

SILIGURI BRANCH OF EICASA



THE INSTITUTE OF CHARTERED
ACCOUNTANTS OF INDIA
(SETUP BY AN ACT OF PARLIAMENT)

STUDENTS' E-NEWSLETTER

NOVEMBER 2021



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EICASA MEETING

The Managing Committee of EICASA had a meeting on 02.11.2021 at around 10:00 which was headed by CA Avijit Dutta at the Chairman's office.

The meeting was organised to discuss about the upcoming programmes and seminars to be conducted during the month of november. This month we had a cricket tournament for the students.



CHAIRMAN (SILIGURI BRANCH) COMMUNICATION



Dear Students

We are nearing the end of another very eventful EICASA year. The EICASA tried to organize events which will be helpful in the overall development of the students. This trend will continue in the coming month also after the conclusion of the CA Exams.

Mock Tests for the students appearing in the December, 2021 examinations were conducted at the Branch. Many students utilized this opportunity to get a feeling of their preparedness for the upcoming exams.

My best wishes for all the students who are going to appear for the CA Examinations starting from the 5th December, 2021. May you all come out with flying colours.

A cricket tournament for the CA students **"Siliguri Students Premier League 2021"** was organized during this month. As many as 8 teams under both boys and girls category participated in this tournament.

The winners of the tournament under the respective categories are

1. Boys Category- Team Titans

2. Girls Category- Team Aditi

Heartiest congratulations to the winners.

I would also like to take this opportunity to wish best of luck to the contestants of the Debate and Power Point Presentation competitions who are going to represent the Branch at the Regional Level competitions to be held in Guwahati on 2nd January, 2022.

The International CA Students competition is going to be held at the Biswa Bangla Auditorium at Kolkata on 29th and 30th January, 2022. This is going to be a mega event with participants from all over the country and also international participants. The event is going to take place in dual mode, i.e. virtual and physical mode. I request the students to actively participate in this event. Students who have interest in paper presentation can contact any of the EICASA members for further details. We are aiming for at least two paper presenters from the Branch and participation of hundred plus students either virtually or physically.

I would like to end with this beautiful quote

**"Success is not final; Failure is not fatal;
It is the courage to continue that counts."**

Winston S. Churchill

Regards

**CA. Avijit Dutta
Chairman, EICASA
Siliguri Branch of EIRC of ICAI**

VICE-CHAIRMAN (EICASA) COMMUNICATION



My Dear Friends

With great pleasure, the new Eastern India Chartered Accountants Students Association (EICASA) team along with the Newsletter Committee presents to you the Eleventh Edition of the E-Newsletter for the year 2021.

The Managing Committee of EICASA had a monthly meeting in the first week of the month regarding the events, workshops and seminar that could be conducted in the month of November.

A cricket tournament for the CA students **“Siliguri Students Premier League 2021”** was organized during this month. Total 8 teams under both boys and girls category participated in this tournament. The winners of the tournament are:

- 1. Boys Category- Team Titans**
- 2. Girls Category- Team Aditi**

I would like to congratulate all the members of the winning team. Also, would like to extend my gratitude towards all the participants for their enthusiastic participation.

The branch also conducted Mock test for the students appearing in December 2021 examinations. My wishes with all the students who are giving exams in December 2021.

The EICASA have many exciting events and seminars for the upcoming month in its stock in order to improve and enhance the hidden skills of the students. I would request all the students to take the most out of it.

I would like to end with a beautiful quote by Tony Robbins:

“By changing nothing, nothing changes”.

Thank you
With loads of love and best wishes

Muskan Agarwal
Vice-Chairman, EICASA
Siliguri Branch

EDITORIAL TEAM

Advisors

1. CA Naresh Agarwal
Chairman, Siliguri Branch
2. CA Avijit Dutta
Vice-Chairman, Siliguri Branch

Members

1. Karuna Anchalia (EICASA)
2. Shubham Maheswari
3. Debatanu Sarkar
4. Prachi Anand
5. Sirish Agarwal
6. Sonya Agarwal
7. Vishakha Agarwal
8. Ayush Singhal
9. Sejal Singhania
10. Hansa Sethia

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Announcement

Articles, poems, quotes, short stories or artistic works are invited from Students for the upcoming Students' Newsletter.

