

ASC SANSAR

A Journey to Build more together...



August 2023 Edition

Welcoming New Joiners - August



Kavita Swaroop
Senior Executive Talent Acquisition
(Recruitment - Noida)



Deepshikha Dutta
Executive
(BD-Noida)



Gaurav Singh
Article Trainee
(Direct taxation - Noida)



Ashutosh Kumar
Article Trainee
(Statutory Audit - Noida)



Arpit Kumar
Article Trainee
(Statutory Audit - Noida)



Rakshit Jain
Article Trainee
(Internal Audit - Noida)



Sartaj
Article Trainee
(Direct taxation - Noida)



Sagar Kumar Pani
Talent Acquisition Executive
(Recruitment - Noida)



Sujal
Executive
(LMBIS-Noida)

Welcome aboard to all the new talented individuals joining the ASC Group! As we embark on this exciting journey together, we extend our warmest greetings and heartfelt wishes for your success and fulfillment in your new roles. Your arrival brings a fresh wave of creativity, dedication, and expertise, which we are certain will enrich our work environment and propel our company to greater heights. At ASC, we value innovation, collaboration, and a passion for excellence, and we have no doubt that each of you will play a crucial role in upholding these values. We believe that the synergy of our collective talents will lead to extraordinary accomplishments, and we are thrilled to have you as part of our ever-growing family. Here's to a remarkable and rewarding experience at ASC Group!

Employee of the Month - August

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Pankaj Tiwari - LM BIS



Shahana - LM BIS



Shivam Deep - IP



Abhishek Goyal - Direct Taxation

"Congratulations on becoming our shining star of the month **August**! Your dedication, hard work, and positive attitude are truly inspiring. Thank you for always going the extra mile and making a remarkable impact on our company.

You are a true asset to the company, and we are grateful to have you. Keep up the fantastic work and continue to shine bright! ASC also believes; A best employee is not the one who comes early and leaves late, but it's someone who dedicates themselves to their work wholeheartedly.

Tradition Continues- Birthday Celebration (August)



Dhiraj



Kiran



Hari om



Rajender Singh Rawat



Neha Gaur



Sandeep



Rohil

Happy Birthday to all the incredible employees of ASC! As we flip the pages of time, it is with great joy and admiration that we gather here in this month's edition of ASC Monthly Magazine to celebrate each and every one of you. Another year of dedication, hard work, and outstanding achievements deserves nothing less than a grand celebration. Your unwavering commitment to excellence has been the driving force behind our magazine's success, and we take this moment to express our heartfelt gratitude. As we blow out the candles together, let us look forward to another year of shared accomplishments and an unbreakable bond that defines the ASC family. Happy Birthday to each shining star among us!



Mahima Tulsian
(IP Team)



Sneha Vohra
(Bangalore Team)

“ IT'S TIME TO SAY FAREWELL,
GOOD LUCK AND BEST WISHES
FOR YOUR FUTURE VENTURE
WE WILL MISS YOU... ”



"Swiss Serenity: A Journey Through the Heart of Europe"

05

Introduction:

In the summer of 2023, I had the privilege of embarking on a remarkable journey to the picturesque land of Switzerland.

This article recounts my unforgettable experiences, from the soaring peaks of the Swiss Alps to the serene shores of Lake Geneva. Switzerland, often referred to as the "Land of Dreams," lives up to its reputation as a destination that seamlessly blends natural beauty, rich history, and modernity.

Exploring the Swiss Alps:

My trip began in the stunning region of the Swiss Alps. The majestic mountains welcomed me with their snow-capped peaks, lush meadows, and charming villages. The iconic Matterhorn, standing tall like a sentinel, left me awestruck. I hiked through verdant trails, breathed in the crisp mountain air, and discovered the warmth of Swiss hospitality in rustic Alpine huts.

Cultural Encounters:

Switzerland is a melting pot of cultures and languages, with its four official languages – German, French, Italian, and Romansh. In cities like Zurich, Lucerne, and Bern, I immersed myself in the rich tapestry of Swiss culture. Museums, historic sites, and art galleries offered a glimpse into the country's fascinating history and artistic heritage.



Culinary Delights:

Swiss cuisine is a delightful blend of flavors from its neighboring countries. I savored traditional dishes such as fondue and raclette, but also indulged in international cuisines at upscale restaurants. Swiss chocolate, renowned worldwide for its quality, was a sweet highlight of my culinary journey.

