a so-Called Social Status or an Elite Class habit.

As students, it's unrealistic to think that adopting behaviours like drinking or drug use will somehow elevate us to an elite status greater than that of these extraordinary personalities. This misconception needs to be dismantled, as true success is built on discipline, hard work, and integrity—not substance use.

I hope this perspective helps break the myth that drinking alcohol or smoking is a symbol of social or elite class status.

B. Peer Pressure—Do You Really Need to Take It Seriously?

Peer pressure is undeniably a powerful influence, especially when it comes to behaviours like drug consumption. But should you allow it to dictate your choices, particularly with something as harmful as drugs?

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Why Peer Pressure Feels Powerful?

- *Fear of Judgment*: Many individuals fear being labelled as "uncool" or "different" for refusing drugs in social sittings.
- *Desire for Acceptance*: The need to belong is a fundamental human instinct, and some may feel that participating in drug use will solidify their social bonds.

But let's revisit the examples of Donald Trump, Warren Buffet, Steve Jobs, and others. Who wouldn't want to be friends with these billionaires and accomplished individuals? Not drinking alcohol or using drugs is not a barrier to building meaningful relationships. If you bring **value to the table**—whether through your **character, kindness, or contributions**—no one will reject you simply because you choose not to drink or use drugs. True connections are rooted in mutual respect and understanding, not in shared habits like drinking.

3. Conclusion:

- Stress is an inevitable part of life, but how we respond to it defines our future. While drugs may offer temporary relief, they lead to dependence and harm both mental and physical health.
- The notion that drug use signifies elite status or social acceptance is a misconception. True success lies in discipline, hard work, and integrity—not in harmful habits. Peer pressure should never dictate your choices. Bringing value through kindness and character earns respect, not shared vices.
- Healthier alternatives like exercise, mindfulness, and pursuing passions can effectively manage stress while enriching life. The strength to say no reflects confidence and prioritizes long-term well-being. Choose health, clarity, and purpose—and inspire others to follow.

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ARTICLE NEXUS



THE AUDIT SYMPHONY



INTRODUCTION:

"Auditing is not just about compliance. It's about building trust, ensuring transparency, and upholding the symphony of accountability." In today's rapidly evolving world, where businesses are redefined by technology and globalization, auditing has transformed from a mere compliance activity to an intricate symphony, that is, a harmonious blend of technology, regulations, and human judgment. Just as a symphony requires a skilled conductor and synchronized instruments, auditing in this fast changing environment demands precision, collaboration, and adaptability.

MODERN AUDIT PRACTICES:

Gone are the days of manual vouching and physical record-keeping. Today, audits are performed with the aid of sophisticated tools and technologies, making the process more efficient and accurate. Techniques like data analytics and artificial intelligence have redefined how auditors examine financial records.

Take, for instance, data analytics tools that analyse entire populations of transactions rather than relying on samples. Patterns emerge, anomalies stand out, and insights flow seamlessly, enabling auditors to dive deeper into the nuances of financial performance. Automation has not only enhanced the accuracy of audits but also saved time, allowing auditors to focus on areas requiring professional skepticism.

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THE IMPACT OF AUTOMATION:

While automation has undoubtedly streamlined many auditing procedures, it has also introduced new challenges. Cybersecurity risks, data integrity, and algorithm bias now occupy the auditor's checklist. Additionally, the growing dependence on technology has shifted the auditor's role from just a financial checker to a digital guardian.

For example, blockchain technology, while offering unparalleled transparency, challenges auditors to understand its intricacies and validate the immutability of transactions. Similarly, AI tools, while powerful, require auditors to question their outputs, ensuring that machine-generated conclusions align with ethical and regulatory standards. "Trust, but verify"—this golden rule of auditing becomes even more relevant in the era of automation.

TRANSPARENCY AND ACCOUNTABILITY:

In a world of dynamic regulations and stakeholder scrutiny, the role of an auditor is more critical than ever. From ESG reporting to forensic audits, the demand for transparency has expanded beyond financial numbers.

But transparency is not just about publishing reports. It's about ensuring that businesses uphold integrity, even in the face of adversity. Auditors act as the guardians of this trust. Whether it's uncovering fraudulent practices or ensuring compliance with evolving tax laws, they are instrumental in maintaining the public's confidence in the corporate ecosystem. In simpler words, "An audit without accountability is like music without rhythm—it lacks purpose."

CONCLUSION:

Auditing, at its core, remains a human driven process. Despite all the advancements, it is the auditor's judgment, ethical backbone, and professional skepticism that ensure the symphony is performed flawlessly. To thrive in this environment, auditors must evolve continuously, learning, unlearning, and relearning to keep pace with the times. The audit profession is no longer a backstage act. It has taken center stage in ensuring the financial health and credibility of businesses. As auditors, let us embrace technology, uphold integrity, and strike the right chord in this ever-changing audit symphony.

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ARTICLE NEXUS



SIMILARITIES IN THE TRADE NAME ISSUED UNDER GST REGISTRATION

Certain suffixes such as Enterprise, Traders, Sons, and Brothers are commonly used in trade names, which often creates confusion for businessmen, accountants, Chartered Accountants, taxpayers, and other stakeholders. These naming conventions, while widespread, can lead to significant administrative and compliance challenges, particularly in tax-related matters.

Here's an example to illustrate this challenge:

Consider two businesses:

1. Raghav Enterprises with GST number 03ABCFG1243G1Z0
2. Another entity named Raghav Enterprise with GST number 03AAFPK2526J1Q2

Both businesses are clients of Amit Traders. Due to the similarity in their names, Amit Traders shipped goods to Raghav Enterprises (GST: 03ABCFG1243G1Z0) but mistakenly issued the invoice to Raghav Enterprise (GST: 03AAFPK2526J1Q2). This confusion arose not just from negligence but also from the striking resemblance between the two trade names.

Consequences of Such Errors:

1. Disruption in Filing GSTR-3B:

During GSTR-3B filing, discrepancies in Input Tax Credit (ITC) become evident when reconciling GSTR-2B/2A with the company's books. Such mismatches can result in the unavailability of ITC for the affected bill.

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2. Harassment of the Recipient:

The recipient business, which did not receive the invoice under the correct GST number, is left with the responsibility to cover the tax shortfall using their cash ledger. This adds to their financial and administrative burden.

3. Amendments and Delays:

Rectifying such errors through amendments is a complex and time-consuming process. Businesses often face delays and operational disruptions due to the procedural backlog involved in correcting invoices.

The Need for a Solution:

To mitigate such challenges, it is crucial for the GST Department to introduce a "Name Clause" during the GST registration process. Under this system, -

- The GST authorities would verify the uniqueness of trade names before granting registration.
- Trade names with significant similarities or identical patterns would be flagged for additional scrutiny to avoid confusion.

In conclusion, implementing a "Name Clause" could ensure smoother tax administration and prevent avoidable errors, ultimately reducing the compliance burden on businesses while enhancing the accuracy and efficiency of the GST system.

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ARTICLE NEXUS



INPUT TAX CREDIT (ITC): ISSUES AND SOLUTIONS IN THE GST REGIME

ABSTRACT

The Goods and Services Tax (GST) regime introduced Input Tax Credit (ITC) as a mechanism to prevent cascading taxes and promote seamless credit across the supply chain. However, practical implementation has faced challenges due to legal ambiguities, operational inefficiencies, and frequent amendments. This paper explores the issues surrounding ITC, analyzes recent updates in GST, and suggests solutions to improve the system. It also includes case studies of successful automation of ITC by leading audit firms and the role of Integrated Management Systems (IMS) in streamlining ITC processes.

INTRODUCTION

Input Tax Credit is a fundamental pillar of GST, enabling taxpayers to claim credit for taxes paid on inputs used in the course of business. Despite its potential to enhance efficiency and reduce tax burdens, its application has revealed numerous challenges.

