



**RAJU & PRASAD  
CHARTERED ACCOUNTANTS**

**Invitation**

**21<sup>st</sup> Annual  
Continuing Education  
Programme**

By the Students, of the Students and for the  
Students

on

22<sup>nd</sup> and 23<sup>rd</sup> November, 2024  
at 9:30 AM

**Venue:**

The Plaza,  
Telangana Tourism Complex,  
Greenlands Road,  
Begumpet, Hyderabad.

## Introduction:

Dear Reader,

As we step into another exciting year, we are proud to announce the 21st Annual Continuing Education Programme at Raju & Prasad Chartered Accountants. This long-standing initiative has been a key part of our commitment to professional education and growth, and we are thrilled to continue its legacy. Since its inception two decades ago, the Programme has been a cornerstone of empowering the aspiring chartered accountants of the firm. What began as a visionary initiative has evolved into a revered platform, consistently providing cutting-edge knowledge, invaluable skills, and networking opportunities to the participants.

What began two decades ago as a forward-thinking effort to support the development of aspiring chartered accountants has grown into a highly anticipated event. Over the years, the Programme has become synonymous with innovation, offering participants access to the latest industry knowledge as the topics range from Audit to Taxation and Strategic Management to Financial Management.



The 21st Annual Continuing Education Programme of Raju & Prasad Chartered Accountants was held on 22nd & 23rd of November 2024. This year's programme successfully delivered key knowledge and strengthened participants' skills. Once again, it demonstrated its ability to offer valuable insights and foster meaningful skill enhancement. Here's an overview of the same –



**Schedule for Day - 1 (22-11-2024, Friday)****Seminar Begins @ 9.30 AM**

Sl. No.	Topic	Schedule Time
1	<b>Prayer Song</b> by <i>Ms. Vaishnavi &amp; Ms. Lakshmi Prasanna</i>	09:30 to 09:35
2	<b>Welcome Address</b> by <i>Mr. S Ranganathan, FCA.</i>	09:35 to 09:45
3	<b>Inauguration by Guest of Honour</b> Smt. Nara Brahmani, Executive Director of Heritage Foods Limited, and her address to students.	09:45 to 10:00
4	<b>Fueling Growth : Export Promotion Schemes in India's FTP 2023</b> by <i>Mr. Sai Eswar, Mr. Jyotiraditya Singh, Mr. Siddhartha, Ms. Praharsha and Mr. M Siva Ram Prasad, FCA.</i>	10:00 to 11:00
5	<b>Special Session</b>	11:00 to 11:20
6	<b>A Hyderabad's Unusual Journey and Insights on AI</b> by <i>Mr. Sanjay Jesrani</i>	11:20 to 01:00
7	<b>Lunch Break</b>	1:00 to 01:45
8	<b>Decoding Capital Gains Tax in Joint Development Agreements</b> by <i>Mr. Hemanth Kumar, Ms. Rachana, Mr. Krishna Reddy, Mr. Akhilesh, Mr. H.V.V.N Murthy, FCA and Mr. S. Ranganathan, FCA.</i>	01:45 to 02:45
9	<b>Special Session</b>	02:45 to 03:05
10	<b>ESG Reporting</b> by <i>Mr. Surya Prakash, Mr. Subramanyam, Ms. Komal, Ms. Anuhya, Mr. Anirudhra, ACA and Mr. Padmakant Mehta, FCA.</i>	03:05 to 03:55
11	<b>Special Session</b>	03:55 to 04:15
12	<b>IPO for SME</b> by <i>Mr. Prabhudev Aradhya, FCA.</i>	04:15 to 05:00