Urban Wonders

Zurich, Switzerland's largest city, offered a vibrant contrast to the tranquil countryside. Its bustling streets, luxury boutiques, and cutting-edge architecture provided a glimpse of Swiss urban life. A visit to the Swiss National Museum and a leisurely stroll along Lake Zurich were memorable moments in this cosmopolitan hub.

Lake Geneva's Charms

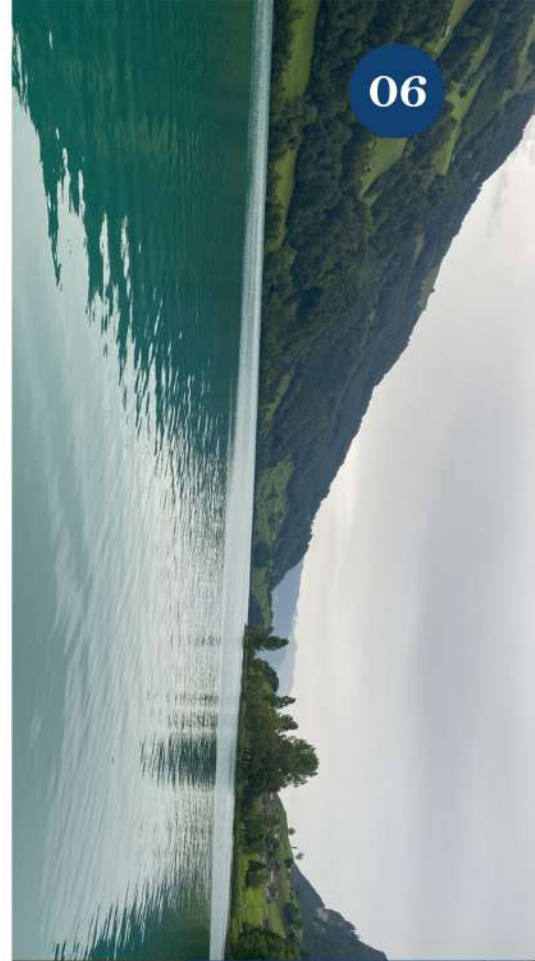
A train ride brought me to the enchanting shores of Lake Geneva. The city of Geneva itself is a hub of international diplomacy and culture. I explored the United Nations headquarters and marveled at the iconic Jet d'Eau fountain, which gracefully pierces the skyline.

Epilogue

My trip to Switzerland was an adventure of a lifetime, filled with natural wonders, cultural discoveries, and culinary delights. This land of pristine beauty and precision left an indelible mark on my heart. Whether you seek adventure in the mountains, cultural immersion in cities, or simply wish to unwind by a tranquil lake, Switzerland is a destination that promises an unforgettable experience.

As I bid adieu to Switzerland, I carried with me not just memories but also a deep appreciation for a country that flawlessly balances tradition and innovation, nature and civilization. Switzerland truly is a timeless treasure nestled in the heart of Europe.

Kanchan - HR Team



STORY OF BOX OF MIRACLE



As we prepare to celebrate 76th Independence day, let us remember that our freedom is not solely about waving flags and fireworks.

It's about using that freedom to make a positive difference in the lives of those who need it most. What better way to celebrate this historic day than by extending a helping hand to those in need?

On this special occasion, we as a part of MS TEAM has taken an initiative to distribute old clothes, shoes, food etc to the poor or needy people which gives us immense happiness to see the smile on their face.

I hope we all take an oath to help the needy whenever possible from here onwards.



From - MS TEAM

G20 in Bharat

The 18th G20 Summit was hosted by Bharat in New Delhi, with the theme **“Vasudhaiva Kutumbakam” (The world is one family)**. The summit had several major outcomes and highlights. We all have some question related this let's discuss:

What is G-20

The G20 summit is a meeting of leaders from the world's major economies to discuss global issues. It brings together leaders to address pressing issues like economic growth, trade, climate change, poverty and more.

The G20 summit is an international forum for the governments and central bank governors from 20 major Economies. The summit was established in 1999 to discuss policy issues related to international economic cooperation and development. The G20 countries represented in the G20 and two-thirds of its population.

