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Voice Of Change

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PKF SRIDHAR & SANTHANAM
LLP

IN THIS ISSUE...

Editor Speaks	1
Partner Speaks	2
Dreams and its Realization	4
My Tiny Corporate Stint!	6
BAT	9
Puzzle	10

From the Editor's

Desk...

Every morning we wake up to the tune of our favorite song or probably for some, a melancholy drone;

Check Facebook, check Whats app, check mails, replies flying away – tap tap tap;

With a cup of coffee in one hand, TOI or NDTV on the other, You tube for some, Recipes for others.

Evernote, Wunderlist helps you organize on the go, TED and Podcasts, in you, deep thoughts they sow!

Jogging, Walking, Dancing, Sleeping, you name it, you have it, an app for almost everything!

This is the extent to which our lives are being admirably influenced by the tiny (probably not so tiny these days) little gadget

fitting snugly into our pockets. If the effect is such at the level of an individual, extrapolate it to a larger scale!

Our partner gives us insights into the technology of the future! The growth was, is and will always be exponential to the extent that your own genes may be mixed and matched on a pen drive!

Two other articles published in this edition have been contributed by our Hyderabad friends. The first is on how dreams will be dreams and realization will be a mere matter of luck if we do not make a move and get going! And that is so true! People whom we look up to as achievers are indeed those who dreamt and did not stop there. They sweated it out to achieve!

The second article is one which has been crafted very well and intricately written by a person who has had a wonderful opportunity to undertake a consulting assignment which gave him a small insight into the big corporate world!

Thanks to both contributors!

I will sign off here and allow you to dream into the future!



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Partner Speaks...

Crystal gazing into Tomorrow's technologies

Actually in some cases the tomorrow may be little far away especially for us in India, but we should know where the world is going. In near future things will change upside down due to technology!



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Get a glimpse into future. (World economic forum list of top-tech for 2015)

1. **Fuel cell vehicles** – imagine a car running on Hydrogen and it produces only water in the process! Did you say pollution? What the heck is that? Oil? You mean the one we cook with?
2. **Next gen robotics** — robots do almost anything and everything – in Agriculture for instance they will do all the weeding and harvesting!
3. **Recyclable thermoset plastics** — landfills? What on Earth are they? Why would anyone with a sane mind fill the earth with deadly plastics?
4. **Precise genetic engineering** — bespoke medical treatment – treatment for ONE – you!
5. **Additive manufacturing** — all will be done by 3D printers- your skin, bone and even organs will be 3D printed; you lose something; no sweat -3D print a new one!
6. **Artificial intelligence** — they are wondering whether Singularity will happen — when will machines become smarter than humans and take over the world? Already IBM Watson is so powerful that it is learning what humans do and is ready to beat them! (Chess, Jeopardy etc. etc. – world champ is not a human anymore)
7. **Distributed manufacturing** – you make things at your door-step! Why would any one make something in China and transport it across the world? That's stupid! Everything zapped over internet!
8. **Autonomous drones** – they fly themselves without human intervention; they do everything for you!





9. **Digital genome** — genes on a pen drive! Mix and match everything!

10. **Neuro Morphic chips** – Brain inspired computer! IBM already working on these (True north).

<http://www.research.ibm.com/articles/brain-chip.shtml>

Do not think these are sci-fi! They are already happening in some places and are in various stages of research. People in future would not believe that we were so backward!

So the conversation between two teens in 2030 may be something like this.

“Can you believe that humans drove cars in 2015? And 1.2 Million people died due to car related accidents?!”

“That is antediluvian — don’t kid me? Did they actually DRIVE their vehicles? How dumb? Everyone knows humans are error prone, they have only two cameras, that too only in the front, they blink, yawn and sneeze , humans drink and smoke and how could they allow such a thing to happen?”

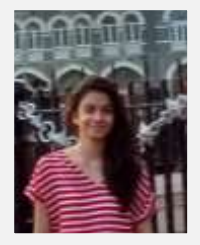
Get it? Only thing is—I am not sure how different the talk between two accountants would be though- especially two practicing CA’s! We are one of the only few professions ,which continue as if nothing much has happened and continue to live in dark caves and fantasy worlds where change has come to a stand still!

“That is antediluvian — don’t kid me? Did they actually DRIVE their vehicles?”