**Schedule for Day - 2 (23-11-2024, Saturday)****Seminar Begins @ 9:30 AM**

Sl. No.	Schedule	Schedule Time
1	<b>Risk Management and Internal Controls</b> by <i>Mr. Nithin, Mr. Durga Prasad, Ms. Harshitha, Mr. Vineeth, Mr. Afzal, Mr. Madhukar Reddy, ACA and Mr. Dileep Kumar, FCA.</i>	09:30 to 10:45
2	<b>Special Session</b>	10:45 to 11:20
3	<b>The Emerging Professional – An Interactive Session</b> with <i>Mr. R.A Raju, Management Consultant.</i>	11:20 to 12:45
4	<b>Special Session</b>	12:45 to 01:15
5	<b>Lunch Break</b>	1:15 to 2:00
6	<b>Navigating the startup Eco-system and funding</b> by <i>Mr. Sameer, Mr. Sai Kiran, Ms. Lakshmi Prasanna, Ms. Manjusha, Mr. M Bhargava Naidu, ACA and Mr. S Srinivasa Rao, FCA.</i>	02:00 to 03:00
7	<b>Special Session</b>	03:00 to 03:30
8	<b>Closing Remarks</b> by <i>Mr. M Siva Ram Prasad, FCA.</i>	03:30 to 03:45
9	<b>Distribution of Certificate of Appreciation, Memento, Photographs etc.</b>	03:45 to 04:30

## Highlights of the Programme:

### ➤ Inauguration by Smt. Brahmani Nara



Smt. Brahmani Nara, the Executive Director of M/s. Heritage Foods Limited, Trustee of NTR Memorial Trust and Smt. Nandamuri Basava Taraka Ramarao Memorial Cancer Foundation (NBTRMCF) has inaugurated the conference as the guest of honor. She has built a remarkable career defined by leadership, compassion, and a deep commitment to societal impact.

She is also an icon for youth for her resilience and inspiring attitude.

Smt. Brahmani Nara shared valuable advice on how aspiring professionals can work towards becoming a Chief Operating Officer (COO) to Chief Executive Officer (CEO), highlighting the importance of strategic thinking, decision – making, and fostering a growth-oriented mindset. Her unique perspective on balancing business acumen with social responsibility is both thought-provoking and inspiring.



The first technical session of the program, titled "Fueling Growth: Export Promotion Schemes in India's FTP 2023," focused on India's Foreign Trade Policy. This session provided valuable insights into the key export promotion initiatives outlined in the updated policy, and explored how they aim to boost India's global trade and foster economic growth.

### ➤ Fueling Growth: Export Promotion Schemes in India's FTP 2023

**Speakers:** Mr. Sai Eswar, Mr. Jyotiraditya Singh, Mr. Siddhartha, Ms. Praharsha and Mr. Siva Ram Prasad, FCA.





**Key Takeaways:**

- Introduction to Foreign Trade Policy 2023 and its objectives.
- Brief description about Duty Exemption Schemes.
- Complete Overview on Advance Authorization Scheme.
- Explained about Duty Free Import Authorization and other schemes such as EPCG and EOU.

The next session was delivered by guest speaker Mr. Sanjay Jesrani, who provided invaluable insights into both his personal journey to success and the rapidly evolving field of Artificial Intelligence (AI).

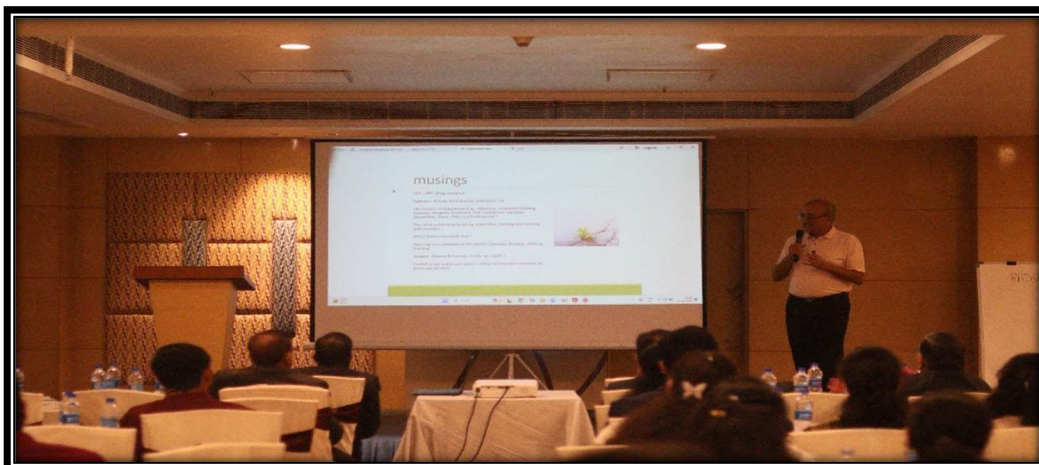
**➤ A Hyderabad's Unusual Journey and Insights on AI****Speaker: Mr. Sanjay Jesrani**

