



# ASC SANSAR

*A Journey to Build more together...*



JUNE 2022 Edition

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# Welcoming New Joiners



**Sushant Kumar**  
Article Trainee



**Dhana Lakshmi**  
Executive



**Bhupender Kumar**  
Asst. Manager



**Vishai Anand**  
Executive



**Geetanjai Pothu**  
Executive



**Bhavya Khatreja**  
Legal Associate

Hey, it's great to have you on board! You are now part of an esteemed team that raises the benchmark with every project. With the remarkable talent and skill you possess, we know you will be a valuable asset to our company. We look forward to a long and successful relationship with you.

June 2022 has been enriching with 6 employees joining us at various verticals and branches and 4 outsourced resources.

Explore, prosper and soar to new heights! Here's wishing you all the best on your new journey with ASC!

## Tradition Continues- Birthday Celebration



I hope that your birthday cake was as amazing as you are! Faith, reunion and patience are the secrets of progress and your presence made the month even more awesome.

Your birthday is a reminder that life is a story and you are a protagonist character who have the key to make your movie hit or flop. Make most of it because life is not in the future and not in the past but in the present. It's a pleasure to have you in the family. Happy birthday to the June born legends.

# Employee of the Month



Congratulations on being Employee of the Month for May 2022. It is the vision of employees like you all who turn desired plans into success. Your work has been outstanding and demonstrates your exceptional work ethics. Your consistently strong performance is of great value- addition to the company.

To have an employee who works hard is great. To have an employee that works smart is better. To have an employee that does both is the best.



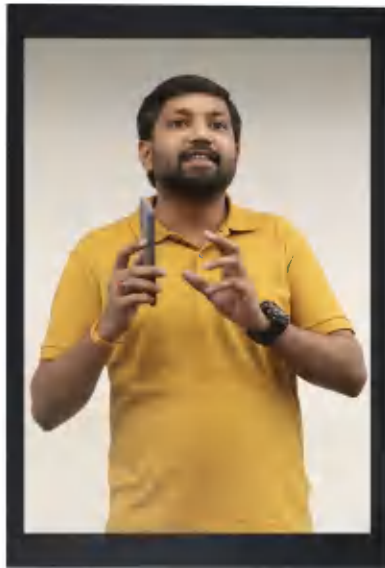
## Health & Wellness

ASC believes in the concept of 'Health is the ultimate wealth' and thus, conducts regular health awareness and sports activities by motivating employees to involve themselves in physical fitness activities.

ASC Group Bengaluru celebrating International Yoga Day 2022 with all employees actively participating Yoga day program. The theme of this year's Yoga Day celebrations is 'Yoga for Humanity'. Group CEO Alok Agarwal and VP Deepak Maini motivated employees to focus on health and fitness by doing push-ups.



# Box of Activity-Shark Tank



Inspired from the Shark Tank India business reality television series, ASC conducted a special activity for employees during June Month Celebration. 5 business consultants from ASC Group wonderfully presented their ideas for a startup business by explaining the USP of the random products given to them. The purpose of this activity was to build entrepreneurs making business presentations to a panel of investors or sharks, who decide whether to invest in their company or not.

# A Journey to Remember- 5 years at ASC



Five long years already, day to day...Life goes on so quickly, we don't even realize it.

I was enjoying the week day hustle on 1st June 2022, listening to one of my favourite speaker "Jay Shetty" keeping an eye on how the week is planned for me, when one of my colleagues "Risha Imran" graciously wished me on our Social Group that it is my 5th work anniversary at ASC Group. It's a big achievement, a major milestone, and it's one of the most important relationships I've had since 2017.



5 years. A little over a sixth of my life, and a little less than half my career. It's been a journey I've relished every minute of it.

I've been in Human Resources for almost 10 years. 5 years ago, I was a quite young to be an Assistant Manager and thought I knew a lot, I didn't, and I still don't, I'm still learning despite practicing HR for so long, but the last 5 years with ASC Group has really been the making of me. I put that down to working with the right company. It's all about the fit. Finding that right fit for the organisation is something that's close to my heart. I'm lucky to find that with ASC for myself



# Thoughts on Completion of 5 years at ASC

Today, I don't want to tell you stuff about my job, how much I like it, how my work environment is, how how my colleagues are, and so on... I am not writing you a story (although I'd love to ;-)). Today, I am celebrating! Celebration is sharing, so I'd like to tell you a few lessons I've learned along the way...

