



THE MONTHLY NEWSLETTER

JUNE 2025



*Upcoming
....*

*most
awaited*

*CA students' National
Conference*



MESSAGE FROM CHAIRMAN



June 2025 Highlights – A Month of Preparation, Talent & Milestones!

Dear Students,

As Chairman, ICAI Ahmedabad, I'm excited to share the incredible journey of June. With tireless efforts, we are preparing to make National Conference 2025 – Pragati a truly special event for all CA students.

This month, we successfully organized the National Talent Search with brilliant performances in Essay Writing, Quiz, and Elocution. The Cultural Evening Auditions – Taal Se Taal Mila also witnessed amazing talent in dance, singing, skit, and instrumental performances.

Adding to the excitement, we held a Volunteers Meet to gear up for the conference, and celebrated a special moment as we crossed 2200 registrations – a testament to the enthusiasm of the CA student community!

I warmly invite all students to be a part of Pragati 2025 and not miss this wonderful opportunity to learn, grow, and celebrate together.

Warm Regards,

CA Neerav Agarwal

Chairman, ICAI Ahmedabad



MESSAGE FROM CHAIRPERSON



Dear Members,

As Chairperson, WICASA Ahmedabad, I'm thrilled to share the vibrant highlights of June!

With Pragati 2025 – National Conference of CA Students around the corner, our team has been working day and night to make it a truly unforgettable experience.

June was packed with excitement – from the National Talent Search where students showcased their brilliance in Essay, Quiz & Elocution, to the electrifying Taal Se Taal Mila auditions where talent overflowed in dance, singing, skit & instrumental acts.

Adding to the energy, we hosted an action-packed Cricket Tournament, full of passion, teamwork, and sportsmanship. We also gathered with our incredible volunteers to fine-tune preparations, and proudly celebrated crossing 2200+ registrations – a huge milestone on our journey to Pragati! I invite each one of you to be part of this grand celebration. Don't miss Pragati 2025 – where learning meets fun, and memories are made!

Warm Regards,

CA Shikha Agarwal

Chairperson, WICASA Ahmedabad



MESSAGE FROM VICE CHAIRPERSON



Dear Students,

The month has brought with it a mix of emotions—a moment of collective grief, a time of heartfelt gratitude, and renewed focus on our journeys ahead.

The recent tragic plane crash in Ahmedabad has left a deep impact on all of us. In a city so full of life and movement, such events jolt us into reflection. Let us all keep the affected families in our prayers and take this as a reminder to hold our loved ones closer, cherish our time, and approach each day with mindfulness and compassion.

This month also reminds us to acknowledge and appreciate the unwavering pillars in our lives—our fathers. Often unsung, yet silently shaping our strength, their role in our journey deserves more than just a day of recognition. Their sacrifices, patience, and steady belief in us fuel our courage to pursue this demanding path.

To every CA student reading this—

We understand the weight of expectations and the pressure of performance. But amidst the chaos of deadlines and uncertainty, don't forget: you are growing through what you're going through. Your dedication, however small it feels today, is building something incredible for tomorrow.

Let's continue to uplift each other, learn together, and face each challenge with the spirit that defines us as future professionals.

Regards,

Mann Soni

Vice-Chairperson

WICASA Ahmedabad



MESSAGE FROM SECRETARY



This June, Hearts Are Heavy Yet Hopeful

Ahmedabad witnessed a tragic plane crash that shook our city and hearts. Our prayers go out to the departed souls and strength to the grieving families. Such moments remind us how uncertain life is – and how vital it is to cherish our loved ones each day.

In these trying times, we also look forward to the healing power of unity and inner peace. As we approach International Yoga Day on June 21st, let us recognize the profound impact of this ancient practice. It was our Hon'ble Prime Minister Shri Narendra Modi who introduced Yoga to the global stage at the United Nations, and today, the entire world embraces its benefits.

