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CA Janani Vijayakumar
janani@pkfindia.in

From the Editor's Desk...

My mother said to me, "If you become a soldier, you'll be a general, if you become a monk you'll end up as the pope." Instead, I became a painter and wound up as Picasso. – Pablo Picasso

"Do what you love and love what you do" A very well-known quote. But which is the priority? Do what you love? Or love what you do? Perhaps it would be safest to presume that the intended order of priority is as it comes in the quote. Dreams. All of us have dreams. Big dreams, small dreams. Dreams which are just dreams and dreams which turn into reality.

While some say "dare to dream big" others say "Dream real". What an oxymoron!

When we look at real life examples – whether someone as famous as J K Rowling or just you and me, we all start with "Do what you



love". Some pursue their passions until they are able to establish and gain a footing whereas there are the others who quit as priorities change. So, they end up loving what they do. This write up is not to take sides and ar-

gue which is right and which is wrong. One

CAN YOUR HOBBY BECOME YOUR PROFESSION?

needs to have different skill sets to do what you love and love what you do. Doing what you love entails a lot of sacrifices and support. Loving what you do entails acceptance and constant self-motivation. However, the one common attribute to both is passion. There are a handful of men and women who have been very passionate about following their dreams and achieving success. There are a lot others who accept what

they do and still have the passion to do the best in what they do.

At times, in our own career, we may have been forced to take up courses against our will. There are many people who excel in extra-curricular activities which they have been pursuing since childhood. Suddenly something called “academic/professional qualification” comes in their way due to various reasons. What do you do when you come to such crossroads? Which path do you take? That is solely up to your discretion. You will choose whatever you are confident in. Whatever you think will soothe your soul and at the same time will keep you self-sufficient. This is the point where you need to have that fire burning inside you. That extra step to keep you going wherever you are going.

At the end of the day, whether it is a hobby or a profession, passion plays the most important role. If you do not love your work, you may still do a good job, but, you will never exceed expectations!

Like Steve Jobs said – “The only way to do great work is to love what you do!”



Whatever you do, love it to bring out the best!!!

Partner Speaks...

Dear All,

I wanted to share some interesting forensic stories from time to time. This time, I am sharing about a recent case of how social networking sites can be used to expand the net by conmen.

July 29, 2014 – Facebook – the route for conman to swindle \$ 6 Million

Fraudsters are enterprising and innovative – they quickly take on to any event or happening, which could be turned to their advantage.

To give an idea of enterprise, only in Mumbai I have seen this – whenever, there is an announcement in the morning about change of tariff (for auto / taxi me-

ters), by afternoon of the same day, there are peddlers selling the revised tariff card!! Such is the enterprise!! Maybe such enterprise is only surpassed by the conmen of the world!!



CA T V Balasubramanian
tvbalu@pkfindia.in

News a few days back

The Nigerian Security and Civil Defence Corps (NSCDC) have recently arrested a person (Mr. Michael Ogun) for having duped people who unwittingly paid money into his coffers aggregating to a whopping N 1 Billion (USD 6 Million).

The Opportunity Mr. Michael Ogun saw

Nigeria has a population of 160 Million and a whopping 24% unemployment. There have also been large scale news about replacement recruitment in the NSCDC and related organizations and further that there were allegations and counter allegations about such recruitments being made by the Commandant or others on an ad hoc basis etc., Here, he saw a shimmering opportunity!



What did he do?

Mr. Michael Ogun, aged 44, opened a Facebook account in the name of the Commandant General of NSCDC. Also, created adequate links and blogs and news around it to make it sound legit.

He then created links to sites, which purportedly accepted applications for various agencies from unemployed youth.

Many individuals applied to such portals and also paid the fees mentioned therein, presuming that they are making payments to the Government only.

How he evaded attention for long?

He operated more than 50 bank accounts, so that in no one account, it created large deposits and alarms and managed it through the linking of different portals to different bank accounts and periodically laundering this money away from these accounts.