The articles, poems, etc. should be received latest by the 30th of this month. The article should comprise of 500 to 2000 words.

The authors are advised to :

Mail a Softcopy of the article with complete communication along with e-mail address and Student Registration number to newsletter.icaisl@gmail.com .

A Softcopy of latest passport size colour photograph should also be mailed.

Siliguri Branch of EICASA of ICAI

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EICASA SILIGURI ACTIVITIES

"SILIGURI STUDENTS' PREMIER LEAGUE"

This month the branch had organised an all students cricket tournament for its students on 21st Nov., 2021. The day was an energizing one, all students were highly spirited for this event.

The winning team for the boys tournament was "Team Titans" and that for girls was "Team Aditi"

The other award winners were:

- **Man of the match: Md. Sadiq Raza**
- **Best Batsman: Dipak Sharma**
- **Best Bowler-boys: Md. Sadiq Raza**
- **Best Fielder: Ankit Sanghai**
- **Woman of the Match: Ankita Chhetri**
- **Best Batswoman: Divya Goyal**
- **Best Bowler-girls: Ankita Chhetri**
- **Fair Player: Rahul Agarwal**



EICASA SILIGURI ACTIVITIES

"SILIGURI STUDENTS' PREMIER LEAGUE"



NYKAA- A Beautiful Business

If you are an investor or a beauty enthusiast, you are bound to have heard about Nykaa. Being the only profitable company among the lot of new age tech companies, Nykaa deserves the buzz it has been garnering for the speculation around its IPO.

But what is the special ingredient which makes it stand out and be the one in the spotlight, as its name means in the language Sanskrit.

So before understanding the intricacies of the business Nykaa involves in, let's get some background about the conception of how it came to be.

Falguni Nayar is the brain behind the beauty business of Nykaa and it was once when she chanced to step in a Sephora store, dazzled by the multiple brands, the retailer dealt in and the unbiased approach of the sales team in helping her select the best products for her. She left the store, spending a hundred dollars and with an idea that turned out to be worth a billion dollars.

So it was in 2012, after an exhaustive and immersive profile of Investment Banker at Kotak Securities, Nayar left the position of Managing Director in the IB division.



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Nykaa beauty platform was launched with Nayar leveraging the power of e-commerce launched Nykaa.com

However, Nayar knew the likes against whom she would be competing. So, they chose to be a specialist in the niche of fashion products unlike the generalist e-commerce platforms such as Amazon or Flipkart.

Nykaa went a step ahead in 2014 adopting an omni channel approach launching its retail store. Also realising the need for a product under Nykaa's own private labels. They came out with a range of products under their own hood.

Also realising the need for a platform that catered to men grooming products, Nykaa also came out with NykaaMan in 2019 to provide for the needs of the often left out men when the grooming and fashion industry is under radar.

However, the key to Nykaa's success is attributed to quite the way they have reached to their audience. Their approach of tying up with beauty influencers and building a cult around their brand is what may be called a brilliant marketing strategy. Their primary target audience, teens and young adults seeing their favorite creators using these products due to the connection they felt with them unlike top grade actors and models whom they looked upon as someone different from their being.

Exclusive tie ups with premium brands along with a wide range of products from them unlike other sellers only having some products from these brands or the commoners. Brands such as MamaEarth which either sells through Nykaa or Sephora also gives them mileage as the latter only sells physically.

Purple, another brand often labeled as a competitor to Nykaa also couldn't be said to be so as they only deal in limited brands and only through the digital medium.

All men who have achieved great things have been great dreamers.

Therefore, as such there are few competitive threats to Nykaa in the beauty niche particularly.

However, another factor that makes Nykaa stand out is unlike selling the proposition of "discounted products". Their focus area is their intimately curated range of goods they offer to the customers with an inventory management system in place that exceeds other players in the retail segment.

The future prospects of Nykaa also seem good with it expanding footprints in the fashion sector, however, this particular segment has some good players with the likes of Ajio & Myntra. The future cash flows as per the company will be used to set up additional warehouse over the period of next five years along with 100 retail stores to take on that front as well.