Yoga is more than a posture; it is a path to balance, clarity, and strength – both physical and mental. As we mark this day, let's make time to reconnect with ourselves through yoga and spread its light to others.

***Warm Regards,
Khushi patel
Secretary – WICASA Ahmedabad***



MESSAGE FROM JOINT-SECRETARY



*This June, Hearts Are Heavy and Grateful
Ahmedabad witnessed a heartbreaking tragedy with the recent plane crash. Prayers for the departed souls and strength for their families. Tragedies like these remind us how fragile life is and how important it is to hold our loved ones closer.*

As we also celebrate Father's Day, I feel it's often not celebrated like Mother's Day – but for me, it's equally special. As a son, I wait every Eid just for that one warm hug with my father. A silent bond, full of respect, love, and unspoken emotions.

To all the fathers – thank you for your quiet strength. To all the sons and daughters – let's celebrate them, not just today, but every chance we get.

*Warm Regards,
Furkan Bhohariya
Joint Secretary – WICASA Ahmedabad*



MESSAGE FROM TREASURER



Dear Students,

I am pleased to connect with you once again through this June 2025 edition of our WICASA Newsletter.

As Treasurer of Ahmedabad Branch of WICASA, it's my privilege to be a part of this enthusiastic team, working together to empower future Chartered Accountants. The past few months have been filled with insightful sessions, workshops, and initiatives – all designed to help you grow both professionally and personally.

This June, we aim to bring you more opportunities to learn, network, and develop skills that will serve you well in your future career. We have some exciting programs in the pipeline, from interactive seminars and industrial visits to special guidance sessions for exams and internships.

I would like to appreciate the members of WICASA for their continued support and participation in all our initiatives. Your energy and curiosity drive us forward, and we will keep striving to provide you with a rich blend of knowledge, skills, and experiences.

Let's make this journey together a rewarding one.

Warm wishes,

Kuldeep Solanki

Treasurer, WICASA Ahmedabad Branch



MESSAGE FROM MANAGING COMMITTEE MEMBER



June 2025: A Month Full of Talent, Dedication & Excitement!

Dear Readers,

As a Managing Committee Member of WICASA Ahmedabad, I am thrilled to share the incredible journey we've had this past month. The energy, enthusiasm, and passion displayed by our fellow students have truly been inspiring.

First and foremost, I cannot hide my excitement for the upcoming National Conference 2025 of CA Students – Pragati! We, as a team, have been working day and night to make this conference a memorable and enriching experience for each one of you. Every detail is being planned with immense dedication to ensure this becomes a landmark event in your CA student journey.

In the past month, WICASA Ahmedabad successfully conducted the National Talent Search, where students showcased their brilliance in Essay Writing, Quiz, and Elocution competitions. The confidence, knowledge, and articulation displayed by participants were truly commendable – each performance was a reflection of the hard work and potential of our CA students.

Adding to the vibrant month, we also organized the Cultural Evening Taal Se Taal Mila Auditions. The atmosphere was electric as students mesmerized us with their talents in Dance, Singing, Skit, and Instrumental performances. The sheer diversity and quality of performances left us all spellbound, proving once again that CA students are much more than just books and exams!

As we approach the much-awaited conference, I sincerely urge all of you to not miss out on this wonderful opportunity. The National Conference 2025 - Pragati promises to be a perfect blend of knowledge, entertainment, and memories that you will cherish forever. Let's come together, celebrate our journey, and make this conference truly special. Looking forward to seeing you all there!

*Warm Regards,
Namrata Jadeja
Managing Committee Member
WICASA Ahmedabad*



MESSAGE FROM MANAGING COMMITTEE MEMBER



Dear Readers,

This month has truly been full of surprises and grandeur—overflowing with energy, creativity, and unforgettable moments.

We began with a vibrant line-up of elocution, quiz, and essay competitions, all of which received an incredible response from participants. The enthusiasm, insight, and effort each student brought to the table was nothing short of inspiring.