A tribe, which has very little chance of surviving, if machines keep developing at this pace. You know what accountants need most?

TECHNOLOGY –which rest of the world has.

Hope we will wake up from this Rip-Van-Winkle sleep soon!



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Dreams and its realization...

Hi Friends,

When I started writing the article for news letter, it took me a while to realize on what I wish to write and where do I start from. Then I thought it would be more exciting to go down our memory lane and think about how our answers changed as we grew up. So, I decided to write about one such inspiration: Dreams.

During our childhood if someone asked what we want to be in life, the answers were as crazy as a president, an astronaut, a princess etc. But as the years passed by, our thinking changed, ours aims varied and our DREAMS changed. Now on a serious note when we think of what exactly we want in our life, we still are as confused as we were before. However, I feel it is alright to be confused; as we dream more and more, it changes. As they say, “Nothing is permanent”, Great dreamers’ dreams are never fulfilled, they are always transcended.



Penning down our dreams is very helpful in turning them into reality as it constantly reminds and controls all our actions. It pushes and challenges us every day. It is a proven fact that dream is different from goal. In my perception, a dream is a goal without a plan. It is a fantastic thing to have a dream which can be the guiding passion of our life, but unless we move forward, getting there is going to be very much a matter of luck. To transform a dream into a goal we must make it so clear that we can see it, feel it, know what we will feel when we get there.

As said by Robin Sharma, “All we have to do is just believe that we could do anything, and unlock the infinite potential that exists within us. There is only one thing that makes a dream impossible to achieve: The fear of Failure. We should never let failure get to us.”



Remember these three lines to be successful

- “Dream, Inspite of fear”
- “Dream, Inspite of uncertainty”
- “Dream inspite of obstacles”

Dreams are beginning of the reality we create. We need to push our edges even harder and start dreaming more.

Dreams without moving forward makes the realization a matter of luck!





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My tiny Corporate Stint!

It was during late July-2014. Our team was working at an Audit in Mumbai. This was the time I was has informed that I would be undertaking a very prestigious client as my next assignment. I was told that we have had and still continue to have a very good relation with them and it was my responsibility to maintain the same, if not add some more to it.

During the first week, I was like the lead role in the film “Life of pi” - alone in the corporate ocean, with the ferocious animal for company—my laptop. Since the assignment has started immediately after the previous assignment, neither did I have the time to refer at least to the user interface of SAP nor could get a detailed description of my role. Only later did I come to know that these are things which can never be totally explained but can only experienced.



Coming to the role, I would gladly like to share some of the important learnings I came across both in technical and managerial areas. To give a brief introduction, I was given the role of finance controller assistance, in the unit-“Biologics” a job given to a CA/CWA who must have at least two years of post-qualification experience in a manufacturing company. That’s what my boss (at the client) has told me while describing the importance or rather the seriousness of my role.

<u>TECHNICAL</u>	<u>MANAGERIAL/SOFT SKILLS</u>
1.Preparation of MIS	1. Team work
2.Review and analysis of balance sheet	2.Convincing the higher authorities
3. Review and analysis of expenses.	3.Displaying diplomacy
4. Monthly reporting to the CFO and council heads.	4. Co-ordinating between various departments.
5. Budgeting exercise of manufacturing plants.	5. Absorbing the pressure.

Firstly, I should thank the entire team of the department for their never ending support. They always had an option to replace me with a more experienced personnel after judging the nil level of exposure I had .At every point of time, they were kind enough to accept my limitations and were patient enough to teach me all the technical aspects of their organization. Technical aspects are the crux for efficient working and can be achieved through regular training and proper understanding with a minimal struggle.



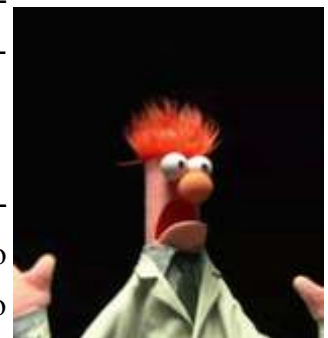
If you ask me anything notable to share in the technical aspects, I would rather like to focus on the structure of work rather than about the work. SAP is the mother for any data. Having said that, there may be some outside adjustments owing to certain inherent limitations of the business unit. The Profit and loss account and Balance sheet have well defined formats and once the trial balance is extracted a mere “vlookup” will prepare the balance sheet and Profit and loss account. So basically, the doing part is a mere 30% and the controlling, verifying, rectifying part is the major 70%. Review and analysis follow.