The solid background of Nayar as an IB also helps her business decisions get more fine-tuned and achieve better success. This also helps the firm develop a cloud around its business due to the transparency with which she brings forth the company's information.

Fun Fact about Nykaa : Maybelline – The Colossal Kajal is the top-selling product on Nykaa with around 18,000 units sold till now. It seems that this Kajal has left some deep shades in Nykaa's books.



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Only those who attempt the absurd can achieve the impossible.

CA as a Career – Practice (How Practice is better than Employment)

Chartered accountancy has been one of the most popular career choices in India. ICAI, that is, The Institute of Chartered Accountants of India, is the second largest professional body in the world. To become a Chartered accountant, one has to give at least 20 exams and has to go through many sleepless nights. This makes Chartered Accountancy different from other professional courses.

Now after giving abounding number of exams and spending many sleepless nights one becomes a Chartered Accountant, but now comes the main problem, whether to go for practice or employment.

Assuming that financial position of a recent Chartered Accountant is not an issue, person should go for practice, as he can set up his own office and give time for his practice to settle because in this case money is not an issue. If people in his family are already practicing CA, he can get clients and then he can go for practice easily.

But if that person is not financially stable, then he needs income from the very beginning.



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In practice, the scope is endless. You have N number of options before you. The industry is vast and you can find your own ways to make money. Unlike employment, you won't be limited to a particular area. You will be your own boss, which develops you as a leader. Your income depends on your work and the type of work you do. You have an ease in switching scope of work. Whereas in case of employment, you are limited to a particular field or subject area which dissolves your hard work and years put into the course. You would only be able to switch your job, which limits you even further. As it is rightly said, no employer likes the person who switches his job often.

Man, you burnt the midnight oil and worked very hard during your articleship, and when it comes to your career, you choose one of the best job-offers you receive. Is it really fair to the years you put in?

Guys, we have worked so hard that we should go for practice, apply and work on everything that we have learnt in numerous years of our studies, onto the real world. It is better to be the best CA firm of your city, then being the best employee of an organisation.

In practice, individuals don't need to take permission from the HR for a vacation. They can easily spend quality time with their friends and family members. This means, practice has complete freedom. You can live life on your own terms. You are at free will on how to experience life and manage career.



There is only one thing that makes a dream impossible to achieve: the fear of failure.

Let's take an example.

You want a few days leave to attend your best friend's wedding ceremony or one day off for your younger sibling's Convocation Ceremony. Now, while being employed you would need company's permission. What if your boss denies the request? Are you going to not attend your best friend's wedding ceremony, who has been with you since the second class, or are you going to ask him to postpone the wedding?

And what about your sibling's Convocation Ceremony. Man, you inspired them to go for career of their choice. They look up to you! Are you really going to abandon them on one of their most important days? No! Period.

If you were in practice, you won't need anyone's permission and can attend any ceremony for as many days as you wish. In practice, one works for himself and not for someone else.

A chartered accountant in practice is more respected than a chartered accountant in employment. CA in practice has more importance attached to his signature than an employed one. Practice is learning, if you learn well, you earn well. It is equivalent to business. The more time you put in, the more you would get out of it. Whereas, while being employed your salary is fixed, with small increments only after a certain period of time.

I agree, life is more than earning money and working day and night. But let me tell you, life is also not worth living being controlled by someone else. Practice is not following your employer's order (because you don't have any) and making your own decisions and choices. Employment is just like giving a remote control to your employer and allowing him to control you for the major part of your life span. It is bizarre to imagine that you are being controlled for 40 years of your life by someone who doesn't even care about you.

At last, if you have a passion for learning, I would suggest you to go for practice. And don't they say, Practice makes a man perfect.



Great achievement is usually born of great sacrifice, and is never the result of selfishness.

ANNOUNCEMENTS



Board of Studies (A)
The Institute of Chartered Accountants of India
10th November 2021

ANNOUNCEMENT

Live Coaching Classes (LCC) Batch -4 commencing from 8th December 2021 for Students of Foundation Course appearing in June 2022 Examination.

The Board of Studies (A) has been proactive in adopting different methodologies to reach out to students and provide quality learning in an incremental manner.