Who is in the G20

The G20 comprises the member of 19 countries plus European Union (EU). These countries are Argentina, Australia, Brazil, Canada, China, France, Germany, Bharat, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the United Kingdom, and the United States. The G20 member states represent over 85% of global gross domestic product, three-quarters of global trade and roughly two-thirds of the world's population. Each presidency also regularly invites international organisations such as the International Monetary Fund, the World Bank, the Financial Stability Board and the Organisation for Economic Co-operation and Development (OECD) to participate in the G20 meetings.

How are the G20's decisions implemented

The G20 is an informal forum. It is not an international organisation and has neither administrative structures of its own nor permanent offices for its members. While the G20's decisions are not legally binding, the member states make voluntary commitments which carry considerable political weight. Decisions are implemented by the relevant bodies, for example the International Monetary Fund or the Basel Committee on Banking Supervision.

G20 in Bharat

Why it is important for Bharat

The G20 is important for Bharat because it provides a platform for the country to engage with the world's largest economies, promote its economic interests, and address critical global issues and it also provides Bharat with an opportunity to participate in shaping international economic policies and to enhance its financial stability. It was a significant event. It was celebrated with great enthusiasm and pride. The participation of leaders like Narendra Modi and Rishi Sunak showcased Bharat's role on the global stage. the G20 is important for Bharat as it provides a platform to influence global economic and policy decisions, fosters economic opportunities, and allows Bharat to engage in diplomacy and cooperation with other major economies.

Who is in the G20

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G20 in Bharat

In summary, the G20 discussions impact Bharat across various domains, including its economy, trade, healthcare, infrastructure, climate action, and diplomacy. Participation in the G20 allows Bharat to engage in global cooperation, access resources, and influence international policies for its benefit.

At the G20 summit 2023, under the theme of **“One Earth, One Family, One Future”**



Independence day Special

“What if: India wasn’t independent today”.

In the tapestry of time, let us envision a world,
Where India's flag of freedom was yet unfurled.

A realm where the spirit of independence

Oh, what if destiny had taken a different flight,

And the stars of freedom had yet to alight?

In the absence of that historic August dawn,

A nation's aspirations would have remained

The Ganga's flow, the Himalayas' might,
Would have borne witness to a different fight.
The struggle for liberty, the quest for rights,
Hidden beneath an oppressive colonial night.

Imagine the streets without the tricolor's hues,
The echoes of 'Vande Mataram' as mere muse.
No midnight speech that ignited the soul,
No vision of 'Swaraj' to make the heart whole.

Yet, within the hearts of those who dared,
A fire of rebellion would still have flared.
For in every soul, the longing for light,
Would have pushed the boundaries of the darkest night.

But let us not dwell in this hypothetical realm,
For history unfurled as it was destined to helm.

With sacrifices countless and struggles vast,
India emerged free, breaking free from the past.

Independence! A dream turned into reality,
A story of courage, resilience, and unity.
As the tricolor soars and the nation stands tall,

So let us honor the valiant souls,
Whose efforts and sacrifices led to our goals.
In this world of liberty, we proudly stand,
United as Indians, hand in hand.

Oh, what if we weren't independent today,
But the sun of freedom rose anyway.
For destiny guided us through darkness and strife,

Kanav Malhotra - IA Team



Independence day Special

“What if : India wasn't independent today”.

कैसा होता वो पल, आज़ादी नहीं मिली होती
अगर,
कैसे होता भारत वो, क्या होती हमारी किस्मत।

सदीओं तक की विदेशी अधीनता, अशांति की
बस्ती,
स्वाधीनता के सपने में, रहते सिर्फ एक कस्ती।

संकटों की गहराइयों में, जीवन की डगर थी
झर्री,
स्वतंत्रता का दर्पण, कहानी बदलती न हमारी।

बुद्धि की होती कमी, रहती रोज़गार की मांग,
विकास की राह में होती रुकावट, संघर्ष के होते
दिन-रात

स्वतंत्रता का महत्व, जो हमारे दिलों में है
बसा,
भारतीय स्वाधीनता का, यही एक महान
उपहार।

समृद्धि और समाज, इन दोनों का संरक्षण,
नागरिकों की भागीदारी से ही यह है संभव।

लेकिन सच है, हमारे वीरों ने दी आज़ादी की
दौलत,
आज़ाद भारत का सपना, हम सभी का है आदर्श।

भारत को जीवंत और महान बनाया, स्वतंत्रता
की महिमा ने लहराया।
स्वतंत्रता का महत्व, हम सबको सीखाया,

सोचों की विविधता से होता है विकास,
नई शिक्षा, तकनीक, और संस्कृति की खोज में
प्रकाश।

सशक्त लोकतंत्र का आदर्श, भारत की पहचान
है,
नागरिकों की भागीदारी, हमारा गर्व का स्थान

Sampada – HR Team

Independence day Special

“What if : India wasn't independent today”.