KEY PROVISIONS OF ITC UNDER GST

ITC eligibility hinges on fulfilling conditions prescribed in Sections 16–19 of the CGST Act, 2017. Taxpayers must possess valid tax invoices, ensure actual receipt of goods/services, and have corresponding tax amounts credited to the government. Additionally, compliance with Rule 36(4) on the matching of ITC with GSTR-2B adds complexity.

WHAT IS INPUT TAX CREDIT?

Input Tax Credit (ITC) refers to the tax paid on purchases for the business which can be claimed as deduction at the time of paying tax on output tax.

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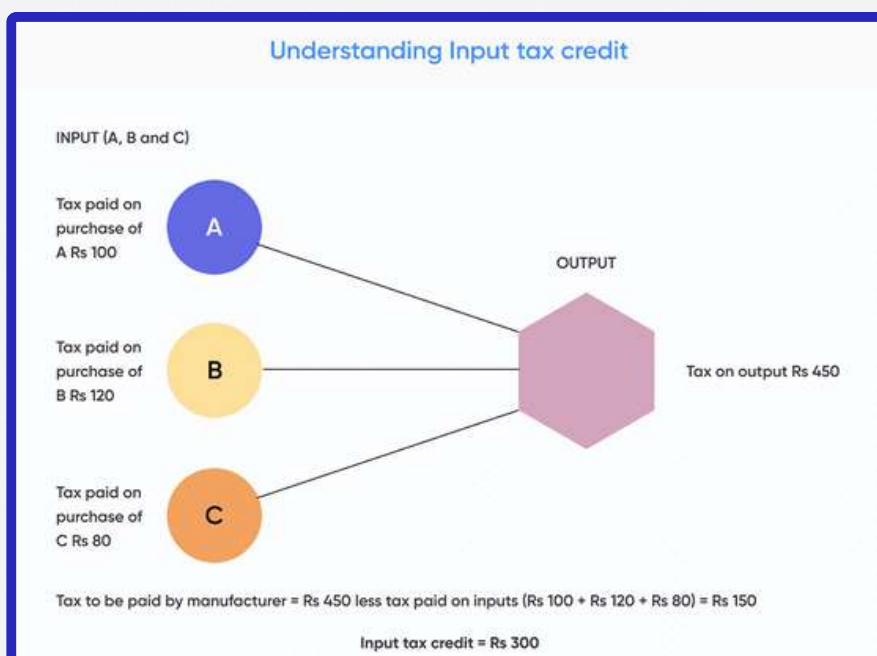
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HERE'S HOW:

When you buy a product/service from a registered dealer you pay taxes on the purchase. On selling, you collect the tax. You adjust the taxes paid at the time of purchase with the amount of output tax (tax on sales) and balance liability of tax (tax on sales *minus* tax on purchase) has to be paid to the government. This mechanism is called utilization of input tax credit.

For example- you are a manufacturer:

1. Tax payable on output (final product) is Rs 450
2. Tax paid on input (purchases) is Rs 300
3. You can claim input credit of Rs 300 and deposit the rest Rs 150 as taxes in cash



ISSUES IN ITC

1. Mismatch Between GSTR-2A/2B and GSTR-3B

A major challenge arises from discrepancies between auto-populated GSTR-2A/2B and the taxpayer's claims in GSTR-3B. Suppliers' non-compliance often penalizes recipients.

2. Blockage of ITC

Section 17(5) of the CGST Act blocks ITC on specific goods and services, such as motor vehicles, club memberships, and personal consumption. Ambiguities in the interpretation of these provisions lead to litigation.

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3. FREQUENT CHANGES IN LAW

Regular amendments to ITC provisions create confusion among taxpayers and increase compliance burdens. Examples include updates to Rule 86B and the introduction of the GSTR-2B mechanism.

4. Reversal of ITC

ITC reversals due to payment defaults by suppliers or ineligible claims impose financial stress on businesses. Taxpayers often bear the cost of suppliers' non-compliance.

5. Refund Delays

Exporters and taxpayers in inverted duty structures face delays in ITC refunds, impacting working capital and liquidity.

6. ITC on Capital Goods

While ITC is allowed on capital goods, complexities arise in apportionment and utilization due to varying rates of tax.

7. Compliance Costs

High compliance costs due to frequent reconciliations, audits, and technical issues in the GST portal add to the taxpayer's burden.

RECENT UPDATES IN GST

1. Automation of ITC Matching

The introduction of GSTR-2B, an auto-drafted ITC statement, aids taxpayers in reconciling ITC claims. However, its mandatory nature poses challenges for taxpayers relying on GSTR-2A.

2. Amendments in Rule 36(4)

Restriction on provisional ITC claims to 5% (reduced from 20%) of eligible ITC has increased dependency on supplier compliance.

3. Changes in ITC on E-Commerce Transactions

E-commerce operators are now required to collect Tax Collected at Source (TCS), impacting ITC claims for suppliers and buyers.

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4. NEW ITC RESTRICTIONS

Budget 2023 introduced further restrictions on ITC, such as disallowing ITC claims for suppliers who fail to file GSTR-1.

5. QRMP Scheme

The Quarterly Return Monthly Payment (QRMP) scheme enables small taxpayers to file quarterly returns, simplifying ITC claims for such businesses.

6. Strengthening E-Invoicing Mechanism

Mandatory e-invoicing for businesses with turnover above specified thresholds ensures better ITC tracking.

7. Promoting Compliance Reporting

Section 128A of the CGST Act waived off interest and penalties for certain non-fraudulent ITC claims from prior years (2017-2020). This waiver is effective through Notification No. 21/2024 issued on 8th October 2024. It applies under strict conditions but excludes erroneous refunds so as to streamline the ITC claim process while promoting compliant reporting.

ROLE OF INTEGRATED MANAGEMENT SYSTEMS (IMS) IN ITC

Integrated Management Systems (IMS) are unified platforms combining various management tools and processes to streamline business operations. IMS plays a crucial role in ITC management by enabling seamless integration of data, automation, and compliance tracking.

Aspect	Explanation
What is IMS?	The Invoice Matching System (IMS) is a mechanism under GST where the details of invoices uploaded by the supplier (in GSTR-1) are matched with those uploaded by the recipient (in GSTR-2A/2B). This ensures that the claims of Input Tax Credit (ITC) are based on actual tax payments by the supplier.

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Aspect	Explanation
Purpose of IMS	- To ensure seamless flow of ITC. - To prevent fraudulent claims of ITC. - To maintain transparency in tax compliance. - To ensure tax payment by the supplier before the recipient claims ITC.
Process of IMS	1. Supplier uploads invoices in GSTR-1. 2. Data auto-populates in the recipient's GSTR-2A/2B. 3. Recipient reconciles purchases and claims ITC only on matched invoices. 4. Unmatched or missing invoices are flagged, and reconciliation is required before ITC is claimed.
Impact on ITC	- Positive Impact: - Ensures ITC is claimed only when suppliers have paid the tax. - Reduces fraudulent claims and improves compliance. - Enhances transparency. - Negative Impact: - Delay in claiming ITC if the supplier fails to upload invoices or pay tax. - Increases compliance burden due to the need for regular reconciliation.
Challenges in IMS	- Dependence on supplier's compliance for claiming ITC. - Complex reconciliation process. - Errors or delays in invoice uploads can lead to ITC mismatch. - Requires robust IT systems for businesses to manage and match invoices.
Steps to Mitigate Issues	- Regularly follow up with suppliers to ensure compliance. - Use automated reconciliation tools for matching invoices. - Regularly review GSTR-2A/2B to address mismatches promptly. - Educate and train staff on IMS requirements and processes.

IMS ensures better tax compliance and reduces tax evasion but imposes additional responsibilities on businesses to ensure timely and accurate reconciliation for ITC claims.