Simultaneously, we kicked off preparations for the biggest CA students' conference of the year—Pragati 2025. The excitement in the air is palpable, and every little step we take towards it is building something remarkable.

Adding to the month's charm was the WPL Season 2, where over 18 teams came together on-ground for four thrilling days of cricket. The energy was electric, the camaraderie heartwarming, and the memories—absolutely unforgettable.

But if I had to pick one personal highlight, it would undoubtedly be the singing and dancing auditions. Witnessing the sheer depth of talent, the soul in every performance, and the love students carry for their art truly left me awestruck. It was more than just an audition—it was a celebration of expression, of passion, and of courage.

And amidst all of it, one life rule stood out for me:

Keep giving your best. Keep participating. Keep learning. Keep showing up.

Don't be afraid to fall—rise stronger every time. Because as long as you're growing, every step counts. Growth nahi rukna chahiye, bas!

At WICASA, we strive to build spaces where CA students can explore, express, and evolve—beyond the boundaries of textbooks and timetables.

And with that, I wholeheartedly invite you to join us at Pragati 2025, a stage that promises to be one of the most powerful platforms for CA students across the nation.

See you there!

Warm regards,

Aneri Gandhi

MCM WICASA Ahmedabad



MESSAGE FROM MANAGING COMMITTEE MEMBER



"June: A Month of Moments – Uniting Through Sports, Standing Through Sorrow, and Soaring Towards Knowledge"

As June concludes, WICASA Ahmedabad reflects on a month filled with activity, emotion, and anticipation – from energizing student initiatives to moments of collective grief, and now, the excitement of a national learning platform ahead.

Ground Cricket Tournament (5th–8th June)

The month began on a high note with the successful Ground Cricket Tournament, held from 5th to 8th June. With enthusiastic participation from CA students across Ahmedabad, the tournament was a celebration of sportsmanship, teamwork, and youthful energy. The spirited matches and cheerful environment offered a much-needed recreational break amidst academic rigour.

In Remembrance – Ahmedabad Air Tragedy (12th June)

In mid-June, the city was deeply saddened by the tragic aircraft accident on 12th June, which claimed several lives.

WICASA Ahmedabad expresses heartfelt condolences to the families affected. In times like these, we are reminded of the importance of community, compassion, and strength – values we continue to uphold together.

Looking Ahead: National Conference – 21st & 22nd June

June ends on a note of learning and aspiration as we gear up for the much-awaited National Conference of CA Students, scheduled for 21st–22nd June 2025. With the theme “Empowering Professionals, Enriching Perspectives”, this grand two-day event will feature expert-led sessions, interactive discussions, and cultural segments – offering students a unique opportunity to expand their horizons and connect with peers from across the country.

June reminded us that growth lies in action, empathy, and engagement. Here's to moving ahead – stronger, wiser, and together.



EDITORIAL BOARD



Namrata Jadeja,
Managing Committee
Member



Khushi Patel,
Secretary

Hi! I am Namrata, as a managing committee member and part of the editorial board, I'm truly excited for the upcoming CA Students National Conference. We've been working tirelessly as a team to make this event a memorable and meaningful experience for all. Can't wait to witness the energy, learning, and connections this platform will bring!

Hi, Myself Khushi, as the Secretary of WICASA Ahmedabad and a member of the editorial board, I'm thrilled to be part of the CA Students National Conference 2025. Our team has been working with full dedication to make this event truly special and impactful. I look forward to seeing all of you there —let's make it an unforgettable experience together!



ONE MINUTE UNDER THE SUN: A GLIMPSE INTO THE LIVES BEHIND QUICK COMMERCE



I was walking from the library to my house — a short stretch, barely a few hundred steps. Unfortunately, I had forgotten my cap that day. The sun was relentless. Its rays beat down on my head with an intensity that was hard to ignore. Within seconds, I could feel the scorching heat, a heaviness pressing against my skull. One minute. That's all it took for discomfort to creep in. Just sixty seconds, and I was already craving shade.