After independence we see the world beautiful around us but let's just imagine the picture: it's the present day, and we're living in a world where India is not independent today. Our lives would be completely different, and not in a good way.

First off, let's talk about our culture and traditions. Without independence, our rich heritage would be overshadowed by the culture of the colonizers. Our festivals, languages, and customs would be at risk of being forgotten or suppressed. Can you imagine not celebrating Diwali or Holi? It's hard to imagine with British rulers.

Next, let's think about our economy. India is known for its booming industry and corporate sector, right? Well, without independence, we wouldn't have had the opportunity to develop this. Our economy would still be heavily reliant on the britishers, and we would be limited in terms of growth and innovation.

Education plays a crucial role in shaping a nation's future. If we didn't gain independence, access to quality education would be limited for the majority of our population. The gap between the rich and the poor would widen, hindering social progress and development.

Now, let's talk about politics. Without independence, we wouldn't have the freedom to elect our own leaders and shape our own destiny. Our voices would go unheard, and our rights would be suppressed. The concept of democracy that we cherish today would be nothing more than a dream.

Lastly, let's consider our global standing. India has emerged as a global player on various fronts - be it sports, entertainment, or technology. But without independence, we wouldn't have had the chance to showcase our talents on such platforms. Our achievements would be overshadowed, and our potential would remain untapped.

So, there you have it, my friends. This is just a glimpse into what our lives could have been like if India hadn't gained independence. It's a stark reminder of the struggles and sacrifices made by our freedom fighters.

Let's take a moment to appreciate the freedom we have today and work towards making our nation even better.

Jai Hind

Independence day Special

“What if : India wasn’t independent today”.

Our journey from colonial rule to a sovereign nation has been marked by challenges and triumphs, struggles and achievements. Seventy-six years ago, we embarked on a path that was fraught with uncertainties, but our ancestors held onto a dream – a dream of a freedom, democratic, and inclusive India. Today, as we stand on the shoulders of their courage, we can proudly say that we have come a long way.

Independence Day is not just a date on the calendar; it is a reminder of the values that define us as a nation. It reminds us of the importance of unity in our diversity, of standing together as one, regardless of our differences. It teaches us that the strength of our nation lies in the strength of its people, and that each individual has a role to play in shaping the destiny of our great nation.

As we celebrate our independence, let us also remember that with freedom comes responsibility. We are responsible for upholding the ideals that our founding leaders envisioned – justice, equality, and the rule of law. We must work tirelessly to eradicate poverty, illiteracy, and social inequality from the fabric of our society. We must ensure that every citizen has equal opportunities to grow and prosper, regardless of their background.

In the face of global challenges, we must strive to maintain our sovereignty while actively engaging with the international community. Our progress as a nation is intertwined with the progress of the world, and we have a crucial role to play in addressing issues such as climate change, terrorism, and economic disparity.

On this Independence Day, let us also express our gratitude to the men and women who continue to serve our nation selflessly – our soldiers, doctors, teachers, scientists, and countless others who workday and night to make India a better place. Their dedication and hard work are a testament to the spirit of our nation.

In conclusion, let us renew our commitment to building an India that is not only economically prosperous but also socially and environmentally sustainable. Let us strive to create a nation where every citizen can live with dignity and realize their fullest potential. As we hoist the tricolour today, let it remind us of the sacrifices made by our ancestors and inspire us to work towards a brighter future for our children and generations to come.

Jai Hind!

Independence day Special

“What if: India wasn’t independent today”.

Imagine if India had not become free from British rule in 1947. What would have happened? It is a bit like asking "what if" about a big event in the past. When we think about it, we realize how much that moment in history mattered.