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BENEFITS OF IMS IN ITC MANAGEMENT:

- 1. Centralized Data Integration:** IMS consolidates data from multiple sources, such as ERP systems, GST returns, and supplier invoices, ensuring real-time reconciliation.
- 2. Automation of ITC Processes:** Through AI and machine learning, IMS automates ITC validations, mismatch detection, and rectifications, reducing manual errors and compliance costs.
- 3. Enhanced Compliance Monitoring:** IMS provides real-time dashboards for tracking ITC status, supplier compliance, and filing deadlines, ensuring adherence to GST regulations.
- 4. Scalability for Large Businesses:** IMS is particularly beneficial for organizations with high transaction volumes, enabling efficient handling of complex ITC processes.
- 5. Improved Audit Readiness:** By maintaining a comprehensive and accurate record of ITC transactions, IMS facilitates smoother audits and reduces litigation risks.

CASE STUDIES: SUCCESSFUL AUTOMATION OF ITC

1. Deloitte's Automation Strategy

Issue:

A leading FMCG company faced recurring challenges in ITC reconciliation due to discrepancies between invoices and GSTR-2A/2B. Manual processes led to delays, increased compliance costs, and errors.

Solution:

Deloitte implemented an advanced ITC reconciliation tool integrated with the client's ERP system and the GST portal. The tool automated matching ITC claims with GSTR-2B, flagged mismatches in real-time, and provided actionable insights.

Technology Used:

SAP GST Compliance Suite.

Outcome:

- Reduced discrepancies by 95%.
- Saved over 40% of compliance time.
- Enhanced accuracy in ITC claims, significantly lowering the risk of penalties.

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2. EY's Digital Solution for ITC Compliance

Issue:

A multinational manufacturing client struggled with frequent mismatches and delayed rectifications, causing cash flow issues and ITC reversals.

Solution:

EY developed a customized ITC management platform that utilized artificial intelligence (AI) to predict potential mismatches based on historical data. It also flagged supplier non-compliance and automated follow-up processes.

Technology Used:

EY's DigiGST Compliance Platform.

Outcome:

- Improved ITC utilization by 20%.
- Reduced manual intervention, enabling timely corrections.
- Optimized working capital management by ensuring uninterrupted ITC flow.

3. PwC's End-to-End ITC Automation

Issue:

A large retail chain experienced high compliance costs and delays in reconciling ITC due to the volume of invoices and supplier non-compliance.

Solution:

PwC implemented an end-to-end ITC automation solution. The system integrated with the GST network to streamline invoice tracking, automated reconciliation with GSTR-2A/2B, and generated real-time dashboards for ITC status and compliance gaps.

Technology Used:

PwC GST Compliance Automation Tool.

Outcome:

- Enhanced compliance by over 90%.
- Reduced processing time by 50%.
- Provided management with real-time insights, enabling strategic decision-making.

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4. KPMG's Tax Technology Innovation

Issue:

A leading IT services firm faced frequent ITC mismatches, impacting compliance ratings and increasing audit risks.

Solution:

KPMG deployed a cloud-based ITC management system that ensured seamless integration with the GST network. The system automated ITC validations, reconciled mismatches, and facilitated error-free filing of GSTR-3B.

Technology Used:

KPMG Digital Compliance Platform.

Outcome:

- Reduced compliance costs by 30%.
- Enhanced accuracy in ITC reporting.
- Improved overall compliance ratings, lowering audit risks.

MAJOR PROBLEMS FACED IN AVAILING ITC AND THEIR SOLUTIONS

Stakeholder	Problem	Solution
Supplier	Non-filing of GSTR-1 or incorrect invoice reporting.	Implement automated systems for error-free filing and ensure timely submission of returns.
	Inadequate knowledge of GST provisions.	Conduct regular training programs and workshops on GST compliance.
	Cash flow issues leading to tax payment delays.	Introduce supplier financing options and incentives for timely tax payments.

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Stakeholder	Problem	Solution
Customer (Company)	Discrepancy in invoices leading to mismatch in GSTR-2A/2B and GSTR-3B.	Leverage IMS for real-time reconciliation and ensure supplier compliance monitoring.
	Reversal of ITC due to supplier non-compliance.	Use AI-driven tools to predict and mitigate risks associated with non-compliance.
	High compliance costs and manual errors in ITC reconciliation.	Automate ITC validation and reconciliation using advanced ERP systems.
	Delays in ITC refunds affecting working capital.	Streamline refund processes through automation and strict adherence to timelines.

SUPPLIER-CUSTOMER INTEGRATION FOR ACCURATE ITC

Integration between suppliers and customers is critical to ensuring accurate ITC claims. The process involves:

- 1. Automated Invoice Exchange:** Suppliers upload e-invoices directly to the GST portal, ensuring real-time data availability for buyers.
- 2. Reconciliation Tools:** Customers use reconciliation software integrated with ERP systems to match ITC claims with supplier data.
- 3. Supplier Compliance Monitoring:** AI tools track supplier compliance and flag potential risks based on historical behavior.
- 4. Feedback Mechanisms:** Suppliers are notified of errors or discrepancies, ensuring timely corrections.
- 5. Fake ITC Claims:** This table provides a holistic view of the issue, covering real-world cases, preventive measures, and actionable solutions to mitigate the risks of fake ITC claims.

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Case of Fake ITC Claims	Relevant Prevention Measure	Solution for Businesses
Invoice Racketeering Networks: Large syndicates issue fake invoices across multiple shell companies to fraudulently claim ITC.	Invoice Matching System (IMS): Ensures ITC claims are backed by valid, matched invoices in GSTR-2A/2B.	Timely Reconciliation: Regularly reconcile ITC claims with GSTR-2A/2B to avoid discrepancies and ensure authenticity.
Missing Traders or Bogus Suppliers: Fraudulent GST registrations used to issue invoices and evade taxes.	Know Your Supplier (KYS): Conduct due diligence to verify that suppliers are GST-compliant and legitimate.	Third-Party Verification: Engage auditors or tax consultants to verify the authenticity of ITC claims and suppliers.
Circular Trading: Trading invoices within a group of companies without actual movement of goods to inflate ITC.	Automated GST Tools: Use reconciliation tools to detect and correct mismatches in invoices, reducing circular trading risks.	Supplier Risk Assessment: Regularly assess and avoid dealing with non-compliant vendors or high-risk suppliers.
Claiming ITC on Non-GST Items: Claiming ITC on items like petroleum or alcohol, which are outside the GST scope.	Supplier Communication: Ensure that suppliers file returns and comply with tax regulations to avoid misclassification of goods.	IT-Driven Compliance: Use automated GST compliance software to track eligible items and prevent ITC on non-GST goods.
Wrong GSTIN Filing: Filing returns under fake or unrelated GSTINs, causing mismatches in ITC claims.	Monitoring High-Risk Entities: Tax authorities monitor suspicious GSTIN filings and high-risk businesses.	Legal and Administrative Compliance: Continuously monitor and validate GSTINs of all business partners to avoid mismatches.

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PROCESS FLOWCHART FOR ITC COMPLIANCE

- Supplier Uploads Invoice
- > GST Portal Validates Invoice
- > E-Invoice Auto-populated in GSTR-2B
- > Customer Reconciles ITC Claims
- > Discrepancies Flagged and Corrected
- > Accurate ITC Filed in GSTR-3B
- > ITC Claimed by Customer
- > Continuous Monitoring of ITC Status

AI MODEL FOR DAY-TO-DAY ITC MANAGEMENT

Proposed AI Working Model:

Stage	Objective	Technical Explanation
1. Data Aggregation Layer	Collect and integrate data from diverse sources.	- Data Ingestion: ETL processes gather data from invoices, ERP systems, GST returns, and GST portal. - Integration Tools: APIs for seamless data exchange with GSTN. - Database Architecture: Relational databases (SQL) or big data solutions (Hadoop, Apache Spark). - Cloud Storage: Platforms like AWS S3 or Azure Blob Storage ensure scalability.
2. AI Engine	Analyze data for discrepancies, predict risks, and ensure supplier compliance.	- Machine Learning: Supervised learning for compliance classification, unsupervised learning for pattern detection. - Predictive Analytics: Uses regression models and decision trees to forecast mismatches. - NLP: Extracts data from unstructured invoices. - Fraud Detection: Anomaly detection models flag irregularities in ITC claims or supplier behavior.