You gain experience over time. When you are getting into an organisation for the first time, you are like a student again. Learning starts at the bottom and you need to be okay with this. Years of work build experience, and that's one thing your diplomas cannot replace... Even if you think the stairs are tiring, you can't take the elevator!!

Build the Right team – Building or hiring the right team is the only key. And delegating to give people more autonomy is a powerful motivator. As a leader, you can take a laissez-faire approach and hope the team wires well over time. Building the right culture within the team is equally important.

Give Credit Away: Always give credit away for your success (of a project, task or any other accomplishment) to your team, your peers, colleagues or anyone else. This only helps you grow further. It is never, “I did it” – It is always, He did it, she did it, they did it!

Hell Yes to Fail: There will be situations when you are new to the tons of responsibilities you are accounted for. It will take you some time to realize that you are in fact allowed to make mistakes and fail in order to learn. This will only get you out of your comfort zone and let you experiment how to be better at what you do. And that's what helps you build the experience. Do come across as someone who is in control!

Having a mentor is mandatory: Lastly and most importantly, finding a mentor, someone who is vested in your growth is very important. Someone who appreciates the BIG dream and doesn't think that they can't be realised, someone who trusts that you can and you will. Finding the right mentors seems overwhelming to begin with, but trust me, you find them. At ASC I can proudly say that I have got my mentor “**Mr. Alok Kumar Agarwal**” who is still contributing to my success and I bet he enjoys watching it happen.

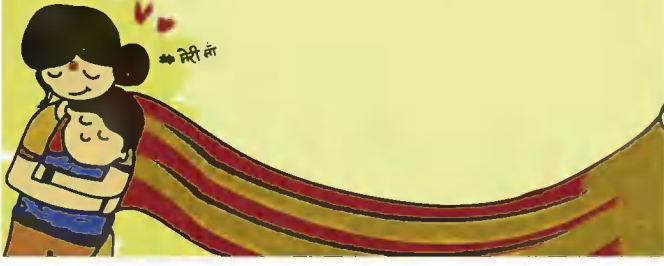
I've got a lot to thank ASC Group as I met one of the best counsellors “**CA Falzan Ali Khan**” some of my very close friends here, all people with the same vision and goals. I'd like to thank a lot of people, partners, directors and seniors who guide me personally for everything they've done for me over the last 5 years. It's been a wonderful journey that has been a privilege to share with you. Thank you & here's to the next 5!



# Kuch Alfaaz Mere Shabdon Mein

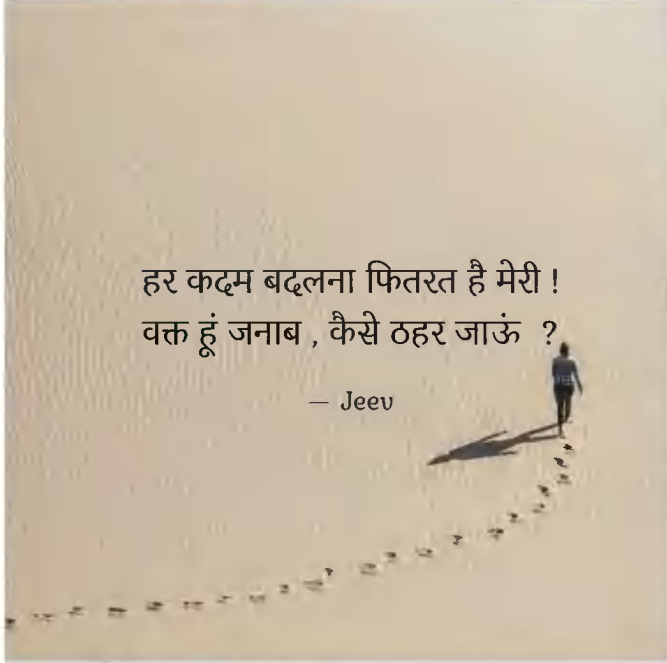
जब भी मां याद आती है मुझे  
तो मैं अक्सर गांव हो जाता हूँ.....