Now, pause and imagine: a Zomato, Zepto, or Blinkit delivery rider, out in that same sun. Not for one minute. Not even for five. But for hours on end — navigating through traffic, exposed to harsh weather, carrying your groceries, your dinner, your late-night cravings.

Sometimes, even carrying your midday cold coffee — which is now lukewarm and shaking like a trauma survivor.

We often comfort ourselves with the idea that “they’re getting paid.” That they’re earning, so it’s justified

But are they truly earning — or are they enduring?

This question has been troubling me. Not just because of that brief moment of sunstroke I felt, but because of the growing volume of news I’ve read on the realities of delivery personnel. Their compensation models, their app-based tracking, the pressure of 10-minute deliveries, and the conditions in which they work paint a troubling picture. The glamor of instant convenience masks a system that demands speed at the cost of humanity.



As CA students, we are trained to understand the inner workings of business models, sustainability, and governance. We analyze companies not just by their revenues or market share, but by how ethically they treat all stakeholders — including the most ignored ones. The delivery partner, or in corporate terms, the 'last-mile associate', is one such stakeholder.

Let's analyze the business of quick commerce and food delivery platforms through our lens:

1. Business Model Viability:

Quick commerce thrives on speed, funded by heavy capital infusion, and thrives on aggressive discounting. But these businesses have one thing in common: recurring losses and cash burns. Investors are still betting on them due to the scalability narrative. But does scalability justify loss-making at the cost of basic human rights?

Take Swiggy, for example. The company reported a consolidated loss of ₹1,081 crore in Q4FY25 — nearly double the previous year. Sure, its revenue rose to ₹4,010 crore, but the cost of expansion, especially in quick commerce, continues to bleed them. Zomato (now Eternal Ltd) didn't fare much better. While it reported a net profit of ₹39 crore in the same quarter, that's a 77% decline YoY. The company even had to shut down Zomato Quick and Zomato Everyday, calling them unsustainable.

If a ₹500-crore valuation can't support an ₹80 ice cream without exploiting someone, maybe the model itself needs freezing.

2. Valuation Bubble & Cash Burn:

Zomato, Swiggy, and Blinkit are among those who've raised billions in valuation. But in their financials, cash flow statements and P&L sheets tell another story. Negative operating margins, reliance on external funding, and inflated customer acquisition costs are alarming signs. As students of finance, we must question: is valuation more important than values?

3. Labor & Legal Risk:

India's labor laws are evolving. With gig economy rules being reviewed and states tightening occupational safety norms, these companies might soon face compliance crackdowns and lawsuits. What happens when one state demands insurance, while another insists on minimum wages? A PAN-India company like Zomato will have to balance state-specific compliance and central obligations.



4. ESG & Ethical Investing:

Environmental, Social, and Governance (ESG) metrics are now key investor checkpoints. As future chartered accountants and financial advisors, can we justify investing or recommending investment in companies that compromise on the 'S' in ESG? That treat delivery personnel as expendables rather than essential contributors?

Humanity to Numbers: I've spoken to several delivery partners. Many have shared that they make less than ₹40 per hour if they don't hit targets. Some skip meals to complete deliveries. Others ride through rain without proper gear, afraid that rejecting orders would affect their scores. Bonuses and incentives come with terms and conditions so restrictive that they barely earn it unless they break themselves. Blinkit delivery partners recently protested, demanding fair wages, cotton uniforms, and breaks during peak summer. Instead of negotiation, their IDs were blocked.

From a Regulatory Standpoint: This model is not sustainable. Not financially. Not ethically. And not legally. With the Ministry of Labour increasingly focusing on gig economy welfare, punitive damages in the future could be severe. If even one state imposes wage floors or demands provident fund contributions, the entire cost structure breaks.