The doing part is a mere 30% and the controlling, verifying, rectifying part is the major 70%!

In this regard, what I may term as my major job satisfaction, is the reporting of monthly performance to CFO and council heads. I understood the crux of reporting i.e. what to report and what not to and how to give optimum useful data in a single slide of a power point. You need to be crisp, able to judge the importance and have any adjustments done cautiously so that the report displays the correct figures. The way we have gone about it is the best way of working I have ever done and it was a major step in improving my Excel and PowerPoint skills. The project was initiated when I was in my 3rd month of the assignment and was appreciated by the CFO.

Now you keep hearing in several programs/ seminars/orientation/GMCS, the faculty start with the phrases “In the outside”, “In the corporate world” etc., whenever they are about to discuss anything regarding the soft skills. From my experience in those 7 months I have experienced how important soft skills are going to play an important role in our personal as well as professional development.

Analyze yourself, analyze the environment and how much synchronization are you in with the environment. You are going to work in a team. Learn to accept others limitations especially of persons in higher authority. Yes they do



have their limitations. You keep getting irritated and abuse your role; you are definitely going nowhere. It is all just a waste of time, energy and peace of mind. Because whatever you do, they are going to get the job done through you. There are several harsh realities in the corporate world but I can say that the place



where I had this experience is definitely a company which strives to maximize employees' level of satisfaction.

One important aspect as a trainee or learner is "Listening". Listen to the boss/colleague. Let him complete his sentence. You may have something jumping inside you to blurt out, but, hold it. This is one thing I can proudly say I have tried to learn and overcome. It sounds small and silly but it has greater implications and we understand the importance when we experience.

Absorbing pressure under unfavorable conditions — You work in a corporate, you suffer it; but when you accept it, you become the master of it and you start praising MS Dhoni all the more. One good tip is to avoid unnecessary pressure and I have learnt it through my Finance head. For example, there is an urgent report to be circulated on say 18th August which is Saturday. You need not break your heads out to do it on Friday night because no one is going to read it Friday night or Saturday or Sunday. So try to be practical sometimes than always be firm with the rules. Of course, conditions apply.

Try to be practical sometimes than always be firm with the rules. Of course, conditions apply.

Team outings develop the bonds to a some extent and leaving the work at workplace is a great thing to do. I have been a part of two team outings and have never seen my finance head or vice-president discuss about work for more than 10 minutes. It is certainly difficult to overcome but work-life balance is as important as any other quality for a professional. You sometimes cannot help it but should at least try it.

I would like to conclude here because as I said, it is more about experience than about explanation. I hope I was able to throw light at least on some aspects which are new to certain article students. And once again I would like to thank our firm for the great opportunity. It is an opportunity which I am proud of and which others can be jealous of.

"I am thankful for my struggle because without it, I wouldn't have stumbled across my strength" - Alex ELLE.



BAT - Celebration Time!!!

Vignesh Subramanian

for quickly understanding and drafting an
Opinion on a taxation issue with utmost ease!

Team: Musham Panchakshar, Preetam Jain, Arvind Srinivas, Arun Kumar, Rahul Kankariya

Led by Mr. Janakiraman

for outstanding work in an internal audit.

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

Puzzles....

- A jar which has a capacity to hold 10 litres of liquid is fully filled with milk. There are other two empty jars each with capacity of 7 litres and 3 litres respectively. Without the use of any additional jars i.e. only by using these three jars you should fill the milk in such a manner that the jar with the capacity of 10 litres contain 5 litres of milk and also the jar with the capacity of 7 litres contain the remaining 5 litres of milk.
- Recently, I had been to a birthday party. I met two little girls Radha and Rekha there, who looked identical. I asked whether they were twins. One of them replied, we were born at the same time, same day, same month and same year to the same parents but we are not twins. How is this possible?
- You are given 10 match boxes each containing 10 match sticks and also a weighing machine. Each match stick weighs 1 gram except in one match box in which each stick weighs only 0.9 gram. By using the weighing machine only once you should find the match box that contains the sticks of lesser weight.
- A Boy is admitted for treatment in a hospital. He is the son of the Doctor attending him but the Doctor is not his father. How is this possible?

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.

Birthday Celebration at Chennai



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