



ELAN

SICASA MANGALORE

**THE PAST CANNOT BE
CHANGED. THE
FUTURE IS YET IN
YOUR POWER**

DECEMBER EDITION

CONTENTS

1. FROM THE CHAIRMAN'S DESK

2. POSTS & ARTICLES

3. ACTIVITY REPORT

4. PHOTO GALLERY

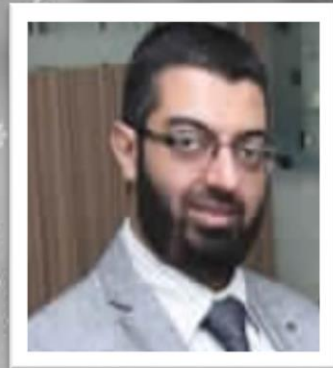
5. QUOTE

FROM THE CHAIRMAN'S DESK

Dear friends,

Good day to you all. I hope you are relaxing after the CA exams and post Tax Audit season. We have exciting days ahead. We just had the CA Students' Conference on the 12th and 13th December at Town Hall. I hope you took advantage of having the CA Students' Conference in your own city.

Last month, I had written about the five important pillars to become successful and covered the first important pillar. The second important pillar is Skills. To be a successful professional, you should develop and improve both your hard skills and soft skills. The hard skill is the technical skill like proper use of Computers, Excel, and Technology. The soft skill includes your communication (including listening skills), leadership skill. A skill is an important attribute which you acquire to demonstrate your knowledge (the first pillar) and execute your job in an efficient manner.



You should be familiar working with different softwares like Tally, Winman etc, different portals like Income Tax, GST and MCA. You can learn to download the financials of various companies from MCA portal. You can configure Tally for TDS, Payroll, GST. You can experiment with different software in MS Office like Word, Outlook. You can check the skills which are on demand for the financial professional (in Job Portal and Employment ads) like financial modelling and have time frame to learn these skill. You can plan to learn some Programming language like C or Python and some database management like Oracle SQL to have added advantage in your career.

The following event is planned in January 2019.....

CA Fest

With Warm Regards,

CA Abdur Rahman Musba

Chairman – SICASA



**ELAN POSTS
&
ARTICLES**

**1. THE GREAT POMODORO
TECHNIQUE**

2. VENTURE CAPITAL

**3. WHAT COULD BE THE BEST
FEELING EVER?**

4. ART BY STUDENT

THE GREAT POMODORO TECHNIQUE

The Pomodoro Technique is a time management method to improve your studies and study management. These intervals are named *Pomodoros*. The Italian word *pomodoro* (tomato), after the tomato-shaped kitchen timer that Cirillo used as a university student.

The Pomodoro Technique can help you power through distractions, hyper-focus, and get things done in short bursts, while taking frequent breaks to come up for air and relax. Best of all, it's easy. If you have a busy job where you're expected to produce, it's a great way to get through your tasks. Let's break it down and see how you can apply it to your work.

We've definitely discussed the Pomodoro Technique before. We gave a brief description of it a few years back, and highlighted its distraction-fighting, brain training benefits around the same time. You even voted it your favourite productivity method . However, we've never done a deep dive into how it works and how to get started with it. So let's do that now.

The Pomodoro Technique was invented in the early 90s by developer, entrepreneur, and author Francesco Cirillo. Cirillo named the system "Pomodoro" after the tomato-shaped timer he used to track his work as a university student. The methodology is simple: When faced with any large task or series of tasks, break the work down into short, timed intervals (called "Pomodoros") that are spaced out by short breaks. This trains your brain to focus for short periods and helps you stay on top of deadlines or constantly-refilling inboxes. With time it can even help improve your attention span and concentration .

Pomodoro is a cyclical system. You work in short sprints , which makes sure you're consistently productive. You also get to take regular breaks that bolster your motivation and keep you creative.

The Pomodoro Technique is probably one of the simplest productivity methods to implement. All you'll need is a timer. Beyond that, there are no special apps, books, or tools required. Cirillo's book, *The Pomodoro Technique*, is a helpful read, but Cirillo himself doesn't hide the core of the method behind a purchase. Here's how to get started with Pomodoro, in five steps:

Choose a task to be accomplished.

Set the Pomodoro to 25 minutes (the Pomodoro is the timer)

Work on the task until the Pomodoro rings, then put a check on your sheet of paper

Take a short break (5 minutes is OK)

Every 4 Pomodoros take a longer break

That "longer break" is usually on the order of 15-30 minutes, whatever it takes to make you feel recharged and ready to start another 25-minute work session. Repeat that process a few times over the course of a workday, and you actually get a lot accomplished—and took plenty of breaks to grab a cup of coffee or refill your water bottle in the process.