So, what should we do as informed citizens and future professionals?

Ask questions. Raise awareness. Refuse to glorify inhuman efficiency.

Every time you get a delivery at 2 PM in May, remember: someone rode through 43°C for your 15-minute thrill of dopamine. Offer water. Show respect. And when your order is late, hold back that complaint — you're not dealing with robots.

Because they aren't "delivery boys." They are workers. Humans. And no model — no matter how efficient — should devalue that.

Jayesh Suthar
CA Final Student





Likes, Followers & Finances: Are Influencers Managing Their Money Right?

The influencer economy is thriving in a world where WiFi connections are more powerful than coffee and all it takes to land your next big break is ONE VIRAL POST. What began as non-professional content production has now developed into a full-fledged career path that has made common people famous and commanded millions of viewers. In the fields of fashion, cuisine, finance, and fitness, influencers are changing what it means to be famous currently. Although their social media presence is frequently dazzling due to their beautiful feeds, luxurious lifestyles, and well-known partnerships, a more quiet narrative is unfolding behind the scenes, one that involves spreadsheets, taxes, and the sometimes disregarded reality of financial constraint.

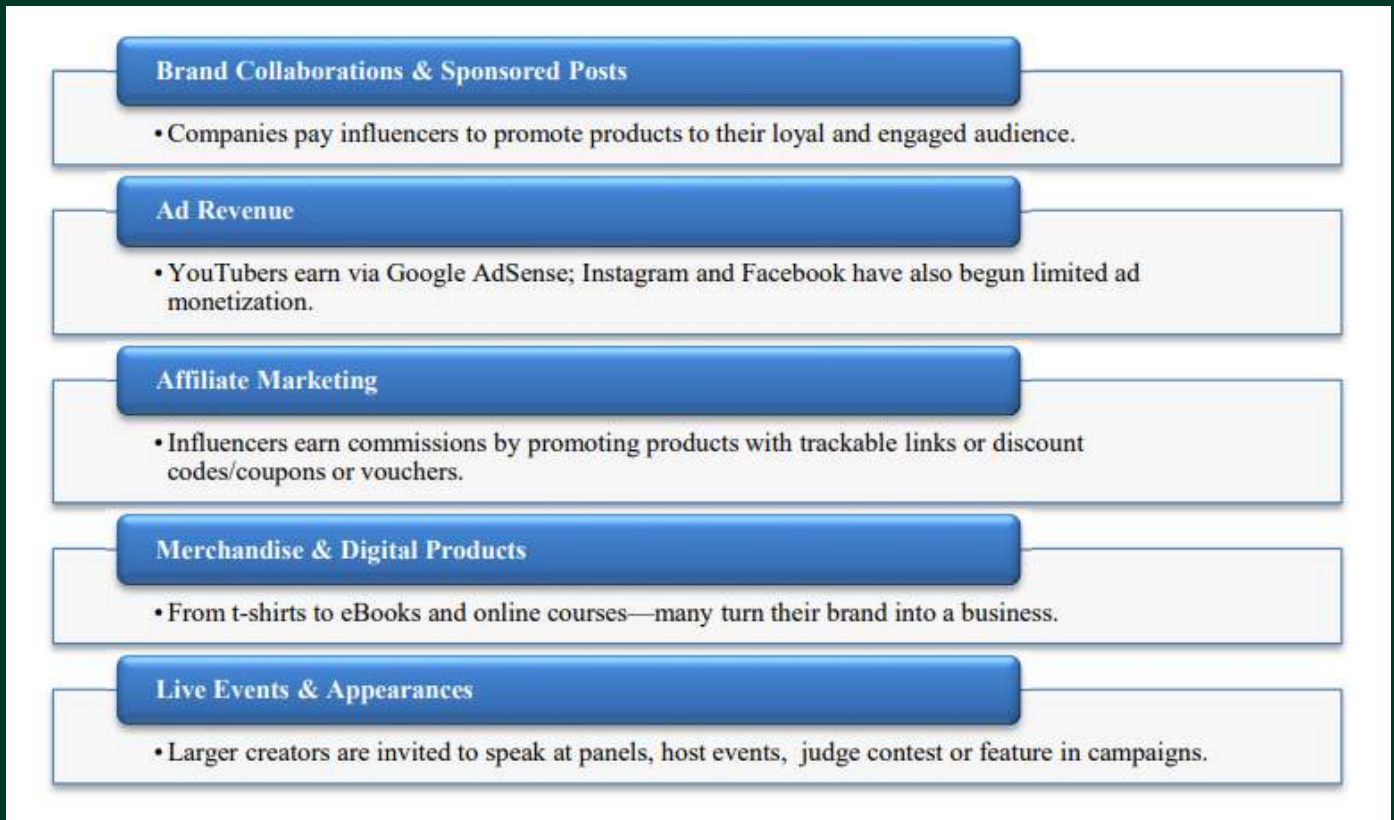
In the age of reels, filters, and viral trends, social media influencers have become no less than a celebrity i.e. today's digital celebrities. With just a phone and an internet connection, they reach massive audiences, strike brand deals, and make serious wealth. But while their Instagram profile and grids look glamorous, a firm understanding of money management is sometimes lacking behind the scenes.