Mr. Sanjay Jesrani is the Founder and CEO of Go North Ventures. He is a well-known angel investor focused on investing in and mentoring start-ups through his organization, Go North Ventures. He has served on the advisory board of many organizations.

Mr. Sanjay is a charter member at TIE (The Indus Entrepreneurs), Hyderabad. He is a member of the Executive Council at the IIIT Hyderabad Foundation. He is also an independent Director on the board of Unimed Health (Star Hospitals). As a TEDx speaker, he has brought out new perspectives around financial leadership among women.

**Key Takeaways:**

- Mr. Sanjay Jesrani's session offered invaluable insights into both his personal journey to success and the rapidly evolving field of Artificial Intelligence (AI). Drawing from his own experiences, he emphasized the importance of perseverance, adaptability, and continuous learning in achieving professional success.



- His discussion on AI highlighted its transformative potential across industries, urging attendees to embrace technological advancements and stay ahead of the curve. The key takeaway from Mr. Jesrani's talk was the need to balance innovation with ethical

considerations, and how AI can be a powerful tool for creating impactful solutions while driving future growth.



Post-lunch on Day 1, the speakers discussed the topic "Decoding Capital Gains Tax in Joint Development Agreements," with a focus on Section 45(5A). They provided a detailed analysis of how this section impacts capital gains tax in the context of joint development agreements, offering clarity on its implications for both developers and landowners.

#### ➤ Decoding Capital Gains Tax in Joint Development Agreements

**Speakers:** Mr. Hemanth Kumar, Ms. Rachana, Mr. Krishna Reddy, Mr. Akhilesh, Mr. H.V.V. N Murthy, FCA and Mr. S.Ranganathan, FCA.



#### **Key Takeaways:**

- Introduction to Joint Development Agreements and Transfer
- Need for Section 45(5A) and its definition
- Practical examples dealing with Joint Development Agreements
- Limitations of Section 45(5A) and key points.





The final technical session on Day 1 focused on Economic, Social, and Governance (ESG) Reporting. The speakers delved into the growing importance of ESG factors in today's business landscape, discussing how companies can effectively report on their economic, social, and environmental impact

➤ **Environmental, Social and Corporate Governance Reporting**

**Speakers:** Mr. Surya Prakash, Mr. Subramanyam, Ms. Komal, Ms. Anuhya, Mr. Anirudhra, ACA and Mr. Padmakant Mehta, FCA.



**Key Takeaways:**

- Introduction to ESG Reporting in India
- Emergence of ESG and explanation about ESG Metrics
- Analysis of ESG Reporting and Framework
- Challenges and Opportunities in ESG Reporting
- Accounting and Audit perspective on ESG Reporting.
- Future of ESG Reporting in India.



Day 1 was concluded by Mr. Prabhudev Aradhya, FCA, who delivered an insightful session on SMEs and IPOs. He explained the process and key considerations for Small and Medium Enterprises (SMEs) looking to go public through an Initial Public Offering (IPO)

**➤ IPO for SME**

**Speaker: Mr. Prabhudev Aradhya, FCA.**



S. Prabhudev Aradhya has been associated with Raju & Prasad Chartered Accountants as a partner since 2002. He is heading firm's Bangalore branch. He has experience in SME development, sick unit rehabilitation, Technology transfer and upgradation, Management Consultancy, Company Law, Taxation and Audit. He is a qualified Information Systems Auditor (DISA from ICAI).