Fraudsters and innovative and shrewd. They are smart in finding opportunities

What finally tipped off?

After being on the look out for the fraudster, it took the country time to identify and apprehend the culprit in view of the large number of banks which he used and operated and also kept each application amount small so that each of these did not immediately lead to an inquiry.

What's our learning from all this?

Fraudsters are innovative and shrewd. They are smart in finding opportunities – it's up to us to ensure that we keep awake and let not even a momentary waver catch us unawares.

No role is bigger for you as long as you have the right mindset towards it



*K Harigovind
Finance Controller of a
mining company*

It all started way back in Dec'2004. I was given the role statutory audit coordinator for the quarterly audit for a large listed company on the first day of joining the organization. Then came the most challenging aspect of my career at the age of 24 where I was asked to play a lead role in the preparation of USGAAP financials for a period of six years to be completed in a very short span to enable the company to get listed in NYSE. Upon successful completion, I was again entrusted with another huge responsibility of spearheading the SOX (Sarbanes Oxley Act, USA) implementation in our company which indeed was very exciting.



Quest for knowledge

How would the HUDHUD incident affect the insurance industry in terms of the overall loss suffered? How would diesel deregulation affect the automobile industry? How will the recent crash in crude oil prices impact the inflation and overall economy in India? On the current affairs of the macro economy, these are some of the analysis areas which a finance professional aiming to make it big in the corporate sector should ask himself...

More importantly, the man at the top needs to have the ability to get into the details of minutest critical inputs while making a business decision while simultaneously having a bird's eye view (Bigger picture) of the overall impact of the decision on the company.

One can acquire this unique skill by constant reading with an open and an-

analytical frame of mind. According to one survey, an average CEO/CFO reads 4-5 books per month whereas an average employee reads one book per annum... Books can be your good friends too!!!!



Being more communicative and organised

Have you ever wondered what happens to all the top scorers in the academic examinations when they join an organisation? Their success in the examinations may not necessarily guarantee success in corporate life unless they learn to be better communicative and organised.

*Success =
good technical + effective communication!*

For any leader to repose faith on you, he has to see an “effective & efficient person” in you. Unless you communicate effectively on the nitty-gritties of your work/thought process to your superior, you may not win his trust for you to grow up in the corporate ladder. You can be better organised if you can plan properly followed by a meticulous execution as you would be required to accomplish critical time bound tasks.

We had an attractive business opportunity which my immediate superior was not very keen to take up. I had to be assertive and use all my communication skills to convince him which ultimately benefitted the organisation.

Strong Understanding of existing Operations and Control Processes

Globally CFOs are the custodians of the overall internal controls of the organisation and are responsible in monitoring optimum utilisation of company resources. Custodian role can be better served only by having comprehensive knowledge on the operations and control processes of the entity. I have to be thankful for the opportunity given to me to revamp all the procedures which gave me a wealth of experience.

Dealing/Guiding management in uncertain business situations

I always believe that business scenario analysis is one of the areas where a finance professional is expected to immensely contribute. As a finance professional, management will look up to you for the

right direction an organisation needs to take under uncertain business situations. In this regard, management requires “Information” from you and not the data. For example, a decision to pursue a business activity/project involves

1. Evaluating the activity with respect to the NPV (Net present value) it will generate
2. Critically reviewing/challenging each and every assumption made to arrive at NPV
3. Looking at Company’s history to understand “what has worked” and “what has not”
4. Possibility of combining the existing resources to get value through Synergy
5. Ramification of proposed activity on the existing processes

Empirically speaking, the most common reason for failure of project is attributed to failure of point no. 2 above for which a finance professional who is risk oriented by nature can contribute effectively. There is an increasing trend of CFOs becoming CEOs in MNCs due to this particular attribute.