We've always been fascinated not just by how money is made—but how it's handled. And in the world of influencers, that finance handling often ranges from brilliant to reckless. However, we must first comprehend how they generate revenue from the influence industry before diving into their financial situation



Likes, Followers & Finances: Are Influencers Managing Their Money Right?

How Influencers Make Their Money? Gone are the days when being fame meant actors,



Where do the Financials Go Wrong?

·Inconsistent Income

The income of influencers is uncertain. There may be five campaigns and brand deals in one month, and none the next. This makes budgeting difficult as there is no fixed source of income and can lead to overspending during months where the content worked well.

·Inflation of Lifestyles

With fame and recognition often comes the pressure to “look successful”. Even when their personal lives might not be going well, there’s a constant pressure to post interesting content that keeps up the trend of being relevant and consistent. Many influencers spend money on expensive technology, lavish trips, and fashionable clothing to uphold their reputation and social standing rather than their financial stability.



Likes, Followers & Finances: Are Influencers Managing Their Money Right?

Taxation in the Influencer Economy

Fame doesn't exempt you from taxes. In fact, it makes things more complex.

- **GST:** Influencers providing services (e.g., content creation, brand promotion) are liable to register under GST if their annual revenue exceeds ₹20 lakh (₹10 lakh in special category states). GST is applicable even on barter transactions, where services are rendered in exchange for goods.
- **Income Tax:** Income from brand deals, affiliate marketing, ad revenue, and digital product sales is fully taxable under the Income Tax Act. Gifts and freebies are examples of non-cash payments that could be categorized as perquisites and subject to the appropriate taxation.
- **International Income:** Without expert advice, even high-earning influencers may be subject to notices, fines, or audits under the Foreign Exchange Management Act (FEMA) and the Double Taxation Avoidance Agreements (DTAA). This is especially true for creators who make money from foreign platforms like YouTube or collaborate with foreign brands.
- **Bookkeeping & Compliance:** Without proper records, deductions are lost, and scrutiny is more likely. It's not uncommon to see influencers facing legal notices or penalties due to tax missteps.

Where Chartered Accountants Come In

Presenting the role of CA, who is likely the most underappreciated supporter in an influencer's career.