**Key Takeaways:**

- Mr. Prabhudev Aradhya's session on "SMEs for IPO" provided invaluable insights into the process of taking Small and Medium Enterprises (SMEs) to public. Drawing from his extensive experience, he outlined the key steps, challenges, and opportunities involved in an IPO journey.
- One of the main takeaways was the importance of robust financial planning, transparent operations, and strong governance to attract investor confidence. He also emphasized how an IPO can significantly accelerate growth and enhance visibility for SMEs
- Mr. Aradhya's advice underscored the need for businesses to be IPO-ready by focusing on scalability, compliance, and strategic market positioning, ensuring long-term success post-listing.



Day 2 began with a technical session on Risk Management and Internal Controls. The session focused on the importance of identifying, assessing, and mitigating risks within organizations, while ensuring strong internal control systems are in place.

**➤ Risk Management and Internal Controls**

**Speaker:** Mr. Nithin, Mr. Durga Prasad, Ms. Harshitha, Mr. Vineeth, Mr. Afzal, Mr. Madhukar Reddy, ACA and Mr. Dileep Kumar, FCA.

Key Takeaways:

- Introduction of Risk and Risk Management
- Steps involved in Risk Management
- Types of Risk and Risk assessment
- Impact and likelihood of Risk
- Risk matrix and allocation of resources to mitigate Risk
- Risk mitigation through implementing Internal Controls.



The next guest session was led by Mr. R.A Raju, a renowned management consultant, who highlighted the evolving role of professionals in today's dynamic business environment.

➤ **The Emerging Professional**

Speakers: Mr. R.A Raju, Management Consultant.







Mr. R.A. Raju, a graduate in Mathematics, Physics, and Statistics, began his career in telecommunications with BSNL before moving to BPCL in 1980. He held key managerial roles at BPCL in IT and HR and became one of India's early SAP-certified professionals. Later, he joined PwC's SAP consulting practice, which was acquired by IBM, where he worked for nearly 15 years. After retiring in 2015, he founded Maanyam Business Services, providing consulting to startups. He currently serves as the Chief HR Officer at Srinivasa Farms and recently completed a "Leadership with AI" certification from ISB.

#### **Key Takeaways:**

- Who is a professional and his features.
- Key characteristics of anything that is "Emerging"
- Role of AI in Emerging Business
- Various applications of AI.



The final technical session of the program focused on Navigating the Startup Ecosystem and Funding. The session explored the key challenges and opportunities faced by startups in today's dynamic business environment.

#### **➤ Navigating the Startup Eco-system and funding**

**Speakers:** Mr. Sameer, Mr. Sai Kiran, Ms. Lakshmi Prasanna, Ms. Manjusha, Mr. M. Bhargava Naidu, ACA and Mr. S. Srinivasa Rao, FCA.

**Key Takeaways:**

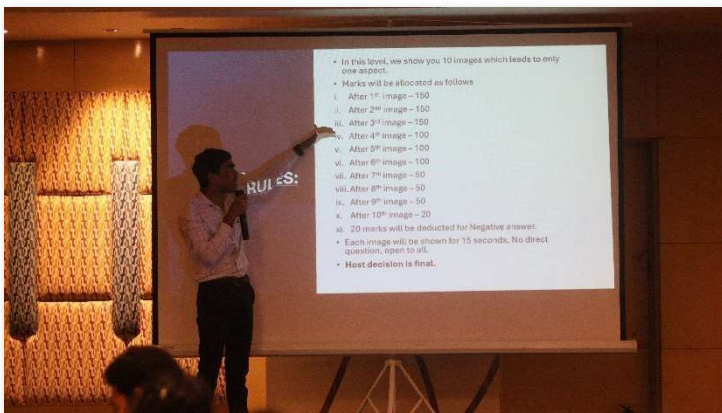
- What is a startup and startup ecosystem.
- Lifecycle of a Startup and criteria for an Indian Startup
- Tax Benefits and Schemes for Startups
- Incentives by Telangana Government for Startups
- Financial Forecasting a Funding for Startups
- Pitch Presentation





## SPECIAL SESSIONS

Special sessions were also held in the form of interactive quizzes, where participants were asked questions on a variety of topics, including general knowledge, current affairs, and even movie trivia. These sessions provided a fun and engaging way to test participants' knowledge across a broad range of subjects while encouraging friendly competition. It was a lively break from the technical discussions, offering an opportunity for attendees to relax, socialize, and showcase their knowledge in a more informal setting.





