



Chairman's Communication

My Dear Students,

My sincere heartfelt thanks for your appreciative response and excellent feedback. Thousands of E-Mails continue to pour into my mail box from various parts of the country. You would have just completed your examinations and I hope that you have acquitted yourself well. Take a well

deserved break for a few weeks from your studies and get set to scale the next peak, climb the next mountain and get on to the next rung of the ladder towards your goal. I am aware of the justified increased expectations of the CA Students. As Chairman of Board of Studies, I assure you that I shall continue to espouse your cause, mirror your views, voice your problems, put forth your ideas and suggestions in the Board of Studies and Council. It is my earnest desire to make the channels of communication easily accessible and responsive. I strive to be an effective sounding board and an emphatic spokesman of the CA Student Fraternity. I believe in cultivating good friendship. People say good friends are hard to find and that is probably true because the best ones like you are already mine.

POINT TO PONDER

The world is poorer for the loss of the great visionary the Late Steve Jobs. A person who lived life purposefully, explored avenues of growth, set new benchmarks, revolutionized and simplified technology. He took technology to the masses. His take on life and his quotes make inspiring reading. He said **"Your work is going to fill a large part of your life and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."** The CA course is purported to be tough, I assure you it is not, it is a course for tough people, it is a course that will test your mettle, your commitment and your thirst for knowledge. You have to internalize the desire to obtain the coveted qualification and work at it. Persistence will reap good results. Comedian Steve Martin gave wonderful advice in his speech to young artists which would apply to every sphere of life **"Be so good, they can't ignore you."** Robin Sharma opined **"Greatness in so many ways is determined by whether you persist through failure or let it consume you. Life is all about how you exercise the choices available to you."** The author of Peter Pan - James Barrie said **"The secret of happiness is not in doing what one likes, but in liking what one has to do."**

WINNING REFERENCE POINTS

1. Always practice Accounting Standards, but never practice double standards in life.
2. God gives us problems only to humble us, but never to tumble us.
3. Growing old is mandatory, but growing wise is optional.
4. Destiny is not a matter of chance, but it is a matter of choice; It is a not a thing to be waited for, but it is a thing to be achieved.
5. Success is not final and failure is not fatal, but it is the courage to continue that counts.
6. You don't have to get it right, but just have to get it going.
7. Talent is God given - be humble; Fame is man given - be grateful; But, Conceit is self given - be careful.
8. Success introduces you to the world, but defeat introduces the world to you.
9. If your eyes are positive, you will like all the people in the world; But if your tongue is positive, all the people in the world will like you.

10. To be successful, it is not enough to possess an idea, but the idea should possess you.
11. Help ever but hurt never.
12. There is no security on this earth, but only opportunity.

WORK ETHIC OF THE JAPANESE

I have always been enthused and appreciative of the Work Ethic of the Japanese. Their dedication and commitment to their job is worth emulating. I was reading a book about the same by Yasutaka Sai and thought I could share some of their core values which as Students you may find worth imbibing:

1. The Japanese language contains a frequently used verb "Gambaru" roughly translated means - Hang in there, keep trying. It implies action to accomplish one's objective in face of adversity, striving to reach one's goal.
2. Thirst for Perfection and Mastery : The Japanese have an affinity to doing their job immaculately and they will spend hours in extensive training and study to achieve mastery in the task assigned.
3. The Japanese believe that where there's a will, there is a way. They do not shirk from work, hard work and believe that perseverance is the way to achieve targets and goals.

ART OF PERSUASION

Did you know that the word persuasion comes from the two Latin words per and suasio, meaning through sweetness! When we wish to persuade another, we should never use force. One author, describing the difference between force and persuasion, aptly said : **Force gets a violent and sudden reaction ; persuasion gets a gradual and unfolding reaction. Persuasion commends itself to the heart of man ; force confuses his intelligence.**

When we cling to our point of view without appreciating the others' point of view, we open ourselves to resistance, misunderstanding and unhappiness. To try to force our convictions on others usually accomplishes little more than to arouse their resentment. For this reason one should never impose one's views on anyone. Instead, one should try to lead others gently and gradually. Anything pleasant easily persuades, and while it gives pleasure it fixes itself in the heart. We, at the Board of Studies firmly believe in the above credo. We aim to gently guide the students and ensure that they adjust to the changed environment smoothly. This open minded attitude will help you reap rich rewards in any situation.

WRAP UP POINT

Success does not come on a platter, it is a simple equation - hard work plus dedication multiplied by positive attitude equal to success. The door to success and opportunity is always labeled "PUSH". Your resolve will help you to evolve. You must work with relentless passion only then will it result in positive fusion. As Epicurus said **"The greater the difficulty the more glory in surmounting it. The skilful navigator gains reputation from facing storms and tempests."** Life would be perfect if anger had a 'Mute' button, mistakes had 'delete' button, hard times had 'fast forward' button and good times had a 'pause' button. Life runs according to its own agenda and does not always toe our line. Life is a question but we can't answer it. Whereas death is an answer, but we can't question it. We will face life head on to emerge victorious. **'Let dedication be your Astra, direction be Sastra, ethics be your Vastra, consistency be your Mantra, strategy be your Tantra, then success will be your Yatra.'**

With Warm Professional Regards,

Forever, yours in service,

(CA.V.MURALI)

CHAIRMAN, BOARD OF STUDIES, ICAI, NEW DELHI