- **Business Structuring:** Depending on income level and growth plans, a Chartered Accountant can advise on matters like whether the influencer should operate as a sole proprietor, LLP, or private limited company.
- **Compliance Management:** Without professional assistance, navigating India's tax system is a sure shot way to fail. In areas where influencers frequently fall short, a Chartered Accountant may help with GST registration and filings, TDS deduction, advance tax payments, and appropriate documentation.
- **Expense Tracking & Budgeting:** CAs provide insights into profitability, cost optimization, and reinvestment plans by assisting influencers in monitoring their revenue and expenses.
- **Investments & Tax Planning:** CAs assist creators in creating wealth that surpasses trends and algorithms, from mutual funds and SIPs to health insurance and retirement savings.



Likes, Followers & Finances: Are Influencers Managing Their Money Right?

Conclusion

Despite its creative appearance, but it's ultimately a business. The need for strategic planning, structure, and financial literacy is growing along with the influencer economy. Real—and sometimes underappreciated—challenges include complicated taxation, uncertain revenues, lifestyle inflation, and a lack of long-term stability. And like any business, it demands solid financial systems, smart planning, and the right advice where Chartered Accountants are uniquely placed to help this new breed of entrepreneurs manage their success—and sustain it. The real influencer power move in a digital age that changes quickly and forgets things more easily is long-term financial security.

Because at the end of the day, going viral is great. But staying wealthy? That's the real achievement.



Himani Anand Joshi
SRN: WRO0706205



POETRY

The Art of Letting Go

A flower fades, its petals fall,
Yet springtime comes to mend it all.
The winds may take what once was dear,
But lessons bloom when dust is clear.

A river flows and won't look back,
Yet carves its path where stones may crack.
The past is ink, the page is turned,
Yet every word is still well-learned.

Like birds that leave the nest to fly,
We stretch our wings, though fears run high.
The sky is wide, the air is free,
Yet home remains in memory.
So let the petals drift away,
For seeds still sleep beneath the clay.
New roots will form, fresh blooms will rise,
As dawn brings light to tired skies.

KOUSHICK PARAMASIVAM
SRO0803346





WHY WICASA ?

A platform given by ICAI for the students, by the students and of the students, is an association which provides students a platform to learn, share, participate and perform. It's a platform for a visionary to build its networking, its social circle and to sharpen its leadership skills by participating in the various activities held in WICASA. Being a part of this family helps a CA aspirant to shape and understand the CA profession.

Network Expansion

Whether it's through volunteering with a professional committee, helping to run a charity, or mentoring a youngster, you'll meet new and interesting people from a variety of backgrounds, areas of expertise and walks of life.

Self-confidence Booster

Your role as a volunteer can also give you a sense of pride and identity. And the better you feel about yourself, the more likely you are to have a positive view of your life and future goals.

Fun and Fulfilment to your Life

Doing volunteer work you find meaningful and interesting can be a relaxing, energizing escape from your day-to-day routine of work, college or family commitments. Volunteering also provides you with renewed creativity, motivation, and vision that can carry over into your personal and professional life.







RULES TO SUBMIT




Candidates shall submit their Articles on official mail id i.e., wicasaahmedabad@icai.org. The last Date of Submission of articles: 20th of each month and subject of Mail shall be "Article for the Newsletter".




Every candidate is required to mention his/her Name, Registration No., Stage of CA curriculum pursuing, Name of the Firm (if pursuing articleship), contact number, State and topic of Article in the body of mail.



Every candidate is required to attach PDF and WORD File of the Article. Candidates are advised to use Calibri font and font size should remain 12. Article should be of maximum or 1500-2000 words.



Formatting of the article may change in order to bring the uniformity in newsletter. Best Article of the Month will be announced as and when required.



For all the creative minds, if writing is not your cup of tea, you may highlight your creativity skills by sending your art to us. Since, creativity has no fixed parameters so, you can send to us: drawing, painting, poem, photographs and all the art work which is unusual in your way!

PAST EVENTS



Winners



Essay competition



Quiz Competition



PAST EVENTS



Winners of Elocution





Volunteers' Meet





Crossed 2200+ registrations celebration





Cultural Evening Auditions





WPL Cricket Tournament





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