The Board of Studies is announcing **4th Batch of 'Live Coaching Classes'** commencing from **8th December 2021** with coverage of full syllabus for Foundation Course students appearing in June 2022 exam without any Charge.

Schedule and Timings:

Schedule and Timings:

Course	Schedule	Session I	Session II
Foundation	Detailed schedule will be hosted shortly	11.00 AM – 1.00 PM	2.00 PM – 4.00 PM

Notable Features:

- Available to all without any charge.
- Sessions by Renowned Subject Experts.
- Examination focused approach with inclusion of Q&A session end of each paper.
- Live Classes - whereat students can remove the doubts live through chat box.
- Recorded Lectures – Student can view recorded lectures as per his/her convenience at any point of time.
- Download Faculty Notes and Assignment – Students can download faculty notes and assignment for their revision.
- All Education Contents – made available all Study Material, RTPs, Suggested Answers, quick reference, Case Study Digest, etc.
- Online MCQ assessment – Through this feature, student can attempt topic-wise MCQ based online test and assess his/her performance. Based on the students' performance the faculty at his/her next class will remove their doubts.
- Latest announcements of BOS and Exam can be viewed under announcement section and real time update through push Notification.

Link to download **ICAI BOS mobile app** from Google Play store – <https://cutt.ly/tmpGroW>

Link to download **ICAI BOS mobile app** from Apple Play Stores – <https://apple.co/3ASDM9v>

Web portal link - <https://live.icai.org/bos/vcc/>

Link to read **ICAI BOS mobile app** FAQs – <https://www.icai.org/post/faq-icai-bos-mobileapp>

Director

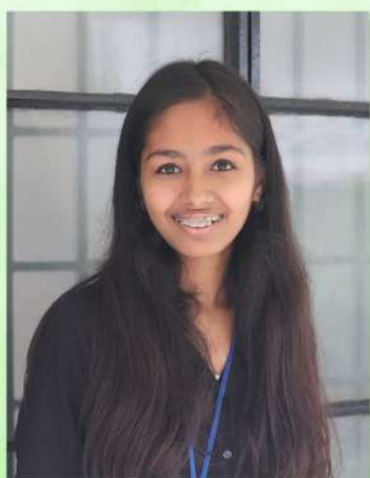
SUDOKU

(October Month)



9	2	1	3	6	8	4	5	7
4	3	8	2	5	7	9	1	6
6	5	7	1	4	9	3	8	2
1	4	2	5	7	6	8	3	9
8	7	3	4	9	2	1	6	5
5	6	9	8	1	3	2	7	4
2	1	5	7	3	4	6	9	8
3	8	6	9	2	5	7	4	1
7	9	4	6	8	1	5	2	3

WINNER OF SUDOKU



Rashi Agarwal
CA Foundation
ERO 0266805



Bidhi Sharma
CA. Intermediate
ERO 0258488



Vishakha Agarwal
CA Final
ERO 0243354



UPCOMING PROGRAMS

Programs

Webinars and Seminars

Industrial Visit



**EICASA
Connect**

**Get yourself connected to EICASA for any updates/
messages by sending "EICASA CONNECT" with
Name & Student Registration number on
Instagram: @eicasa_siliguri and
Whatsapp : 97493 73620 / 98325 08969
E-mail : eicasa.icaisl@gmail.com**

**MANAGING COMMITTEE OF
SILIGURI BRANCH OF EICASA
SESSION 2021-22**



**CA AVIJIT DUTTA
CHAIRMAN**



**MUSKAN AGARWAL
VICE-CHAIRMAN**



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SECRETARY**



**ADITI JAIN
TREASURER**



**KARUNA ANCHALIA
MEMBER**



**NISHANT AGARWAL
MEMBER**



**SACHIN PERIWAL
MEMBER**

SUDOKU



			2		4		9	
5				1		8		4
7	3		9					
		6					1	
		9				4		
	5					9		
					2		7	1
4		5		3				2
	1		8		6			

Note:-

Please send your answers to E-mail address newsletter.icaisl@gmail.com along with the Student Registration Number and complete contact details latest by the end of this month.