➤ RAJU & PRASAD CHARTERED ACCOUNTANTS – THE TEAM



As we wrapped up the insightful sessions of the 21st Annual Continuing Education Programme, we transitioned into a truly special occasion — the Alumni Meet. This year's Alumni Meet brought together our esteemed alumni, providing an opportunity to reconnect, share experiences, and celebrate the enduring bonds formed over the years. The event was a wonderful reminder of the growth and success within our community, as alumni from various fields came together to reflect on their journeys and the lasting impact of their time with our firm.

45

Years of  
Service  
with  
Commitment

**RAJU & PRASAD  
CHARTERED ACCOUNTANTS**

**INVITATION**

**ALUMNI  
MEET**

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**REUNITE | REMINISCE | RECONNECT**

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**SATURDAY, 23<sup>rd</sup> NOVEMBER 2024  
6 PM ONWARDS, FOLLOWED BY DINNER**

**VENUE:**

**HOTEL GREEN PARK,  
BEGUMPET ROAD, LEELANAGAR,  
BEGUMPET, HYDERABAD.**



## Introduction:

Dear Reader,

We are delighted to inform you that our firm has successfully completed 45 years of Professional Journey, it is a significant milestone for our firm. To celebrate it, we have hosted our **First Alumni Meet** on **November 23, 2024**.

It was a wonderful opportunity to reconnect, share experiences, and strengthen our professional network. The event was a memorable and unforgettable day, filled with laughter, stories and conversations. Here's a glimpse of some of the unforgettable moments from the Alumni Meet.



Over the years, 346 persons have joined our firm, each contributing to our success. Of these, 220 persons from Hyderabad and 40 persons from our Mumbai branch have become Chartered Accountants. We are very happy to inform that many of them are in important positions in India as well as Abroad. Few names to mention

**Mr. M. Jagannath** – Managing director of L.I.C

**Mr. Sashi Menon**- Executive Director of Gas Authority of India Ltd

**Mr. Ravichandra Rao**- CFO of Adroit Infotech Ltd.

**Smt. G. Bharathi**- CEO of Link K Insurance PPA Pvt Ltd.

**N. Satish Kumar** -Finance Director of Aragen Life Science Pvt Ltd.

**Mr. Abdul Rahman**- Director at E.Y Parthenon

**Mr. Avinash Baligar**- Finance Director International Region, AstraZeneca

We are proud of our Alumni, and this Alumni Meet marks the celebration of 45 years of our firm and we hosted this alumni meet to reunite.

## Agenda of the Programme:

**Date : 23-11-2024, Saturday**

Sl. No.	Topic
1	Prayer Song by <i>Ms. Lakshmi Prasanna and Ms. Vaishnavi.</i>
2	Opening remarks by <i>Mr. S Ranganathan, FCA.</i>
3	Opening remarks by <i>Mr. M. Sivaram Prasad, FCA.</i>
4	<i>Open Talk by Alumni</i>
5	<i>Felicitation to Senior Partners</i>
6	<i>Memento Presentation to Alumni</i>
7	Group Pictures
8	Dinner



## Highlights of the Programme:

➤ **Opening Remarks by Mr. S Ranganathan, FCA**

Mr. S Ranganathan Sir, senior partner has shared his joy of successful completion of 45 years of Professional Journey of Raju and Prasad Chartered Accountants. He recalled all memories of working with the firm and gave valuable advice to the Future CA Aspirants.



➤ **Opening Remarks by Mr. M. Sivaram Prasad, FCA**

The Founder Partner of Raju and Prasad Chartered Accountants, Mr. M. Sivaram Prasad, FCA was delighted to witness the remarkable growth of the firm, built on the pillars of Integrity and Discipline. He extended his heartfelt wishes and hopes for continued success to all the alumni, celebrating their achievements and contributions with pride.