Few of the Pomodoro apps available on Android (Google Play Store):

- a. Tide: Stay focused, be peaceful**
- b. Pomodoro Timer Lite (Paid available too, not much a difference in paid)**
- c. Clockwork Tomato**
- d. Brain Focus; Productivity Timer**
- e. Forest: Stay focused (My favourite, tiny plants – trees grows for every timed task completed)**

Few of the Pomodoro apps available on iOS (iTunes):

- a. Pomodoro Time**
- b. Pomodoro Timer**
- c. Pomodoro Keeper**
- d. Be Focused – Focused Timer & Goal Tracker**
- e. Focus Timer**

Available on Windows/Mac: (Not much used)

- a. Tomighty**
- b. Marinara Timer (on Web)**

Hope the Tomato Technique helps you work and study well for your tasks allotted and syllabus in 40+ books and publications.

Thank You,

**Mr. Prem Raveendran
(SRO0457849)**



VENTURE CAPITAL

Venture Capital is financing that investors provide to start-up companies and small businesses that are believed to have long-term growth potential. Venture capital generally comes from well-off investors, investment banks and any other financial institutions.

The people who invest this money are called Venture Capitalists (VCs). The venture capital investment is made when a venture capitalist buys shares of such a company and becomes a financial partner in the business. Capital is invested in exchange for an equity stake in the business rather than giving as a loan.

Venture Capital investment is also referred to risk capital or patient risk capital, as it includes the risk of losing the money if the venture doesn't succeed and takes medium to long term period for the investments to fructify.

Venture Capital typically comes from institutional investors and high net worth individuals and is pooled together by dedicated investment firms.

Venture Capital is the most suitable option for funding a costly capital source for companies and most for businesses having large up-front capital requirements which have no other cheap alternatives. *Software and other intellectual property* are generally the most common cases whose value is unproven. That is why; Venture capital funding is most widespread in the fast-growing technology and biotechnology fields.

Features of Venture Capital Investments:

High Risk

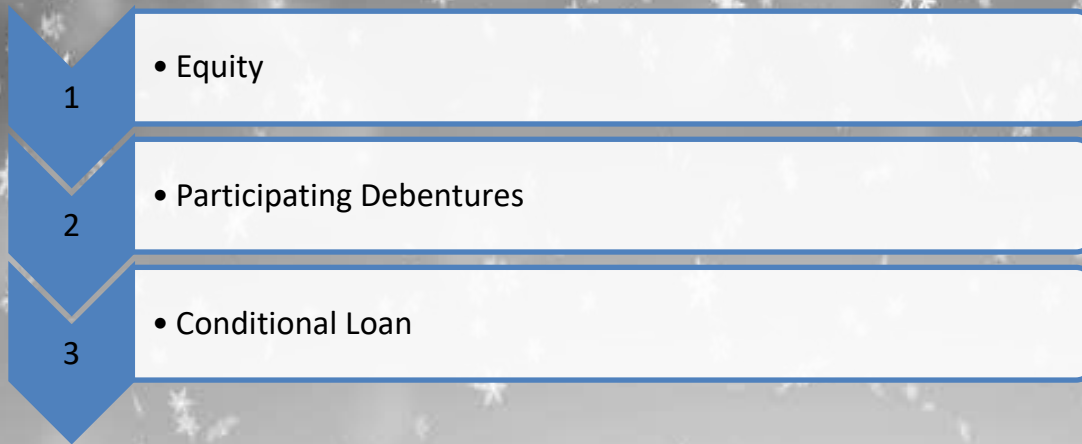
Lack of Liquidity

Long term Horizon

Equity Participation

Suppliers of Venture Capital participate in management of the Company

Methods of Venture Capital Financing:



The Funding Process:

The venture capital funding process typically involves four phases-



Types of Venture Capital funding :

The various types of venture capital are classified as per their applications at various stages of a business. The various types of venture capital funding are:

1. Seed Capital: This is the primary source of fund provided to the startup for either acquiring fixed assets like computers, machineries etc.; or for leasing out premises and such operational setups. In recent times, there are incubators who have specialised into this type of funding purely for seed capital and seek to exit out once other investors find value.

2. Start-up Funding: This funding is usually for the purposes of executing sales orders, in terms of product development and sales, doing sales promotional activities and the like.