— Jeev



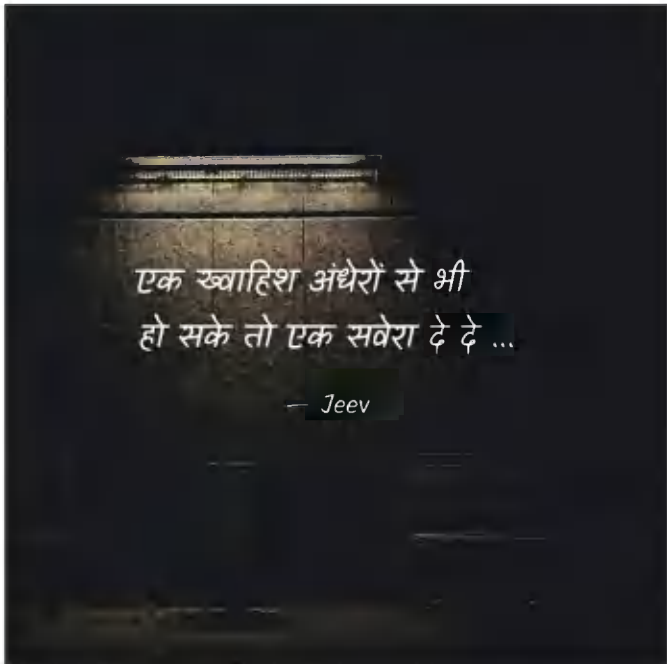
हर कदम बदलना फितरत है मेरी !  
वक्त हूँ जनाब , कैसे ठहर जाऊं ?

— Jeev



एक ख्वाहिश अंधेरो से भी  
हो सके तो एक सवेरा दे दे ...

— Jeev



by- CA Rajeev Ranjan Pandey



# बाज के बच्चे मुँडेर पर नहीं उड़ते

प्रकृति ने सभी पंछियों की संरचना लगभग एक जैसी बनाई है। दो पैर, दो पंजे, चार से पांच अंगुलियों गर्दन और दो पंख।

ऐसा कोई भी पंछी नहीं है जिसके चार पंख होते हैं।

लेकिन इन सबसे अलग हटकर एक नया मुकाम हासिल किया है, बाज नामक पक्षी ने जिसे हम ईगल या शाहीन भी कहते हैं।

जिस उम्र में बाकी परिंदों के बच्चे चिचियाना सीखते हैं, उस उम्र में एक मादा बाज अपने चूजे को पंजे में दबोच कर सबसे ऊंचा उड़ जाती है। ध्यान रहे पक्षियों की दुनिया में ऐसी **Tough and Tight training** किसी और की नहीं होती है।