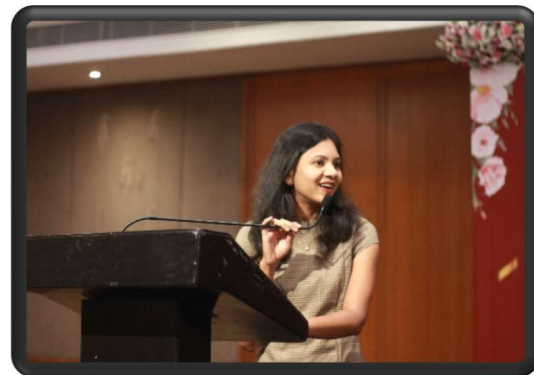
➤ **Open Talk by Alumni:**

The stage welcomed all our esteemed alumni to share their inspiring journeys and valuable perspectives. Their heartfelt stories were a source of motivation, leaving everyone enriched and encouraged. For the CA aspirants, it was an incredible opportunity to absorb wisdom and guidance on carving their own paths to success. The alumni's profound insights and experiences made this event truly unforgettable.

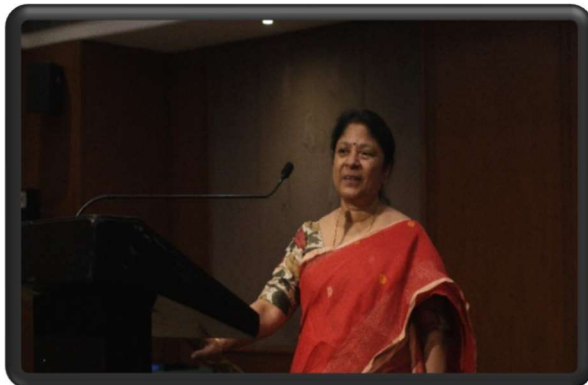
Here is glimpse of few Alumni Photographs.



**Ms. Simran Kaur Rajpal**



**Ms. Geetanjali .P**



**Ms. Bharathi. G**



**Mr. Peter R Tobe**



Mr. Kranthi. K



Mr. Venu Gopal P.



Mr. Sai Srikanth



Mr. Mohd Mohiuddin Ali



Mr. Rahul Biyani



Mr. Sudhanshu Yagnik



Mr. Mohd Ataullah Khan



Mr. Prudhviteja Baba

➤ Memento Presentation to Senior Partners:

Memento Presentation to Senior Partners as a token of respect, appreciation and gratitude for their unwavering commitment.