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Stage	Objective	Technical Explanation
3. Real-Time Dashboard Interface	Provide actionable insights into ITC status, compliance gaps, and deadlines.	- Visualization Tools: Libraries like D3.js, Tableau, or Power BI for interactive dashboards. - UI Design: Frameworks like Angular or React for user-friendly navigation. - Role-Based Access Control (RBAC): Ensures authorized data access. - Real-Time Updates: Enabled via WebSocket or push notifications.
4. Automated Alerts and Notifications	Notify users of upcoming deadlines, mismatches, and compliance risks..	- Trigger-Based Notifications: Rule-based engines send alerts for key events (e.g., filing deadlines). - Communication Channels: Alerts delivered via email, SMS, or in-app notifications using APIs (e.g., Twilio, SendGrid). - Calendar Integration: Syncs alerts with Google Calendar or Outlook for deadline tracking.
5. Feedback Loop	Continuously improve the system's accuracy and compliance monitoring.	- Reinforcement Learning: AI adapts based on user corrections and new GST rules. - Version Control Systems: Tracks updates with Git-based repositories. - Continuous Improvement: Uses DevOps (CI/CD pipelines) for regular deployment of model updates.

CONCLUSION

While ITC is a cornerstone of GST's success, its implementation has been fraught with issues requiring immediate attention. Recent updates indicate the government's intent to address these challenges, but more robust solutions are necessary to achieve seamless credit utilization. Case studies of automation by leading audit firms demonstrate that leveraging technology can significantly enhance ITC compliance and utilization.

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The inclusion of IMS in ITC management adds another layer of efficiency and reliability, ensuring smoother operations and better compliance. Streamlining processes, enhancing digital tools, and fostering supplier compliance can unlock the full potential of ITC, thereby bolstering India's tax ecosystem.

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ARTICLE NEXUS



THE FORGOTTEN KING: WHY HEALTH DESERVES THE THRONE OVER WEALTH

In our relentless pursuit of success, we chase crowns of gold—wealth, status, and achievements. Yet, we ignore the crown that truly rules everything: health. It is the king that enables our journey, yet it remains the most neglected.

I, *Srinivasan Kumar*, reflected on this and proposed the **Health-Wealth Equilibrium Matrix**, a simple yet powerful framework to balance these two critical aspects of life. Let me ask you this:

What happens when the king gets dethroned?

THE COLD REBELLION & THE JOURNEY OF IGNORANCE: A WAKE-UP CALL

A simple cold can disrupt our lives entirely. It doesn't appear out of nowhere—it's a **rebellion of the body** after prolonged neglect. It forces us to **pause and re-prioritize**, if only for a week.

But this isn't just about a cold. It's a **pattern of ignorance** we repeat in life—chasing success while disregarding health. Eventually, the body declares a **strike**, forcing us to stop. This cycle extends beyond illness; it applies to life itself.

THE COLD REBELLION: WHEN YOUR BODY FIGHTS BACK

- **Phase 1: The Silent Coup** – Loss of taste, fatigue. The king (our Body) whispers, but we ignore it.
- **Phase 2: The Strike** – Congestion, exhaustion. The king forces a pause.
- **Phase 3: The Battle** – Dependence on medicines. Temporary tools like **Vicks, Amurthanjan and Rasam** (especially Black Pepper or Garlic or Cumin) become your allies, **but they are not the solution**.
- **Phase 4: The Redemption** – Recovery reminds us of health's true value.

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THE JOURNEY OF IGNORANCE: A LIFE CYCLE

This isn't just about illness—it's a **broader cycle of neglect** we fall into:

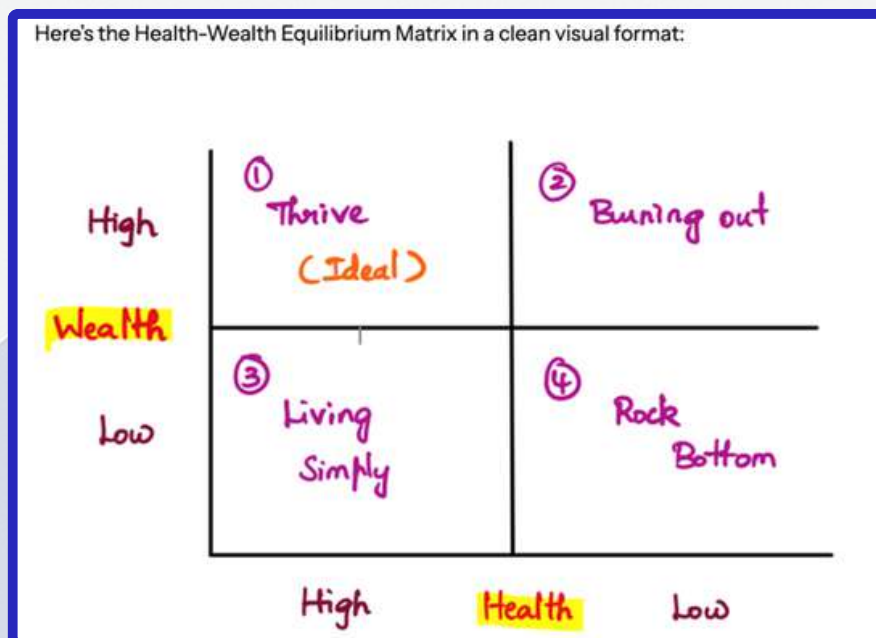
1. **Blind Pursuit** – Over-prioritizing success while ignoring health.
2. **Signals** – Fatigue, stress, and minor illnesses emerge.
3. **Rebellion** – The body forces a break through illness or burnout.
4. **The Lesson** – Small joys (e.g., tasting food, sleeping peacefully) regain significance.
5. **Reset or Repeat** – Many revert to old unhealthy habits, restarting the cycle.

THE HEALTH-WEALTH EQUILIBRIUM MATRIX

Neglecting health for wealth is a **dangerous trade-off**. That's why I created the **Health-Wealth Equilibrium Matrix** to help visualize this balance.

The Health-Wealth Equilibrium Matrix shows four scenarios:

1. **Thriving** – Balanced health and wealth. The ideal state.
2. **Burning Out** – Gaining wealth at the cost of health. Risky.
3. **Living Simply** – Good health, but financial struggles exist.
4. **Rock Bottom** – Neglecting both leads to collapse.



Key Insight: Your goal is **Quadrant 1: Thriving**. Health and wealth are not opposing forces; they are partners in the art of living well.

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THE POWERFUL REALIZATION

During illness, **money, status, and competition lose significance**. Health becomes the only currency that matters. We work hard for wealth, only to spend it repairing our lost health.

THE SOLUTION: PARALLEL MANAGEMENT

Managing **health and wealth together** is the key to a fulfilling life.

- **Daily Habits** – Prioritize balanced meals, exercise, and sleep.
- **Mindful Work** – Set boundaries to avoid burnout.
- **Health Investments** – Preventive care, regular checkups, and rest.

💡 **Health** is the foundation. Without it, wealth becomes meaningless.

💡 **Wealth** is the fuel. Without it, even good health can feel like a struggle.

YOUR BODY IS YOUR LIFETIME CEO

Your body runs **multiple departments**—energy, immunity, recovery. Yet, we treat it as replaceable employee. But:

- **Replacement is Impossible:** You can't fire your body. There's no substitute.
- **Repairs are Expensive:** Medical bills and surgeries are costly, and some damages are irreversible.
- **Gratitude is Rare:** How often do you thank your body for the miracles it performs daily?

CALL TO ACTION: THE KING'S SPEECH

*"Don't wait for illness to remind you of health's value. Your body is your kingdom, and health is the king. **Keep the king happy, and your kingdom will prosper.**" – Our Body*

Embrace **Parallel Management** today. Small, consistent actions can break the cycle. Because at the end of the day, tasting food, breathing freely, and waking up energized are **the true riches of life**.

