

# SILIGURI BRANCH OF EICASA



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

## STUDENTS' E-NEWSLETTER

### FEBRUARY 2022



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## EICASA MEETING

The Managing Committee of EICASA had their monthly meeting on 09.02.2022 at 17:30 p.m. at CA Prakash Agarwal's office, which was headed by CA Avijit Dutta and CA Prakash Agarwal.

The meeting was held in order to discuss about the upcoming activities, especially the upcoming fete.





## CHAIRMAN (SILIGURI BRANCH) COMMUNICATION



My Dear Students,

Well first of all this is my last communication to you all as Charirman of Siliguri Branch of EIRC of ICAI, as by the time you read this, I would have handed over the baton to the new Chairman.

I would like to Congratulate CA. (Dr.) Debashis Mitra on being elected as the President of ICAI for the term 2022-2023. It is a great honour for all of us at hat after a gap of nine years we have a President from the Eastern region. We are quite sure that under his leadership the institute flag will always fly high.

I would like to Congratulate CA. Ravi Kumar Patwa on being elected as the chairman of EIRC of ICAI for the term 2022-2023. My best wishes to him and his entire team.

Well the year was very challenging for all of us. We had the effect of covid throughout the year in some degree.

But we all continued with our work with all vigour and energy.

It is not an easy task to being the Chairman of one of the most vibrant and active Branches of the Country. You are constantly looked at with great expectations. Hopefully I tried my best and gave it all. It was a very humbling experience and one which I will cherish forever.

With the blessings of the almighty and support of all, Siliguri Branch was adjudged as the second best Branch in the medium category at the National level and the best Branch for CSR Activity at EIRC.

I would like to take the opportunity to thank all the members, students and branch employees for their support throughout the year without whom all the laurels would not have been possible.

I congratulate CA. Prakash Agarwal for being elevated to the post of Chairman of EICASA of ICAI. I am quite sure that under his dynamic leadership the Branch will attain greater heights.

I wish the students pursing the CA course work hard and attain success soon.

With regards and best wishes to all,

**CA Naresh Agarwal**  
**Chairman**  
**Siliguri Branch of EIRC of ICAI**



## CHAIRMAN (EICASA) COMMUNICATION



Dear Students,

We have come to the end of another tenure of the Siliguri Branch of EICASA. Let me take this opportunity to congratulate the new EICASA team for the tenure 2022-23 consisting of Chairman CA Prakash Agarwal, Vice Chairman Bikash Agarwal, Secretary Shruti Goel, Treasurer Palak Agarwal, Newsletter Coeditor Ayush Singhal, Members Shraddha Lahoti and Ronak Bansal. I am sure under the leadership of CA Prakash Agarwal and efforts of his team the EICASA will rise to newer heights.

It was a great experience working with the students for the whole year. Though in the initial part of the tenure was hit by the pandemic, but the students have kept the spirit high and managed to pull out some of the most exiting events.

The world is coming back to track after two years of struggle. We will once again resume with our programs and events in full swing as we use to have in the pre pandemic times. I urge upon

students to take active part in all the activities. These activities be it elocution, debate, quiz or other extra curricular activities are aimed at overall development of the students so that when they qualify as members of the Institute, they have an edge over the other professionals.

I will also take this opportunity to congratulate all the students who have cleared their respective stages of the December, 2021 CA Exams. For those who did not make for any reason, do not lose hope and carry on with your studies with new vigor. Failures are the stepping stones which make you stronger and I am sure with hard work you are bound to succeed. Study consistently and also take part in the various student activities and enjoy your life.

I would like to thank the EICASA team consisting of Vice Chairman Muskan Agarwal, Secretary Partik Sanghai, Treasurer Aditi Jain, Members Karuna Anchalia, Sachin Periwal and Nishant Agarwal for their exemplary dedication and hard work. I would also like to thank all you dear students for your support throughout the year.

I sign off as the Chairman of the EICASA for the tenure 2021-22 with this wonderful quote

**“Never Stop Learning, Because Life Never Stops Teaching”**

Regards

**CA. Avijit Dutta**

**Chairman, EICASA**

**Siliguri Branch of EIRC of ICAI**



## VICE-CHAIRMAN (EICASA) COMMUNICATION



### **My Dear Friends,**

With great pleasure, the Eastern India Chartered Accountants Students Association (EICASA) team along with the Newsletter Committee presents to you the Second Edition of the E-Newsletter for the year 2022.