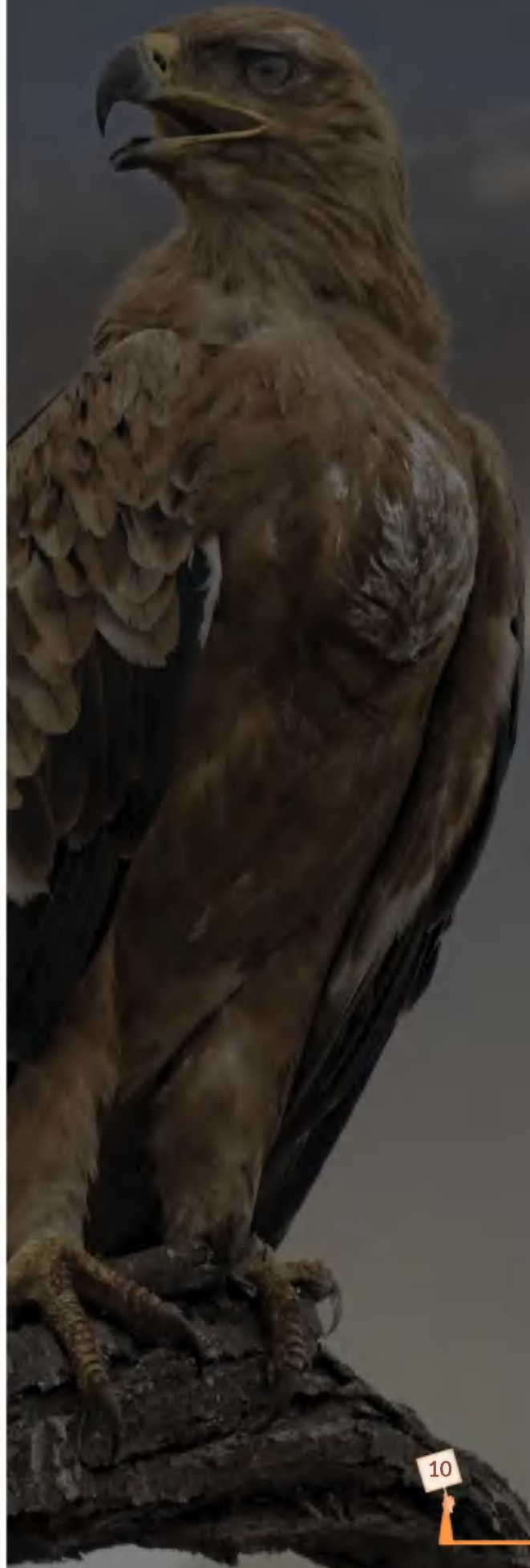
गणित यानी चाल दूरी और वेग के दृष्टिकोण से देखें तो मादा बाज अपने चूजे को लेकर लगभग 12 किलोमीटर (**A highest distance from earth where a natural creature can fly**) ऊपर ले जाती है। हमारी आपकी "सोच" से बहुत ऊपर जितने ऊपर अमूमन जहाज उड़ा करते हैं और वह दूरी तय करने में मादा बाज 7 से 9 मिनट का समय लेती है।

उस मुकाम पर पहुंचकर वह एक परिस्थिति में स्थिर हो जाती है, और फिर यहां से शुरू होती है उस नन्हें चूजे की "कठिन परीक्षा" उसे अब यहां बताया जाएगा कि तू किस लिए पैदा हुआ है!!

तेरी दुनिया क्या है तेरी ऊंचाई क्या है तेरा धर्म बहुत ऊंचा है और फिर मादा बाज उसे अपने पंजों से छोड़ देती है.....

धरती की ओर ऊपर से नीचे आते वक्त लगभग 2 किलोमीटर उस चूजे को हवा नहीं होती कि उसके साथ क्या हो रहा है 7 किलोमीटर के अंतराल के आने के बाद उस चूजे के पंख जो कंजाइन से जकड़े होते हैं वह खुलने लगते हैं. \*\*

लगभग 9 किलोमीटर आने के बाद उनके पंख पूरे खुल जाते हैं। यह जीवन का पहला दौर होता है जब बाज का बच्चा पंख फड़फड़ाता है...



# बाज़ के बच्चे मुँडेर पर नहीं उड़ते

अब धरती से वह लगभग 3000 मीटर दूर है लेकिन अभी वह उड़ना नहीं सीख पाया है, अब बिल्कुल करीब आता है धरती के जहां से वह देख सकता है उसके स्वामित्व को अब उसकी दूरी धरती से बचती है महज 7 से 800 मीटर लेकिन उसका पंख अभी इतना मजबूत नहीं हुआ है की वो उड़ सके।

धरती से लगभग 4 से 500 मीटर दूरी पर उसे अब लगता है कि उसके जीवन की शायद अंतिम यात्रा है फिर अचानक से एक पंजा उसे आकर अपनी गिरफ्त में लेता है और अपने पंखों के दरमियान समा लेता है।

यह पंजा उसकी मां का था जो ठीक उसके उपर चिपक कर उड़ रही थी....

और यह बाज के चूजे की पहली ट्रेनिंग थी और ये निरंतर चलती रहती है जब तक कि उसका बच्चा उड़ना नहीं सीख जाता....