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ARTICLE NEXUS



BOARDROOM BINGO: THE MATRIX GAME

Transforming your boardroom with a skill matrix can drive strategic alignment and transparency. Here's how to approach this important task with finesse, clarity and purpose.

As regulatory bodies and listing authorities increasingly require companies to provide detailed assessments of their boards' competencies, a board skill matrix has become an essential tool for internal evaluation and for maintaining transparency with stakeholders.

Imagine you have a big toy box with different types of toys inside. Some toys are for building, some for painting, and some for playing games. Now, let's say you want to show everyone which toys you have and what they can do.

A **skills matrix** is like making a big, colorful chart of your toy box. It tells everyone:

1. **What toys you need:** If you want to build a castle, you need building blocks.
2. **What toys you already have:** You check your toy box to see which toys are inside.
3. **What toys are missing:** You see if you need to get more toys to build the best castle.

This chart also shows who likes which toys (like if your friends love painting or playing games) and if you have a good mix of different toys and friends who like different things.

When you show this chart to others, they can see what you have and what you might need. It helps everyone understand your toy box better and makes sure you have the right toys to play and have fun!

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1. Understanding the skills matrix:

A Board skills matrix is a visual and comprehensive chart that maps out the demographic details, professional backgrounds, and core competencies of board members. It highlights the expertise currently present on the board and identifies gaps in skills that may need to be addressed for future strategic priorities.

An effective matrix should answer these key questions:

- What skills and knowledge does the company's strategy and industry demand from its board?
- What competencies, experience and diversity attributes do the existing directors bring to the table?
- How does the current lineup measure against the desired skill set? What needs to change or improve?

2. Relevance to the business:

The relevance of each skill to the business is crucial. A skill matrix is not merely an exercise in listing credentials- it's about demonstrating strategic alignment between board expertise and the company's needs. This ensures that the board can effectively guide the company toward achieving its strategic goals.

3. Transparency and credibility:

Transparency is a double-edged sword: it can build trust and confidence among investors, but it can also expose gaps, inconsistencies, or oversights. Hence, it is vital to approach this task with realism, humility and precision.

A common pitfall in creating a matrix is overvaluing certain board skills. Completing a short online webinar on artificial intelligence, for example, does not make someone an AI expert. Boards must critically assess and validate the depth of expertise their members claim to possess. This "reality check" ensures that the matrix is grounded in facts rather than self-assessment bias. Overstating capabilities can harm credibility and lead to distrust among stakeholders.

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4. Specificity in skills:

Generic or overly broad categories such as 'strategy', 'leadership' or 'finance' can dilute the matrix's utility. If nine out of ten directors can check the 'strategy' box, it raises questions about the rigor of your definitions. Observers expect specificity: what kind of strategic expertise? Is its operational strategy? M&A strategy? International market entry? Without clear criteria, your matrix risks becoming meaningless jargon. Define skills precisely, with examples or benchmarks.

5. Capturing Diversity:

Beyond profession competencies, the matrix should capture demographic diversity, gender, race, age and tenure. Diversity isn't just a regulatory checkbox; it's a business imperative. Numerous studies have demonstrated the positive impact of diverse boards on decision-making and innovation.

6. Aligning with investor priorities:

To maximize the impact of the skill's matrix disclosure, companies must align it with investor priorities. Engage proactively with stakeholders to understand their concerns and expectations. While investor relations teams are central to this process, input from legal, HR, and senior management can provide additional insights. For example, passive investor and institutional funds may want governance stability and expertise in ESG issues, while venture capital or private equity stakeholders might focus more on innovation, growth-stage expertise and entrepreneurial experience. The key is to anticipate these priorities and highlight the appropriate ones.

7. Presentation of matrix:

A well designed matrix should include:

- A summary of core competencies and their relevance to the company's strategic goals.
- A clear mapping of each director's expertise, ideally with a level of proficiency (basic, intermediate, advanced)
- Diversity metrics, presented straightforwardly.

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Too many bells and whistles can distract from the substance. Focus on creating a clean, professional design with good readability.

8. Keeping the matrix updated:

The skills matrix is not a static document- it is a living, evolving tool. As industries and markets shift, so too must the expertise required of the matrix can help the companies stay ahead of emerging trends and challenges.

Conclusion:

Ultimately, a board skills matrix is more than a regulatory requirement or a PR exercise. It is reflection of how seriously a company takes governance, diversity, and strategic alignment. Done right, it can enhance investor confidence, attract top talent and position the company as a forward- thinking, well-managed organization.

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ARTICLE NEXUS



THE POWER OF PERSEVERANCE: TURNING BARRIERS INTO BREAKTHROUGHS

Imagine a river flowing tirelessly, carving its path through rocks and mountains. It doesn't pause at barriers; instead, it overcomes them, transforming even the harshest terrains into a journey of beauty and purpose.

Just like this river, individuals and nations alike have demonstrated the power of perseverance. History reminds us that greatness is never achieved overnight. From Thomas Edison inventing the light bulb after countless attempts to India's hard-fought independence after 150 years of struggle, perseverance stands as the defining element behind significant achievements.

In the field of Chartered Accountancy, *Kailash Narayan Purohit* exemplifies this unyielding spirit. It took him 32 attempts to clear the CA exam in 2010, but his determination never wavered. His story, among others, reflects the essence of the Bhagavad Gita's timeless wisdom: perform your duties diligently, without attachment to the results.

Lessons from Great Achievers

Perseverance isn't a chance occurrence but a deliberate process. *Dr. A.P.J. Abdul Kalam* famously said that **"FAIL" stands for First Attempt in Learning**. This mindset transforms obstacles into opportunities, fostering growth through innovation and problem-solving.



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The journey of several entrepreneurs is a testament to this:

- *Falguni Nayar*, founder of *Nykaa*, overcame early challenges to build a multi-billion-dollar beauty empire.
- *Aman Gupta*, the visionary behind *boAt*, turned his ambitions into a global brand despite coming from a humble background.
- *Deepak Parekh*, the force behind *HDFC*'s success, navigated numerous hurdles to establish one of India's top financial institutions.
- *Namita Thapar*, executive director of *Emcure Pharmaceuticals*, exemplifies resilience in business leadership.

These success stories are reminders that perseverance often opens doors to unimaginable possibilities.

Turning Setbacks into Opportunities

Challenges often fuel innovation. The success of *India's Mars Orbit Mission* on its first attempt despite budget and technological constraints is a shining example. The COVID-19 pandemic, though a global crisis, catalyzed digital transformation in education and healthcare, making services more accessible.

Government initiatives like *Aatmanirbhar Bharat* and the *UDAN Scheme* for affordable air travel exemplify how perseverance in policymaking can drive national progress.



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Building Perseverance: The Three Golden Rules

- *Goal Setting*: Define clear and meaningful objectives.
- *Positive Mindset*: Maintain optimism even when facing setbacks.
- *Learning from Failure*: Every setback is an opportunity to learn and improve.

These principles are crucial for aspiring professionals, including future Chartered Accountants, who navigate rigorous examinations, personal adversities, and evolving regulations.

A Call to Action

As philosopher *Gaur Gopal Das* aptly said, **“Every setback is a setup for a comeback.”** Let us pledge to transform obstacles into opportunities and believe that challenges are meant to elevate, not devastate. Just as a diamond is formed under immense pressure, our greatest achievements emerge from our toughest struggles.

Closing Thought

Through stormy seas and darkest night,
Perseverance turns wrongs to rights.
Like rivers carving through mighty stone,
Our inner strength, when fully shown,
Transforms each barrier in our way
Into the dawn of a brighter day.



Let us carry forward this unbroken spirit, using every obstacle as a canvas to paint a future filled with success and purpose.