The Managing Committee of EICASA had a monthly meeting in the first week of the month regarding the Saraswati Puja, fete and other events that could be conducted in the month of February.

This is the last communication by me as the Vice Chairman of EICASA, it was a great pleasure for me to represent such wonderful students. I would like to take the opportunity to thank all the students for their enthusiastic and active participation in all the events. I would also like to thank all my EICASA members for their support & dedication throughout the year and would like to extend my sincere gratitude towards the Chairman, EICASA CA Avijit Dutta for being such a great leader.

I would like to congratulate the new torch bearers of the EICASA team for the tenure 2022-23 consisting of Chairman CA Prakash Agarwal, Vice Chairman Bikash Agarwal, Secretary Shruti Goel, Treasurer Palak Agarwal, Co-editor Ayush Singhal, Members Shraddha Lahoti and Ronak Bansal.

I'm sure that the new EICASA will work even harder to achieve the objectives of the EICASA team and take the branch to a new height.

I would like to end my last communication as the VC EICASA with a quote by Ernie Harwell:

**"It's time to say goodbye,  
but I think goodbyes are sad  
and I'd much rather say hello.  
Hello to a new adventure."**

Thank you

With loads of love and best wishes.

**Muskan Agarwal  
Vice-Chairman, EICASA  
Siliguri Branch**



## SECRETARY (EICASA) COMMUNICATION



**To All My Dear Friends,**

With great pleasure and enthusiasm, the EICASA Committee along with the Newsletter Committee presents before you the second edition of the E-Newsletter for 2022. This is a special edition, as the EICASA Team 2021-22 has completed its golden tenure and therefore, this will be my last communication as the Secretary of EICASA 2021-22.

As its said –

**“All is well that ends well.”**

And today I am really proud of the exemplary work by the entire committee during this past year. I would like to take this opportunity to thank my teammates turned friends-Nishant, Muskan, Sachin, Aditi, Karuna for being such great colleagues, for all the efforts we put in together, for all our success and for all our memories which are to be cherished lifelong. I would like to specially thank our EICASA Chairman and the then Vice-Chairman of Siliguri Branch of EIRC, CA Avijit Dutta for his ever supportive nature and guidance throughout our journey. I am also extremely thankful to our Branch Chairman, CA Naresh Agarwal for being such a great leader. Both of them have been such a source of inspiration and guide to us.

As we complete our tenure, I have my emotions turned on high as I look back at how beautiful every single thing has been during this part of my life. We strived for excellence, we worked for our friends, we learned, we grew, we experienced,

We won and sometimes we lost but above everything else, we made moments and we wrote a beautiful book. Someone has said- “Life is a circle.” And frankly, it has definitely been one for me. I still remember the day I was handed over the badge and now on 26<sup>th</sup> February, 2022, I have handed it to someone else and I wish the entire EICASA Committee 2022-23 all the very best for your tenure. May you all take our Branch to even greater heights.

Words may fall short but I would be doing injustice if I don't thank the students who have been extremely supportive during the past year. The love we received has been overwhelming & the messages sent to us after we handed over our badges have really made us feel loved. We thank you all and wish you all the very best for your future. We shall still be there for you whenever you need us.

Life has been great so far with the blessing of God and the blessings, love and support of my parents, family and friends. I feel so grateful today. This one year has been a blessing to me & changed me to a complete different individual. I hope to become a better version of myself in future and I will keep striving for it.

This brings me to the end of my communication, its time to say farewell but as it's goes-

**“Goodbyes doesn't mean we shall not meet again. It means – Until We Meet Each Other Again.”**

**With warm regards,  
Pratik Kumar Sanghai,  
Secretary, EICASA 2021-22**



## EDITORIAL TEAM

### Advisors

1. CA Naresh Agarwal  
Chairman, Siliguri Branch
2. CA Avikit 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

### 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.icaislg@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

### SARASWATI PUJA

We had the Saraswati Puja celebrations at the branch premises on 5<sup>th</sup> February, 2022. It was amazing to see students turn up for the event. As every year, this year too we had rangoli competition after the puja, which was then followed by prasad.