Efficiency quotient

For any aspiring person who is in junior/middle management level, the accomplishment of a transactional task in the most efficient manner should be one of his top priorities. Bill Gates once said 'I choose a lazy person to do a hard job. Because a lazy person will find an easy way to do it'; no other statement can underscore the importance of the “Efficiency” aspect. As per the recent document on “How to transform finance function from the role of Scorekeeper to Business Partner”, transactional processes still account for 60% of the effort of finance and only 25% of time is spent on providing insights to critical decision making process. If you can find ways of completing the transactional aspect of your job in the shortest time and resources possible, you will soon don the role of Business Partner.

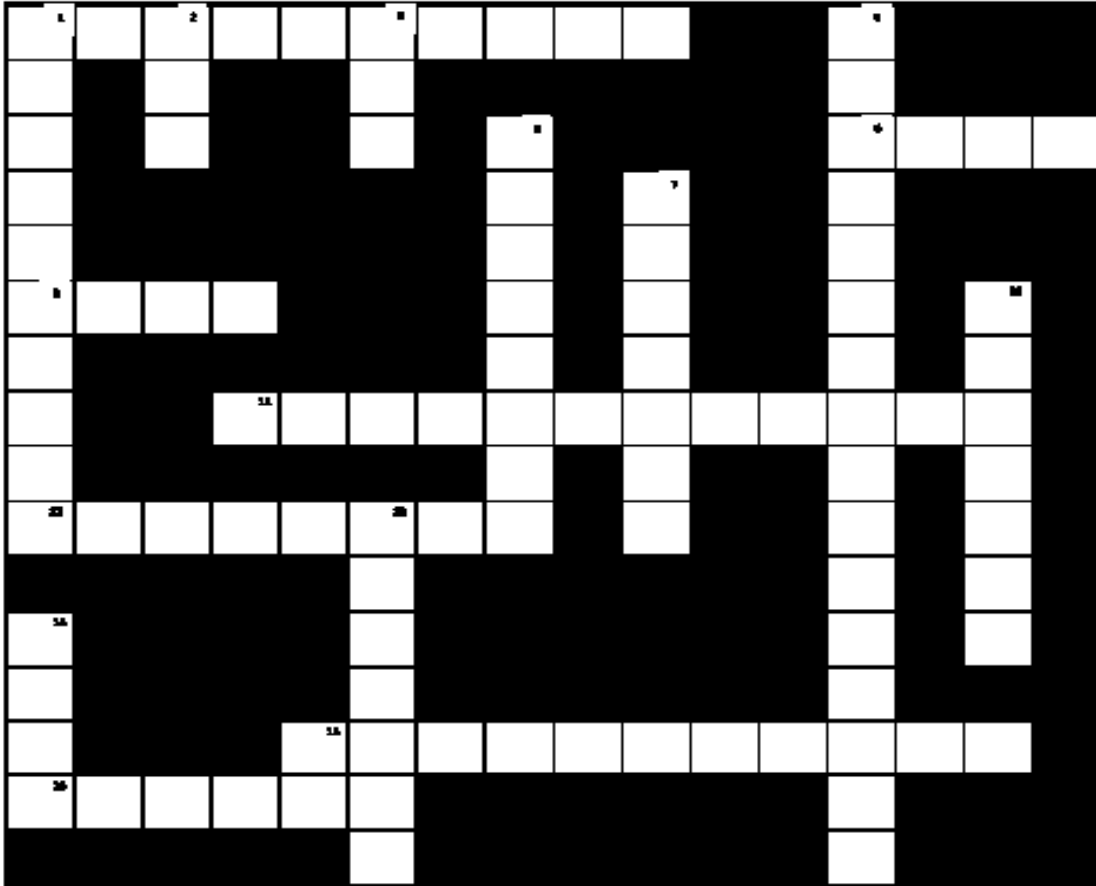
Utilisation of Technology in automating the routine transaction processing can prove to be an immense value added proposition for any organisation.