If India had stayed under British control, it would have been like a big colony, and Indians wouldn't have had much say in how their country was run, as the British colonial administration would have retained control over key political decisions. The people who fought for independence, like the leaders of the Indian National Congress, would have kept fighting, maybe even in more radical ways, if peaceful talks did not work.

The way people lived and treated each other would have been different too. Things like the caste system, a deeply rooted social hierarchy which divides people into groups, might not have changed as much, and improvements in education and healthcare sector, which were prioritized post-independence might have been slower.

Economically, India might not have grown at a faster pace. The British would have continued taking India's resources for themselves and India would have remained a resource-rich colony and India might not have become the industrial and economic powerhouse as it is today. If India did not become independent, the way people earned money and lived their lives might not be as good. It could mean that most people wouldn't have as many ways to make a living, and their lives might not be as comfortable as they are today. Social problems, like religious tensions, could have been worse because people might have been even more unhappy under British rule.



Independence day Special

But remember, this is just a "what if" scenario. India did become independent. That moment was a turning point not only for India but also for the whole world. It inspired other countries to seek freedom too.

So, when we think about "what if," we see how important it is to remember and appreciate the history of India's struggle for independence. It reminds us that historical events have a big impact, and they shape our world in ways we might not even realize.

India's road from being ruled by the British to becoming independent was tough. People faced lots of problems and had to make big sacrifices, but they also achieved great things. It shows how determined and strong the Indian people are. Now, in the 21st century, India has a lot of challenges to deal with. But it has a rich history and a mix of different cultures to help it. India can use these strengths to make life better for its people and help the world become a better place too.

Independence day Special

“What if: India wasn't independent today”.

Well, the first thought that came to my mind was - Are we really independent? On paper, surely but is this the independence that our brave ancestors longed for. We can roam around anywhere in the country but the shackles have targeted the mentality, mindset of people. India have always been known for its unity – a Union of States even Preamble begins with – **We, the people...** This Independence week, I decided to celebrate with all the zeal and then unfortunately, I opened up the newspaper and shocking news of riots and rallies in Haryana and Mizoram drained my enthusiasm drop by drop questioning – Myself – What has happened to We-The People.

But this Independence Day, I will celebrate for the Martyrs, My forefathers, Our ancestors - because they left no stone unturned for this motherland to be Independent, for their future generations to have freedom of thoughts so that they can ponder upon building a unified, strong, One India. I will celebrate the all freedoms that I got as my fundamental rights beginning with freedom of education that I can think and express my thoughts (without harming the sentiments of any sect particular). This Independence Day, my pledge would be, going forward every day, I will maintain harmony and improve in whatever manner possible, for this country to be the best place to live in for the generations to come

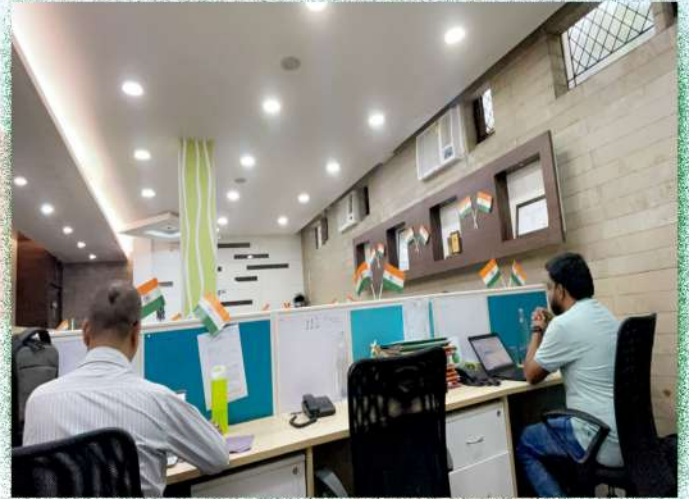
सर ऊपर ध्वज तिरंगा है
बहती यहां पावन गंगा है
जगतगुरु सी होगी विश्व-पहचान
मादरे वतन "हिंदुस्तान

Independence day Special



Noida Office:- Kite Flying - Independence Day Celebration

Independence day Special



Bangalore

Delhi

Fun Fact



Did You Know That Tomato Ketchup Was Once Used As Medicine??

In the 1830s, tomato ketchup was sold as a medicine that could cure ailments like diarrhea, indigestion, and jaundice.

“

"You can win big battles by
winning small victories
a time."

- *Manuel Corazzari*

”

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