“Gir Kar Uthna Hi Zindagi Hai: Jeet Apni Hi Likhi Hai”

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ARTICLE NEXUS

AIRLINES TO ZERO-EMISSION TECHNOLOGIES- TATA'S GOT A TO Z COVERED

“YOU DON'T HAVE TO BE BIG TO MAKE A DIFFERENCE, YOU JUST HAVE TO BE COMMITTED”

These words spoken by Sir Ratan Tata himself stands as the truest testament to the empire called 'TATA' he has built from scratch.

I. INTRODUCTION:

Ratan Tata, born in the year of 1937, he has worked extensively and with such precision that it has today resulted in earning him the title of 'The Man who Built India'.

For the ease of understanding the process of Tata's attainment of the title and the building of the TATA Dynasty, this entire article is divided into smaller paragraphs that cover certain elements which reflect light on his pioneering into various industries.

II. TATA'S CORE VENTURES- DIVERSIFICATION ACROSS VARIOUS SECTORS:

Over the years, under Ratan Tata's vision, the group has grown by expanding into various sectors making it one of the most diversified conglomerates in the world. Let us dive into some of its core sectors:



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1. Steel:

Tata Steel is one of the largest steel manufacturers in the world and a key player in the Tata Group's industrial portfolio.

- **Global Reach:** Tata Steel operates steel plants in India, the UK, the Netherlands, and several other countries. The company acquired *Corus Group* (a leading British steel manufacturer) in 2007, expanding its international presence.
- **Sustainability Focus:** Tata Steel is committed to sustainability, and it is a leader in adopting green technologies in the steel-making process. The company is working towards producing "green steel" by utilizing cleaner technologies and renewable energy sources in its production processes.
- **Innovation in Steel:** Tata Steel manufactures a variety of specialty steels for industries like automotive, construction, and engineering. It also innovates in creating advanced steel alloys used in the aerospace and defence industries.

2. Automobiles:

Tata Motors is the flagship automobile company of the Tata Group and one of the largest and most diverse automotive manufacturers in India.

- **Wide Product Range:** Tata Motors manufactures a range of vehicles from affordable passenger cars to heavy-duty trucks and buses. Its brands include **Tata Passenger Vehicles**, **Tata Commercial Vehicles**, and **Jaguar Land Rover** (acquired in 2008).
- **Electric Vehicles (EVs):** Tata Motors has been a pioneer in the electric vehicle market in India, with models like the **Tata Nexon EV** and **Tata Tigor EV** gaining significant traction.
- **Jaguar Land Rover:** A premium automotive brand acquired in 2008, JLR operates globally and produces luxury cars and SUVs. The focus is increasingly on electric vehicles, as seen with the introduction of JLR's I-Pace, an electric SUV.
- **Commercial Vehicles:** Tata Motors is a dominant player in the Indian commercial vehicle market, producing trucks, buses, and military vehicles. It is a market leader in India for medium and heavy commercial vehicles.

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3. Information Technology

Tata Consultancy Services (TCS) is the largest IT services company in India and a global leader in digital services, business solutions, and consulting.

4. Energy and Power

Tata Power is the largest integrated power company in India and plays a major role in the country's energy sector. It is involved in power generation, transmission, and distribution, as well as renewable energy projects.

5. Consumer Goods

Tata Consumer Products is a leading company in the Indian consumer goods sector, with a wide range of products spanning food and beverages, including tea, coffee, salt, and packaged foods.

- **Tea & Beverages:** Tata Consumer Products owns some of India's most iconic brands in the beverage sector, including *Tata Tea* (including brands like *Tetley* and *Tata Tea Gold*), *Tata Coffee*, and *Tata Water*.
- **Packaged Foods:** The company's food portfolio includes brands like *Tata Salt*, *Tata Sampann* (spices, pulses, and packaged foods), and *Tata Nutrikorner* (nutrition products).

III. CONCLUSION:

Tata Group's remarkable journey across diverse sectors has crystallized its position as one of India's most influential and multifaceted conglomerates. By venturing into a wide array of industries, from steel and automotive to IT, telecommunications, consumer goods, and hospitality, Tata has demonstrated its ability to adapt, innovate, and cater to a broad spectrum of economic markets.

The group's strategic diversification has allowed it to not only mitigate risks but also capitalize on emerging opportunities in various sectors. Its focus on sustainability, ethical business practices, and community development further enhances its reputation as a socially responsible and globally competitive entity. Through visionary leadership, relentless pursuit of excellence, and a commitment to creating value, Tata Group has effectively covered nearly all major segments of the economic market, contributing to India's growth while leaving a lasting global impact.

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ARTICLE NEXUS



SHAPING THE FUTURE OF THE CA PROFESSION

THE ROLE OF COMMUNICATION SKILLS IN CLIENT RELATIONSHIP MANAGEMENT

In the world of Chartered Accountancy, technical expertise is critical, but strong communication skills are equally essential. Building and maintaining client relationships is a cornerstone of the profession, and effective communication forms the foundation of trust, understanding, and collaboration.

For Chartered Accountants (CAs), clear and precise communication helps explain complex financial concepts in simple terms, enabling clients to make informed decisions. Active listening ensures that a CA understands the client's needs, goals, and concerns, fostering a personalized and client-focused approach. Strong verbal and written communication also enhances the delivery of financial reports, tax advice, and audit findings in a professional and relatable manner.

Good communication goes beyond exchanging information; it builds rapport and strengthens relationships. When clients feel heard and valued, it creates a sense of trust and loyalty, ensuring long-term partnerships. Moreover, effective conflict resolution and negotiation skills help address issues diplomatically and maintain harmony.

To shape the future of the profession, the Institute of Chartered Accountants of India (ICAI) must emphasize the development of communication skills alongside technical training. A CA who can combine financial expertise with excellent client engagement becomes a true leader, ensuring the profession evolves with a human-centric and client-first focus.

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LEARNING BEYOND BOOKS: BENEFITS OF INTERNSHIPS AND PRACTICAL EXPOSURE

In the journey to becoming a Chartered Accountant (CA), academic knowledge forms the foundation, but practical exposure is the bridge to real-world excellence. Internships and hands-on experiences provide aspiring CAs with opportunities to learn beyond books, preparing them to tackle the complexities of the financial world.

Internships allow students to apply theoretical knowledge in practical scenarios, enhancing their understanding of concepts like taxation, auditing, and financial management. Working alongside seasoned professionals exposes them to industry best practices, problem-solving techniques, and ethical decision-making. Such exposure fosters critical thinking and equips them to handle challenges with confidence.

Practical training also hones essential soft skills, such as communication, teamwork, and time management. Interacting with clients and colleagues helps aspiring CAs build relationships, manage diverse perspectives, and gain a holistic view of business operations. These experiences not only make them job-ready but also instill a sense of professionalism and adaptability.

The Institute of Chartered Accountants of India (ICAI) has long recognized the importance of practical training, making internships an integral part of the CA curriculum. By emphasizing real-world learning, ICAI ensures that future CAs are not just academically proficient but also capable of leading with competence and resilience —shaping the future of the profession.

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THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN FINANCIAL LEADERSHIP

As the world of finance becomes increasingly complex, technical expertise alone is no longer sufficient for success. In the realm of Chartered Accountancy, emotional intelligence (EI) is emerging as a critical factor for effective financial leadership. The ability to understand, manage, and influence emotions—both one's own and others'—is key to fostering collaboration, building trust, and navigating challenges.

Financial leaders often operate in high-pressure environments where decisions can impact entire organizations. Here, EI helps in maintaining composure, analyzing situations calmly, and making informed choices. It also plays a vital role in team dynamics, enabling leaders to communicate effectively, resolve conflicts, and inspire their teams toward shared goals.

For Chartered Accountants, EI enhances client relationships by fostering empathy and understanding. A CA with strong EI can better grasp client needs, anticipate concerns, and provide tailored solutions. This human-centric approach builds lasting partnerships and strengthens professional credibility.

Incorporating EI into the CA profession is essential for shaping adaptable and visionary leaders. By emphasizing emotional intelligence in the curriculum and professional development, the Institute of Chartered Accountants of India (ICAI) can prepare CAs to lead with both logic and empathy—an invaluable combination in shaping the future of the profession.