ये ट्रेनिंग बिल्कुल एक कमांडो की तरह होती है **High pressure and maximum risk...** तब जाकर दुनिया को एक शाहीन/बाज़ मिलता है जो वायु की दुनिया का अघोषित बादशाह कहा जाता है ।

फिर एक समय आता है जब शाहीन अपने से दस गुना अधिक वजनी प्राणी का शिकार करता है....

हिंदी में एक कहावत है

"बाज़ के बच्चे मुँडेर पर नहीं उड़ते"

अपनी बच्चों को चिपका कर रखिए पर एक शाहीन की तरह उन्हें दुनियां की मुश्किलों से रूबरू कराइए...

उन्हे लड़ना सिखाइए बिना आवश्यकता के संघर्ष करना सिखाइए.....

ये टीवी के रियलिटी शो और अंग्रेजी स्कूल के बसों ने मिल कर आप के बच्चों को ब्रायलर मुर्गे जैसा बना दिया है जिसके पास मजबूत टंगड़ी तो है पर चल नहीं सकता वजनदार पंख तो है पर उड़ नहीं सकता.....

गमले के पौधे और जंगल के पौधे में बहुत फ़र्क होता है।

**By: Kaushal Kumar Jha (DT Team)**





## ASC Mumbai Picnic



In a fast-moving, high-pressure tech environment, it's important to take break or annual trip . The brain is a muscle, and while working it out will strengthen it, it's also important to give it a rest and let it recover. Even better if you can have some fun during the recovery period. Annual trips always helps employees to have better understandings and create a better bond between them, which later at works helps them to be more interactive and creative which helps them to express their ideas more freely which helps them to be more productive at work.

It also helps employees to be refreshed after being exhausted for continuous work.

“We've found that team members often get their best ideas when they're out of the office with time to breathe and have fun. To generate same we have planned a Annual trip for ASC Mumbai with 14 Members to Serreno the nature resort (Mulshi, Lonavala) on 2 & 3<sup>rd</sup> of July. This trip helped the staff to get to know each other and spend some time together outside the office. When company is growing, there's nothing more important than the team which works with team spirit and such annual trip or short outing will foster team spirit.

# Much needed break

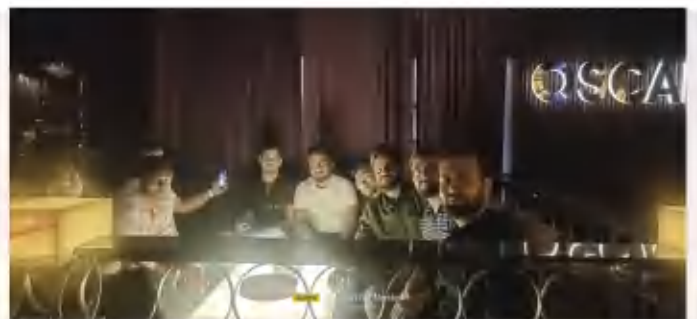
Party...Party...Party!!! Much needed break after hustle months.

As we know ASC as organisation always thinks about its employees and firmly believes in work life balance of their employees and ensuring that they avail some good time by bonding more with team members & team itself.

So, We DT & Digital Marketing team headed to Sassy Oscar located at sector 18, Noida on 24th June

And we enjoyed each bit thoroughly, the party was absolutely Lit. Everything was just awesome & the enjoyment was at its peak specially when our Director Mr. Shailendra Kumar Mishra sir joined the party & enjoy every moment with all of us.

We made sure neither the team nor the director were kept away from the DJ. The spark of the DJ was a special traditional performance by their performer who caught our attention and made us groove along with him.



# Mom to be experience

I still remember, people, saying 'Motherhood is Magic' and its Journey is mesmerizing, today when I am experiencing every bit of the Journey, I realize motherhood to be the most beautiful feeling I could ever have. Every little memory of my pregnancy period are going to stay within the special corner of my heart. I can feel every transformation happening within your body and new life growing inside me. Actually, I am speechless and short of words because this feeling cannot be expressed into a few words.

The birth of my baby child would be a major life-changing experience that would be the turning point of my life. I am collecting all Positive thinking during this time which is helping me and my baby to be healthy and happy. This will also empower me in my role as a mother and strengthen me emotionally during my transition to motherhood...