## EICASA SILIGURI ACTIVITIES

### RANGOLI COMPETITION

On the day of Saraswati Puja, the branch as every year, organised rangoli competition for its students wherein 6-7 teams participated and the best three teams won the competition.





## EICASA SILIGURI ACTIVITIES

### TARANG - 2022 : The wave of fun

As soon as the graph of covid cases lowered, the branch decided to organise a fun filled fete cum cultural event for its students. The event was a great success, more than 200 students actively participated in the event. The Cheif Guest for the day was Father Georgre from Salesian College.





## EICASA SILIGURI ACTIVITIES

### INTERACTION WITH THE PRESIDENT OF ICAI

The newly elected President of our institute visited the branch for "Bhoomi Pujan" of the new the building of Siliguri branch of ICAI. After the morning event, the branch organised an interactive session for its students with the president and also the newly qualified Chartered Accountants were felicitated by the President.





## EICASA SILIGURI ACTIVITIES

### HANDING OVER & ANNUAL FUNCTION

On 26<sup>th</sup> February, the Siliguri Branch of EIRC together with the Siliguri Branch of EICASA had their annual function and award ceremony at the branch premises. The managing committee would like to congratulate the various award winners and the newly elected EICASA committee for their term.





## PREDATORY PRICING

### What is Pricing Decision?

By the term pricing decision, we mean the choices of business entities taken into consideration by them while setting the prices for their products and services. As price of a product plays an important role in growth of the business entities.

Price of a product must be set after considering various factors like;

1. Pricing for different market structures.
2. Competitors
3. Type of Product and services
4. Demand and Supply of such products and services.
5. Cost structure

### Importance of Pricing Decision

For the Long Term survival and Growth of an business entity, the entity should plan proper and acceptable pricing policy. For example; if a company launches a new product in the market, then the new product should be



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categorized into Two types for the purpose of pricing -

**Revolutionary Product:** This type of product is said to be revolutionary when it is newly introduced in the market and has the potential to create its own value. When a new product is introduced, it has the capability of becoming market leader and capture the major market share.

**Evolutionary Product:** A Product which has been introduced with some upgradations like with few additional characteristics in it, is known as evolutionary product. It may priced by taking cost benefits, competitor and demand for the product.

Now coming on to main discussion Understanding the role of Predatory pricing done by business entities,

### What is Predatory Pricing?

In Predatory pricing, the pricing of goods and services are quoted at such a low level that other firms cannot compete and are forced to leave the market. This type of pricing is mainly done to drive out the competitors from the market & gain the major market share. After driving out the competitors from the market, the dominating firm create its own monopoly and, thereafter controls the entire market and price of products and services. Predatory pricing is also known as undercutting. The main objective

It is better to be hated for what you are than to be loved for what you are not.



of setting out this type of pricing is to achieve new customers and creating barriers for new entrants.

Predatory pricing is anti-competitive in nature and therefore this type of practice is illegal and is prohibited under many competition laws

**Predatory pricers are also termed as loss leaders.**

**There are two stages in predatory pricing;**

**1) Predation Stage:** In this stage, goods and services are offered at below its cost in order to price its competitors out of the market.

**2) Recoupment Stage:** This stage only arises in cases where the dominant firm succeeds in squeezing competitors out of the market- within this stage the dominant firm charges monopoly prices in the effort to cover their losses.

At last, this type of practice should be avoided so as to create healthy competition among the players present in the market.



# What is Predatory Pricing?

To live is the rarest thing in the world. Most people exist, that is all.





# ANNOUNCEMENTS



**The Institute of Chartered Accountants of India**  
[Set up by an Act of Parliament]  
Post Box No.7112, 'ICAI BHAWAN', Indraprastha Marg  
New Delhi – 110002

## IMPORTANT ANNOUNCEMENT

**21-Feb-2022**

### **Advanced Integrated Course on Information Technology and Soft Skills (Advanced ICITSS) -Adv. Information Technology Test – Computer Based Mode (CBT)**

It has been decided to conduct Advanced ICITSS - Adv. IT Test – in **Computer Based Mode (CBT)** as per following dates.

Test Dates	20-Mar-2022	23-Apr-2022
Eligibility Criteria i.e., Advanced ICITSS – Advanced IT course to be completed on/before	20-Feb-2022	23-Mar-2022
Commencement of submission of examination application forms	28-Feb-2022	05-Apr-2022
Last date for submission of online examination application forms:	04-Mar-2022	09-Apr-2022

The tests will be conducted both for AICITSS – IT Old and New Course.