Continued...

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INCORPORATING SOFT SKILLS INTO THE CA CURRICULUM

The Chartered Accountancy (CA) profession has long been associated with technical excellence, precision, and financial expertise. However, as the business landscape evolves, the demands on CAs have expanded beyond technical skills. Today, soft skills—such as communication, leadership, adaptability, and emotional intelligence—are vital for professionals to thrive and make a meaningful impact.

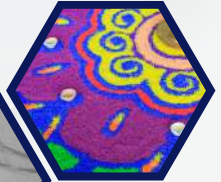
Incorporating soft skills into the CA curriculum is essential to preparing future Chartered Accountants for the challenges of a dynamic global economy. Communication, for instance, enables CAs to explain complex financial concepts to diverse audiences, from clients to policymakers. Similarly, leadership and teamwork are critical for guiding teams, managing projects, and fostering collaboration in organizations.

To achieve this, the curriculum must include practical, experience-based learning. Workshops, case studies, role-playing exercises, and industry interactions can help students develop these essential skills. Scenarios simulating real-world challenges, such as ethical dilemmas or client negotiations, can provide invaluable insights into the practical application of soft skills.

By integrating these elements, the Institute of Chartered Accountants of India (ICAI) can ensure the next generation of professionals is not only technically proficient but also capable of leading with confidence and empathy. A CA equipped with both technical and soft skills becomes a catalyst for innovation and growth—truly shaping the future of the profession.

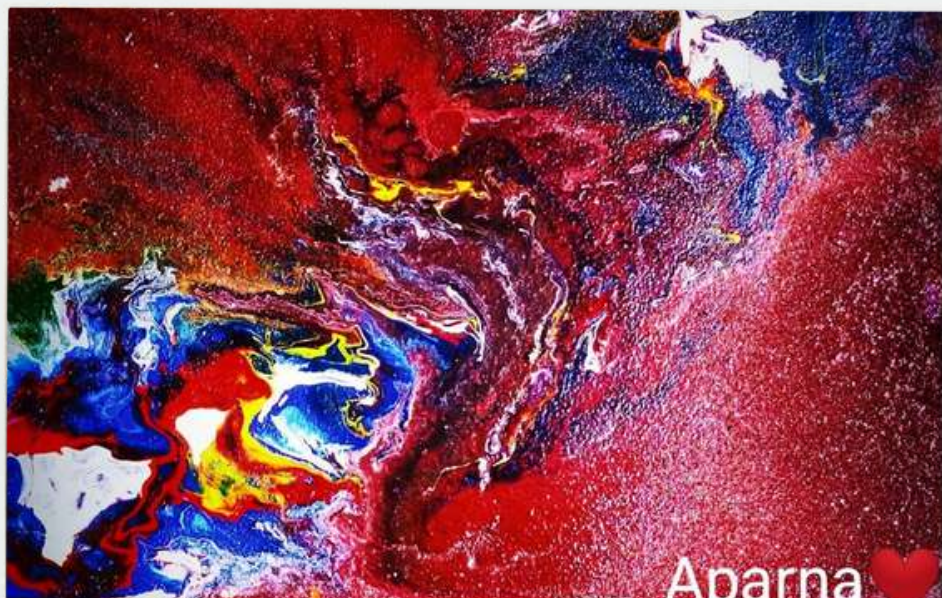
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ARTISTIC CREATIONS



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ARTISTIC CREATIONS



CRIMSON VERVE LIFE

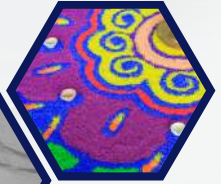
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Crimson represents the vibrant shade of red, symbolizing passion and courage. "Verve" signifies vitality and enthusiasm. Together, "Crimson Verve Life" embodies a lively, passionate approach to life, embracing risk and experiences to create a colourful, vibrant existence.

Red, in the artist's palette, embodies the pulse of life, its vibrancy echoing the vitality of existence. It symbolizes passion, courage, and the willingness to embrace risks. Life, much like a canvas, gains its richness from the interplay of various hues. Without the daring strokes of red, the canvas remains incomplete, lacking the depth and excitement that colours bring. To truly live, one must acknowledge and embrace the risks, painting life's canvas with a vibrant spectrum of experiences, making it as colourful as it can be.

ARTISTIC CREATIONS



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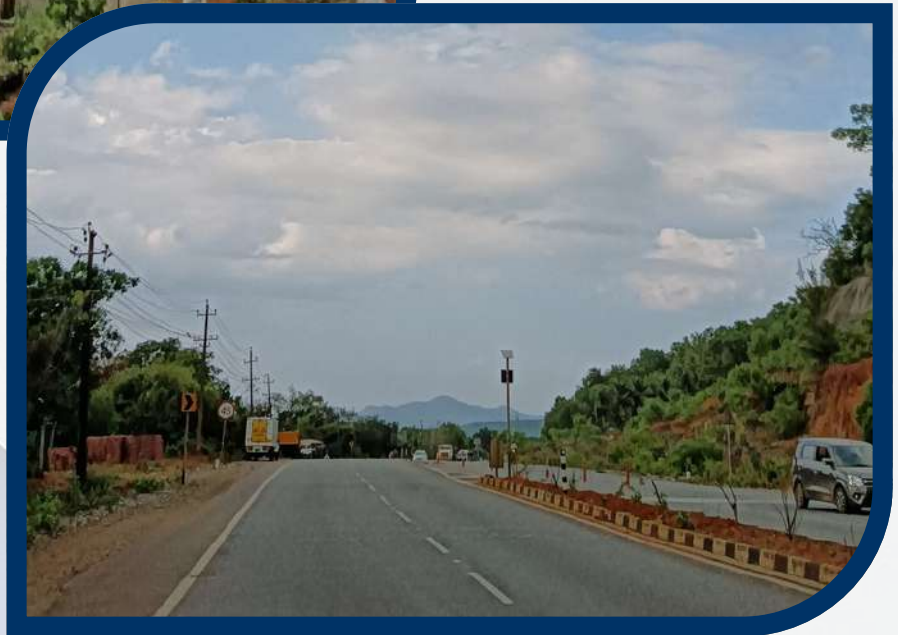
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POETRY CORNER



VOICE OF A CA STUDENT: TRIBUTE TO INDIA

Saffron shines, the color of might,
Guiding us through challenges, burning bright.
Like a CA's courage to face the unknown,
With integrity and ethics, seeds are sown.

White glows, pure as truth's embrace,
A symbol of balance in every case.
Like a CA's wisdom to bring clarity,
Uniting numbers with accountability.

Green blooms, a vision of growth,
A nation's progress, our sacred oath.
Like a CA nurturing financial streams,
Turning ambitions into tangible dreams.

Oh Tricolor, you are our pride,
With ICAI, we walk by your side.
Building India, one step at a time,
With honesty, hard work, and ideals sublime.

This Republic Day, let us all proclaim,
In the name of Tricolor, we fuel the flame.
For as CA professionals, we stand tall,
For the nation, the people, and justice for all.

Moray Venkata Sahitya

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POETRY CORNER



MY COVETED ESCAPE

In the silent night, I dream of flight,
To escape this world and fade from sight,
Where days are jolly and the moonlight glows,
A peaceful place where rivers flow.

Away from malice and all the lies,
Where all the people are hearty and wise.
No place for ego or arrogance,
And people are not just flesh on a skeleton.

The trees dance with grace and poise,
And houses echo with happy noise.
Glossy rivers with fishes of gold,
This land has witnessed stories untold.

In this escape lies my peace,
Tired of this place and its strangling schemes.
I don't want wealth or power grand,
I just want to drift away to this magical land.