Beyond Your Role (Taking initiatives)

Anyone taking the extra step/ walking the extra mile beyond the call of his duties will definitely prosper. With Hard work and Passion as fundamental pillars combined with the above attributes, you will have brighter chances of becoming the Finance Heads/CFOs in future without an iota of doubt..



AS 10, Accounting for fixed assets — Crossword!



Across

- 1 No physical substance
- 6 This statement is not applicable to a private limited company with a paid up capital and reserves not more than fifty lakh rupees and has not accepted any public deposit and does not have loan outstanding ten lakh rupees or more from any bank or financial institution and does not have a turnover exceeding five crore rupees.
- 8 One of the incidents for which insurance coverage required
- 11 This may also be due to efflux of time
- 12 One can see it, feel it and touch it
- 15 Increase in FA can be due to addition or _____
- 16 Insurance coverage for business disruption is called loss of _____ insurance

Down

- 1 Amount by which the carrying amount of an asset exceeds its recoverable amount
- 2 This Accounting Standard does not apply to forests, plantations and similar regenerative natural resources
- 3 Document prepared on receipt of goods
- 4 The specific policies and procedures used by a company to prepare its financial statements. These include any methods, measurement systems and procedures for presenting disclosures. Accounting policies differ from accounting principles in that the principles are the rules and the policies are a company's way of adhering to the rules.
- 5 Assets become _____ due to change in technology
- 7 These expenses may be erroneously capitalized
- 10 Substantial sale of fixed assets may affect Going _____
- 13 List of planned revenue and expenses
- 14 Work that has not been completed but has already been incurred a capital investment

Crossword Rules...

Disclaimer :

Decision of Editorial Committee is final. The Timing for receipt of Entry will determined based on the time of receipt of mail.

Answers received during office hours shall not be considered unless a valid reason is provided.

Answers will be published through staff of sands and winners will be announced in the next issue.

First 20 all correct answers will receive a comp off each.

BAT - Celebration Time!!!

Team: Prashanth Sridhar and Arvind Srinivas

led by Mr. Dinesh Raisinghani

for delivering a comprehensive internal audit report receiving appreciation from partners and the client!

Exceptional **Fabulous** *Fabulous*
CONGRATULATIONS
Exceptional **OUTSTANDING**
Fabulous **Terrific** *Exceptional*

PKF Sridhar & Santhanam

KRD GEE GEE Crystal, 7th Floor,
91-92, Dr. Radhakrishnan Salai,
Mylapore, Chennai 600 004.

Phone: (+91) 44 28112985/86/87/88,

Fax : (+91) 44 28112989

Email : admin@pkfindia.in

Bangalore

T8 & T9, Third Floor,
GEM PLAZA,
No 66, Infantry Road
Bangalore 560 001
Tele Fax : (+91) 080 25590553
Email : bangalore@pkfindia.in

Delhi

No. 512, 5th Floor,
Chiranjiv Towers,
Nehru Place,
New Delhi 110 019
Phone : +91 11 40543689
Email: delhi@pkfindia.in

Mumbai

No. 406, Madhava Building,
4 th Floor, Bandra Kurla Complex,
Bandra (E), Mumbai 400 051
Phone: (+91) 22 26591730/26590040
Email : mumbai@pkfindia.in

201, 2nd Floor, Center Point Building,
Dr. Ambedkar Road,
Opp. Bharatmata Cinema,
Phone : (+91) 22 24170163

Hyderabad

Flat No.105, First Floor,
Door No:6-3-639/640,
Golden Edifice,
Khairatabad Circle,
Hyderabad 500 004
Phone: (+91) 040-23319743
Mobile No:+91-9176662077
Email : prasana@pkfindia.in

Coimbatore

No. 38-1, Raghupatty Layout,
Coimbatore 641 011
Phone: (+91) 422 2449677
Email : shankar@pkfindia.in



The Editorial Committee

Chief Editor

S. Ramakrishnan

The Team

Janani Vijayakumar

Harini Vijayakumar