3. Early stage Funding: This is the Series A funding where the VC provides the funds for setting up the entire plant/site/service line.

4. Interim Funding: Once the enterprise breaks even, the immediate focus will be on having stable cash flows. In the meantime, management may also seek additional capital to ramp up its operations to full capacity. This can be done through
Bridge Loan
Mezzanine financing

5. Expansion Funding: Once the enterprise is running full steam, and has managed to create its own space in the market in terms of brand recall value, the VC will surely be interested to provide additional funding in terms of long-term finance for future growth prospects. This helps the enterprise to sustain and grow in the competitive market.

Advantages of Venture Capital

- a. They bring wealth and expertise to the company**
- b. Large sum of equity finance can be provided**
- c. The business does not stand the obligation to repay the money**
- d. In addition to capital, it provides valuable information, resources, technical assistance to make a business successful**

Disadvantages of Venture Capital

- a. As the investors become part owners, the autonomy and control of the founder is lost
- b. It is a lengthy and complex process
- c. It is an uncertain form of financing
- d. Benefit from such financing can be realized in long run only

Exit route

There are various exit options for Venture Capital to cash out their investment:



Top Venture Capital Deals of all time:

- 1. Alibaba – Softbank: Softbank invested \$20 million on Alibaba in 2000. In 2016, they sold \$8 billion worth Alibaba stocks. And still, own over 28% of the Alibaba (market capitalization of closer to \$400 billion).**
- 2. WhatsApp – Sequoia: Sequoia invested a total of about \$60 million in WhatsApp, increasing its stake to approx 40%, after an initial \$8 million investment in 2011. Whatsapp got acquired by Facebook for \$19 billion and helping Sequoia make \$6.4 billion on the deal.**
- 3. eBay – Benchmark : Benchmark invested \$6.7 million in ebay's Series A. After the IPO, the investment was worth more than \$5 billion. Again, the returns were mind-boggling.**

Thus, Venture Capital is without a doubt the muscle behind innovation as they support the company from the early stages, all the way to IPO.

*The Myth is that
Venture Capitalists
invest in good
people and good
ideas. The reality
is that they invest
in good industries.*

SANJANA K. KAMATH
SRO0577621



WHAT COULD BE THE BEST FEELING EVER?

**The day you're smiling with tears of happiness,
The day you cry your heart out, standing on cloud nine!
The day your pain is transformed into bright
Colours to paint your life with happiness!
The day you hear your heartbreak applauding for you!
The day you break all your shells and cry
Like a baby to celebrate happiness;
That's the day you actually feel every inch of
The life present in you,
That's the day you realise it's all worth it and
Celebrate the beautiful big picture!
That's the best thing you'd ever feel!**

**By,
THANVI JN
SRO0491549**



ART BY STUDENTS



ASHIKA R SHET
SRO0541000



ACTIVITY REPORT

Sl No	Activity	Date	No of Students
1	ITT	14-11-18 to 25-11-18	27 Students
2	GMCS II	19-11-18 to 05-12-18	40 Students
3	Orientation	21-11-18 to 07-12-18	39 Students
4	Mock Test CPT	25-11-18	70 Students