I am enjoying each and every moment of my pregnancy journey... My co-workers supported me in every aspect and took appropriate care whenever required.... I experienced a good time in ASC as well...

**Pallavi Akash Kardak**



# Your Weakness can be your strength



This is a story of one 10-year-old boy who decided to study judo despite the fact that he had lost his left arm in a devastating car accident. The boy began lessons with an old Japanese judo master. The boy was doing well, so he couldn't understand why, after three months of training, the master had taught him only one move. "Sensei," the boy finally said, "Shouldn't I be learning more moves?"

"This is the only move you know, but this is the only move you'll ever need to know," the Sensei replied. Not quite understanding, but believing in his teacher, the boy kept training.

Several months later, the Sensei took the boy to his first tournament. Surprising himself, the boy easily won his first two matches. The third match proved to be more difficult, but after some time, his opponent became impatient and charged; the boy deftly used his one move to win the match. Still amazed by his success, the boy was now in the finals.

This time, his opponent was bigger, stronger, and more experienced. For a while, the boy appeared to be overmatched. Concerned that the boy might get hurt, the referee called a time-out. He was about to stop the match when the Sensei intervened. "No," the Sensei insisted, "Let him continue."

Soon after the match resumed, his opponent made a critical mistake: he dropped his guard. Instantly, the boy used his move to pin him. The boy had won the match and the tournament. He was the champion.

On the way home, the boy and Sensei reviewed every move in each and every match. Then the boy summoned the courage to ask what was really on his mind. "Sensei, how did I win the tournament with only one move?" "You won for two reasons," the Sensei answered. "First, you've almost mastered one of the most difficult throws in all of judo. And second, the only known defence for that move is for your opponent to grab your left arm."

**The boy's greatest weakness had become his greatest strength.**

**-Ashok Gupta**



# QUIT CASUAL

How much?

How much time do you really waste? For real?

Not just you, but we. The amount of time we spend on our little gadgets is UNREAL!!

And then we say, "WE HAVE NO TIME!" 🙄

Funny isn't?

Let me tell you my friend, we all have time, what we don't have is how to prioritize our life correctly.

Nothing comes out of a comfort zone. If you want it – QUIT CASUAL.

Expand yourself, take yourself out of your comfort zone. Lay your foundation and make whatever mark you're going to make. Work for it, cause if we just stare at the lake, that won't make us cross it. Winning and losing comes from a dime, a dozen, but efforts well nobody can judge efforts! Cause efforts are between YOU & YOU!

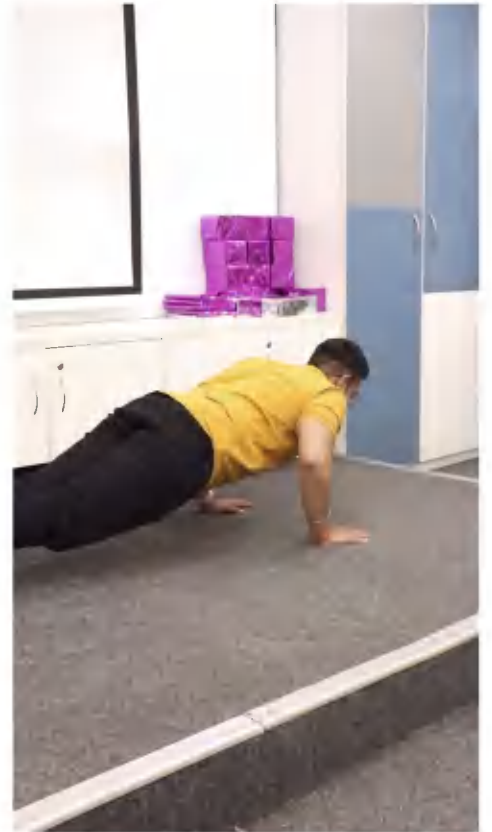
**-Varnita Agarwal**



“There’s no magic formula for great company culture. The key is just to treat your staff how you would like to be treated”

- *Alan Smith*

# Glimpse of the Month





# ASC SANSAR

*A Journey to Build more together...*