The computer-based tests will be held at the following cities provided sufficient number of candidates offer themselves to appear in the test, from the said cities. ICAI reserves the right to cancel the centre and allot the candidates to any centre / city other than the one he / she has opted for, in case the number of candidates who opt for appearing in that city / centre is not adequate or the centre cannot be opened due to lockdown restrictions.

The CBT may be conducted at the centers in one or more shifts, depending upon the applications received for the center. Exam department will allot the shift on first come first serve basis as per applications received and seats available at the centre. No change in shift or center requests will be entertained.

### **EXAMINATION CENTRES (IN INDIA):**

1	AGRA	2	AHMEDABAD	3	AHMEDNAGAR
4	AJMER	5	AKOLA	6	ALWAR
7	AMBALA	8	AMRITSAR	9	AURANGABAD
10	BENGALURU	11	BHOPAL	12	BHUBANESWAR
13	BIKANER	14	CHANDIGARH	15	CHENNAI
16	COIMBATORE	21	DEHRADUN	18	DELHI / NEW DELHI
19	ERNAKULAM	20	FARIDABAD	21	GANDHIDHAM
22	GHAZIABAD	23	GORAKHPUR	24	GUNTUR
25	GURGAON	26	GUWAHATI	27	HISAR
28	HYDERABAD	29	INDORE	30	JABALPUR
31	JAIPUR	32	JALANDHAR	33	JAMMU





34	JAMNAGAR	35	JAMSHEDPUR	36	JODHPUR
37	KANPUR	38	KOLKATA	39	KOTA
40	KOZHIKODE	41	LUCKNOW	42	LUDHIANA
43	MANGALORE	44	MARGAO (GOA)	45	MEERUT
46	MUMBAI	47	NAGPUR	48	NASHIK
49	NAVI MUMBAI	50	NOIDA	51	PATNA
52	PIMPRI CHINCHWAD	53	PUNE	54	RAIPUR
55	RAJAMAHENDRAVARAM	56	RAJKOT	57	RANCHI
58	SIKAR	59	SILIGURI	60	SURAT
61	THANE	62	THIRUVANANTHAPURAM	63	THRISSUR
64	TINSUKIA	65	TIRUPATI	66	UDAIPUR
67	VADODARA	68	VARANASI	69	VASAI
70	VIJAYAWADA	71	VISAKHAPATNAM		

#### **EXAMINATION CENTRES (ABROAD):**

1. DUBAI    2. KATHMANDU

#### **On-line filling up of examination forms:**

Candidates who have/would have undergone the Advanced ICITS-Advanced Information Technology course as per respective exam eligibility and desirous of appearing in the test, will be required to apply online at <https://advit.icaiaexam.icaai.org> and pay the applicable test fee online. No physical applications will be entertained. There is no concept of submission of applications with late fee. No change of center will be permitted once opted.

#### **TEST FEE**

The examination fee will be as follows:

A candidate who is applying for the test for the first time will not be required to pay the test fee. However, those who are applying for the test thereafter, i.e. from second time onwards will be required to pay a test fee of ₹ 500/- online through the payment gateway. For Dubai Centre, the test fee will be USD \$ 150 and for Kathmandu, the same will be ₹ 850/-.

All other details and guidance notes will be hosted on <https://advit.icaiaexam.icaai.org>

(S. K. Garg)  
Additional Secretary (Examinations)



## SUDOKU (January Month)

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

## WINNER OF SUDOKU



**SUBHAM MAHESWARI**  
**CA INTERMEDIATE**  
**ERO 0235084**



**RITICK AGARWAL**  
**CA INTERMEDIATE**  
**ERO 0258041**





## UPCOMING PROGRAMS

### Programs

**Seminars/Webinars**  
**Women's day celebration**



**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**



**PRATIK SANGHAI  
SECRETARY**



**ADITI JAIN  
TREASURER**



**KARUNA ANCHALIA  
MEMBER**



**NISHANT AGARWAL  
MEMBER**



**SACHIN PERI WAL  
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](mailto:newsletter.icaisl@gmail.com) along with the Student Registration Number and complete contact details latest by the end of this month.