PHOTO GALLERY



**MAKING OF CA
STUDENTS'
CONFERENCE**

2018.12.11 18:22

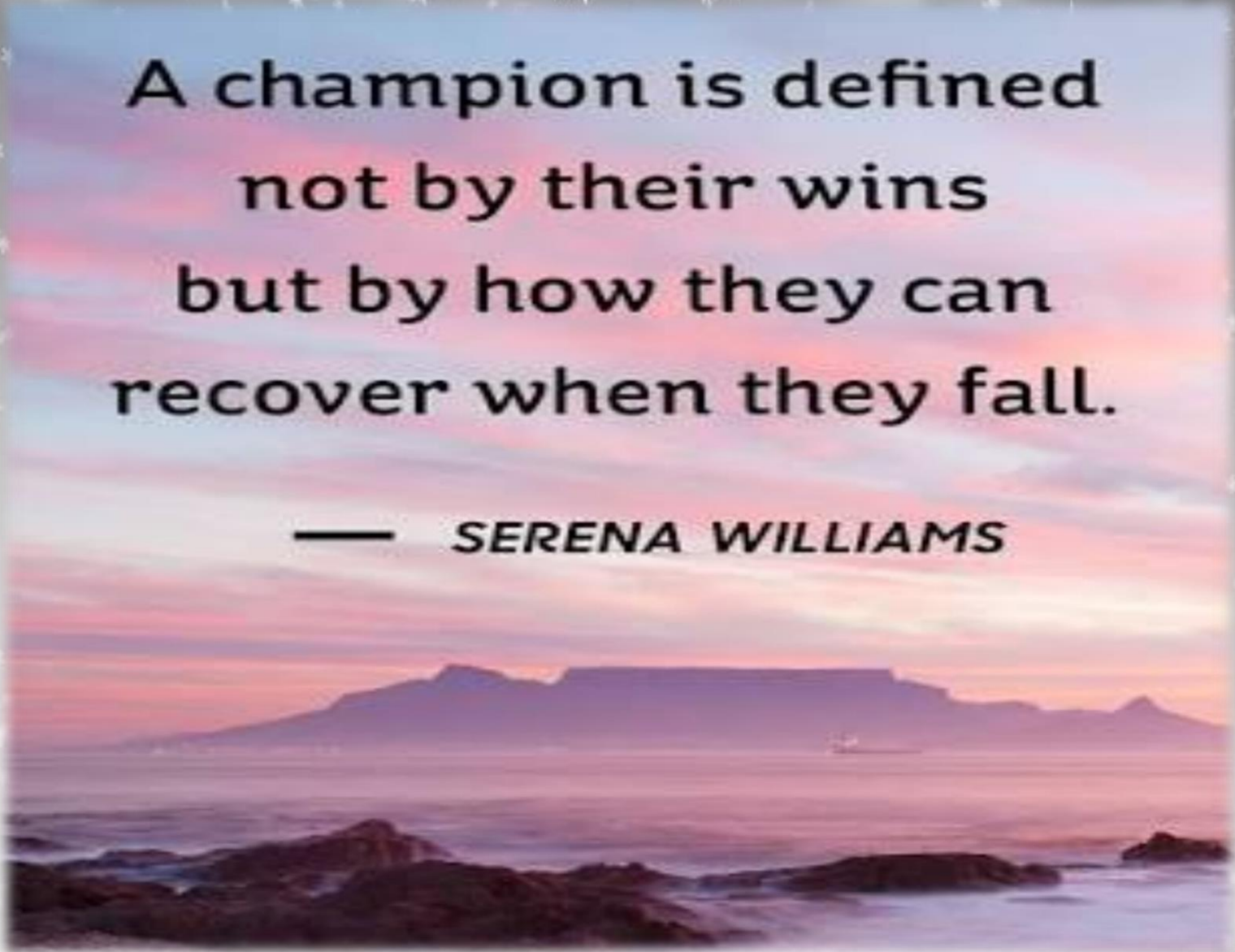
2018.12.11 18:22



QUOTE

**A champion is defined
not by their wins
but by how they can
recover when they fall.**

— SERENA WILLIAMS



ARTICLES INVITED FOR ELAN

Articles invited from students for inclusion in the forthcoming issues of Mangalore-SICASA e-magazine "ELAN". The Articles should be received at our end latest by 25th of every month for which Articles to be published.

Students should note that, the articles is original in all respects and does not infringe any copyright, and that, same has not been published elsewhere or has not been sent for publication.

All correspondences in this regard should be mailed to mangaloresicasa@gmail.com with full name, contact details, registration number and a photo. For further queries contact mangaloresicasa@gmail.com

PRESENTATIONS / SPEAKERS INVITED FOR STUDY CIRCLES / SEMINARS

Speakers / Presentations invited from students for Study Circles / Seminars to be organised at Mangalore-SICASA in forthcoming months. Topics covered in Study Circles / Seminars are, relevant topics of Companies Act 2013, topics under Ind AS, topics under Direct taxes-taxability/deductions etc, topics wrt filing of Income Tax Returns/ TDS returns, topics wrt GST updates, topics under ICDS etc. Students should note that, the presentation is original and does not infringe any copyright, and that, the same has not been presented elsewhere or has not been sent for presentation. All correspondences in this regard should be mailed to mangaloresicasa@gmail.com with full name, contact details, registration number and a photo.. — Regards, Team SICASA

MERRY
CHRISTMAS

&

KEEP
WAITING FOR
CONFERENCE
EDITION
ELAN

DO FOLLOW US

sicasamangalore



Sicasa Mangalore



mangalore-icai.org

PLEASE DO SEND YOUR
FEEDBACKS & ARTICLES TO
mangaloresicasa@gmail.com