Sara Shaikh
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POETRY CORNER



SAFAR

Intezar Na karee voh manzil ka jo takdeer mein Na Ho
Picha karee voh Manjil ka jiska mukam khubsurat ho
Manjil ka rasta bhale saaf na ho per rukna nhi kyuki kaate bhare raste aksar khubsurat
Manjil ke aor le jaate hai
Na beete kal ki parwa ho na ane wale kal ki fikar
Jiye to bas aaj mei phir kyu na muskuraye har pal

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WAQT

Waqt ke khel se main anjani,
Nikl chli hu banane Apni kahani,
Raste ke Har mod pe main kuch Sikh rhi,
Khudko kabhi sambhal rhi toh kabhi Khudki Himmat tootne nhi de rhi,
Yeh khel main jitna main waqt se anjaan rhi,
Uthna mujhe yeh khel zindagi ke Har chehra dikha rhi.

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POETRY CORNER



तू रुक जाने की ख्वाहिश ना कर।

करता है वही, कराता है वही ,
जख्म उसने दिए हैं, सिलेगा भी वही,
वो तेरा खुदा बेरहम तो नहीं है,
तू उसका ही बच्चा, कोई गैर तो नहीं है,
क्यूं डरता है कुछ बुरा होगा,
होगा वही, जो उसका फैसला होगा,
अपने गमों की नुमाइश ना कर,
बिन मेहनत पाने की ख्वाहिश ना कर,
टूट के बुने जो सपने सुहाने ,
उनके टूटने की आजमाइश ना कर,
सब कुछ होगा वक्त मुताबिक,
तू रुक जाने की ख्वाहिश ना कर।

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POETRY CORNER



SMILE

Smile

Smile, If you woke up today and thank god for a beautiful day

Smile, If you were able to go to work today

Smile, if you have someone to comeback for; no matter whoever it be family, friend, neighbor or yourself

Smile, if you have good health, a shelter, a cloth & a food to have

Smile, if you can afford an education or have a book to read

Smile, if you had a sip of coffee and an amazing and peaceful day

Smile, if you have purpose and motivation to wake up next day

Smile, even if you are confused & stressed

Smile, If you are sad and think something nice is waiting on the other side

Smile, if you have made someone smile and

Smile, if you have been kind and humble to yourself and people around

Smile, if you were helpful to someone

Smile a little harder, if a day has been hard for you

Smile and smile because life is all about ups and downs

If walked with a Smile it will be a little less difficult

So Smile, thinking of good and bad times

& Laugh, if you are about to whine

Smile, if you are able to love yourself and others

Smile, with your heart open & with a a positive mind

JUST SMILE

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POETRY CORNER



A CA STUDENT'S JOURNEY

In the quiet of the night when the world is asleep,
a CA student stays awake burning the midnight oil,
the silence of the night broken only by the rustling of pages
and the soft tap of a calculator

Endless hours and early dawns,
Juggling both articleship and studies,
Yet they balance it all with skill and grace

The journey is arduous ,the challenges relentless,
yet they choose to continue one step at a time,
through uncertainty,through doubt,
into an unfamiliar maze that tests their patience and will

As exams draw closer and pressure builds
,questions arise
Do I have what it takes?
Will I be able to make it through?

With the exams behind them,
they await the results with a mix of dread and excitement,
anticipating the fruits of their relentless labour,
being mentally prepared to fight harder
even if the outcome is not in their favour

Continued...

POETRY CORNER



A CA STUDENT'S JOURNEY

Continued...

Their fingers hover over the mouse,
Hesitating just a moment before they finally press enter,
With fingers crossed and a silent prayer on their lips,
It feels like an entire eternity has passed while the screen loads

And finally the screen loads,
A flash of purple and pink,
Their eyes fall on the word successful,
The only word that matters in that moment

Tears flow unrestrained,
as it finally sinks in,
the moment that they waited for has finally arrived,
the moment they became a CA.

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POETRY CORNER



आजादी

क्या हम सचमें आजाद है !!!
गैरो के गलत शब्दों से
मर्दों के गलत छुने से
युही रास्ते पर चलते समय
लडको के गलत घुर्ने से
क्या हम सचमें आजाद है !!!

सिर्फ दिन में बाहर निकला करो
रात में कहीं मत जाना
तू लडकी है ये याद रख
सात से पेहले घर लौट आना
क्या हम सच में आजाद है !!!

कभी स्कूल कभी कॉलेज
तो कभी बीच रस्ते पर
कभी ऑफिस कभी रिश्तेदार
तो कभी खुदके ही घरपर
क्या लडकी सच में आजाद है
इस हैवानों के धरती पर !!!

एक खबर मिटी नहीं के
दुसरी चली आती है
न्याय देने वाले लोगो में ही
राज - नीती जारी है

लोगो की सोच में न जाने
लडकी क्या केहलाती है
अब रातों की क्या बात करे
वो तो दीन में भी घबराती है
क्या सच में मिली हमें आजादी है

मां, बेहेन, बेटी है वो....
तू कुछ तो अच्छे करम कर
अरे हैवान उसको छूने से पहले
तू थोड़ी सी तो शर्म कर...

इन्हीं हालातो के कारण
देश की हर लडकी परेशान है
वो 5-10 साल की बेटीया तो
इस कल्युग से अंजान है
क्या हम सच में आजाद !!!

हिफाजत पाना हर लडकी के लिये
क्या ये इतना आसान है
इज्जत लूटकर उसको मौत देना
क्या यही उसका मुकाम है
क्या हम सच में आजाद है !!!

अपनी मर्जी से जीना अब क्या
हर लडकी के लिये पाप है
बाहर भेजने से पहले उसको
डरते हर मां बाप है

कैद रहा करो घरमें अपने
इतना छोटी सी तो बात है
कुछ बुरा होगा ये सोचकर
ना कटते उसके रात है

कारवाई नहीं की जाती कोई
ये हैवान घुमते बेनकाब है
जलील कर देते है उसको ऐसे
के जैसे लडकी होना एक श्राप है

क्या हम सच में आजाद है !!!
क्या हम सच में आजाद है !!!

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MONTH FOR WICASA



CA STUDENTS' NATIONAL TALENT SEARCH



**CA STUDENTS'
NATIONAL TALENT SEARCH**

SUNDAY, 5TH JANUARY 2025



MONTH FOR WICASA



EDUCATIONAL VISIT TO GOVARDHAN ECO VILLAGE

**SUNDAY, 12TH
JANUARY 2025**



MONTH FOR WICASA



INTERACTIVE MEET WITH NEWLY QUALIFIED CA



MONTH FOR WICASA



ICAI PRESIDENT VISIT



MONTH FOR WICASA



REPUBLIC DAY CELEBRATION



26 JANUARY 2025



NOTIFICATIONS



CLICK TO VIEW THE ANNOUNCEMENTS

Special Examinations - MRA / MOU, June 2025 - (14-02-2025)

**Commencement of Live Virtual Classes for the students of CA.
Foundation course appearing in May & September 2025 Examinations -
(11-02-2025)**

ICAI (Merger and Demerger of CA Firms) Guidelines, 2024 - (11-02-2025)

ICAI (Aggregation of LLPs) Guidelines, 2024 - (04-02-2025)

**Guidance on Non-Compliances Observed by Quality Review Board
During Quality Reviews (Volume 3) Released by Auditing and
Assurance Standards Board - (24-01-2025)**

Important Announcement - CA Examinations May 2025- (13-01-2025)

**Observations of the candidates on the question papers of CA
Intermediate and Foundation examinations - January - 2025 - (13-01-
2025)**

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and Contribute to our E - Newsletter

TOPIC - OF YOUR CHOICE

DO SUBMIT YOUR ARTICLE, POEM IN WORD FORMAT
MENTION YOUR
NAME, STUDENT REGD. NO. & CONTACT DETAILS



Send your entries at -
wicasa.vasai@gmail.com



Last date for Submission
30th of the Month

*Also do let us know your
Reviews, Suggestions and Ideas*

CONNECT & MORE



**WICASA
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For Any Queries-
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Vasai Branch of WICASA

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WICASA VASAI

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