



Chairman's Communication

My Dear Students,

I would like to profusely thank all of you for the warmth, love and affection that has been bestowed on me and for the wonderful, morale boosting, appreciative letters and emails received.

POINT TO PONDER

A savant once said ***"What I believe about life, determines how I perceive life, which determines what I receive from life."*** Perception defines our words and actions which result in the outcome. H.G.Wells had opined that ***"wealth, place and power are no measures of success. The only true measure of success is the ratio between what we might have been and what we have become."***

Appreciative words are powerful force, elixir of energy, morale booster that can brighten a person's day. Mother Teresa once said ***"Kind words can be short and easy to speak, but their echoes are truly endless."*** Dear Students choose your words with wisdom, with care and with caution because ***A careless word may kindle strife, a cruel word may wreck a life, a bitter word may instill hate, a brutal word may smite and kill, a gracious word may smooth the way, a joyous word may light the day, a lively word can lessen stress and a loving word may heal and bless.***

KUDOS AND CONGRATULATIONS

The extra 15 minutes time allotted for reading the Question Paper alone has acted as a tremendous stress buster. This positive measure has been welcomed by all the students and has resulted in excellent results in the recent CA examinations. I am sure students find this extra time invaluable to marshal their thoughts and ideas and decide about the presentation of answers. My warm Kudos, congratulations and welcome to all the new entrants to the CA Profession. You have passed the test of fire. The way ahead in the corporate world or the realm of practice is your choice. So choose well and according to your desire. Campus Placement is waiting for you. Don't miss any opportunity. Opportunity is like ice; If you think more about it, it melts. ***Life is like playing Chess with God. After every move you make, He makes the next move. Your moves are called choices and His moves are called challenges.***

Heartiest Congratulations to all those who have cleared the PCC and IPCC exams. You have climbed the next rung on the ladder towards your goal of becoming a Chartered Accountant. ***Life is like a tennis match! If you want to win, serve well, return well and play crucial moments coolly. Please remember, the game starts with 'Love All'.*** Do spread your wings. Until you spread your wings, you will have no idea of how far you can fly.

FOR STUDENTS WHO HAVE NOT BEEN FORTUNATE TO CLEAR THE EXAMINATIONS

A wise man had said ***"Believe you can, and you are halfway there."*** Take it as a stepping stone towards your goal. Always believe in your heart that you are building a strong foundation and have unshakeable faith in your ability to succeed. As Thomas Jefferson said ***"When you reach the end of your rope, tie a knot in it and hang on."*** Have the tenacity and courage to stick on to the path till you make it. Please remember, it is always too soon to quit. Don't be morose or diffident about your performance. Ann Landers said ***"Nobody gets to live life backward. Look ahead, that is where your future lies."*** Don't live in the yesterday and what might have been, think about tomorrow and act today. Your positive attitude, dedicated and planned study will lead you to the final goal. ***Difficulties mastered are opportunities won.***

The Board of Studies is planning special motivation seminars all over the country for students who were not fortunate enough to succeed in the examinations. Always remember, there is no gain without pain. It is impossible to get rainbows without rain. Umbrellas can't stop the rain, but they will make us to stand in the rain. Similarly, confidence may not itself bring success, but it gives us the power to face any challenge. ***Look with positive intention; speak with inner conviction; Listen with intense attention; then you will move in the right direction.***

TEN BULLET POINTS FOR SUCCESS

- 1) You must have determination to succeed.
- 2) Action plan has to be created incorporating your goals and targets, strategies to be adopted for attaining your goals and the time set to reach the set goals.
- 3) Once you set your action plan you must develop the self-confidence to implement the action plan with positive attitude. This positive energy will plant in you the willingness to devote time and effort to achieve success. Always try your best to get whatever you like; otherwise you will be forced to like whatever you get.
- 4) You have to build positive self-esteem about yourself.
- 5) Be consistent in your approach. When you study, do it regularly. It is said, for a student 3 R's are required for success in exams. Regular study, Review and Repetition. 4 D's are required for the successful implementation of the aforesaid 3 R's - Desire, Direction, Dedication and Discipline. Benjamin Franklin said ***"An investment in knowledge pays the best interest."***
- 6) Along with I.Q. (Intelligent Quotient) you have to develop E.Q. (Emotional Quotient) as well. E.Q. emphasises interpersonal skills and management skills involving handling people.
- 7) Make full use of Articleship Training with the practical bent of mind by applying the concepts learnt from Theoretical Training.
- 8) Make the habit of DOING IT NOW and stop the habit of procrastination.
- 9) Try to understand the environment and adapt yourself to its requirement. This flexibility devoid of rigidity will help you to reach your desired goals.
- 10) Last but not the least – stay away from negative influences and from negative people.

The aforesaid 10 bullet points for success will unlock your latent potential for success. Past is experience, present is experiment and future is expectation. Use your experience in your experiment to achieve your expectation.

WRAP UP POINT

It is important for you to work towards your cherished goal. Ralph Waldo Emerson opined that ***"The world makes way for the man who knows where he is going."*** Don't be pushed by your problems, be led by your dreams. Have faith in your aims. Live your dreams as this is the one life you have. It is our values and not our valuables that determine the worth of our life. ***A goal is but a dream with a deadline.*** Prayer will give you solace and inner peace. Prayer is a free outgoing call to God! No battery, no charging, no network problem, no cross talk, no signal problem, no billing problem, but endless talk time. So, keep praying!

Wishing each and every one of you a life filled with academic fulfillment, prosperity, a wonderful career and bliss at home.

With Warm Professional Regards,

Forever, yours in service,

(CA.V.MURALI)

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