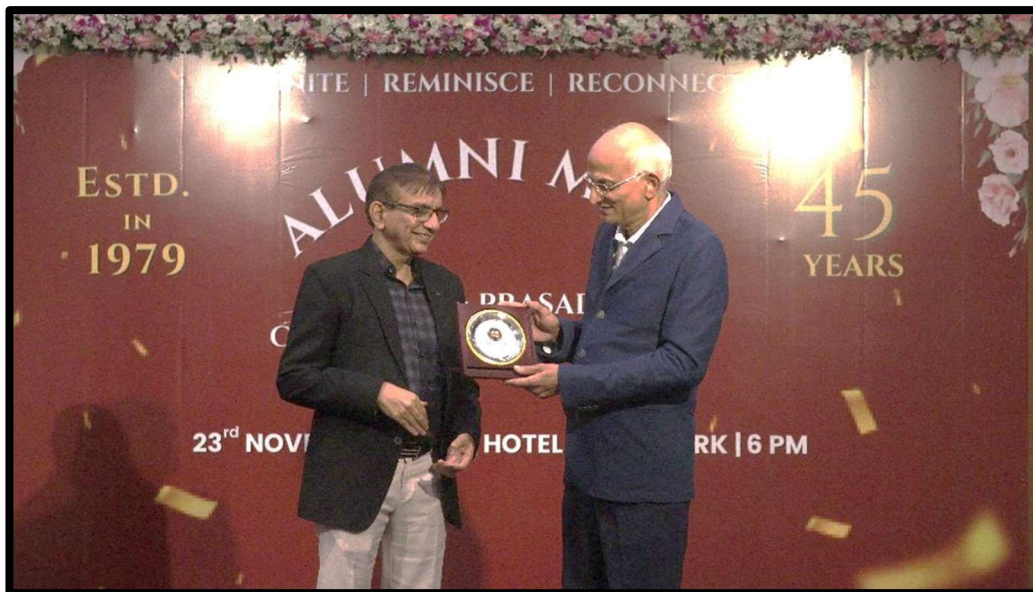


Presenting Memento to Mr. M. Siva Ram Prasad, FCA





Presenting Memento to Mr. S Ranganathan, FCA



Presenting Memento to Mr. Avinash Jain, FCA



**Presenting Memento to Mr. Padmakant Mehta, FCA**

➤ **Felicitation to Senior Partners:**

In a gesture of gratitude and honor, the senior partners were graciously felicitated by Alumni, adding a touch of reverence to the occasion.



**Felicitation to Mr. M. Siva Ram Prasad, FCA**





Felicitation to Mr. S. Ranganathan, FCA



Felicitation to Mr. Avinash Jain, FCA





Felicitation to Mr. Padmakant Mehta, FCA.

➤ Memento Presentation to Alumni

The firm graciously presented Mementos to the alumni as a profound expression of appreciation for their remarkable contributions and enduring connection.



Ms. Bharathi G.



Ms. Simran Kaur Rajpal



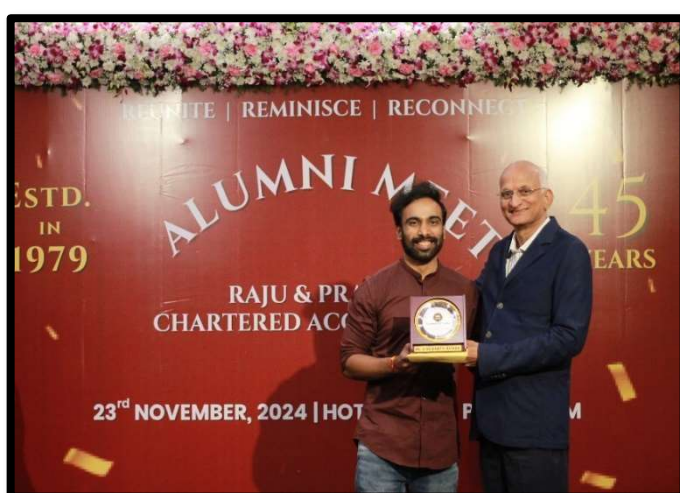
Mr. Vilekh Bachu Narasimha



Mr. Venu Gopal Raju



Mr. Ajay. A



Mr. Hemanth Kumar D.



Mr. Akash Nair



Mr. Shudhanshu Yagnik





Mr. Venkata Muni. P



Mr. Siva Kumar



Mr. Dhanesh. N



Mr. Bhushan Reddy. A



Ms. Ashwini Venkatesan



Mr. Manoj Kumar





Mr. Muni Raju. G



Mr. Pranav Kabra



Mr. Varun



Mr. Chandrashekar. J



Ms. Vaishnavi. A



Mr. Ramesh



Mr. Rahul. G



Ms. Sowmya. V



Mr. Sri Rama Gupta. K. K



Mr. Sai Sanketh. B



Mr. Satish Kumar





Mr. Kranthi Kumar. K



Mr. Prudhviteja Baba. P



Mr. Pavan Aditya



Mr. Sam



Ms. Geethanjali. P



Mr. Pranay. T





Mr. Sujan.A



Mr. Venkata Raviteja. G



Mr. Krishna Kulkarni



Ms. Aakanksha. K. P.



Mr. Vivek Reddy. K



Mr. John Wesley. U



Mr. Harish Raavi



Mr. Venkatachalam. M



Mr. Naresh Kumar B.



Mr. Sreekar Reddy



Ms. Singana Himabindu





Mr. Vamshi. V



Mr. Praveen Kumar Reddy. K



Mr. Jeshwant Reddy. P



Mr. Gandhi. T. S. S. M



Mr. Bhargav Chowdary. D



Mr. Mohd Ataullah Khan





Mr. Ashish Jain

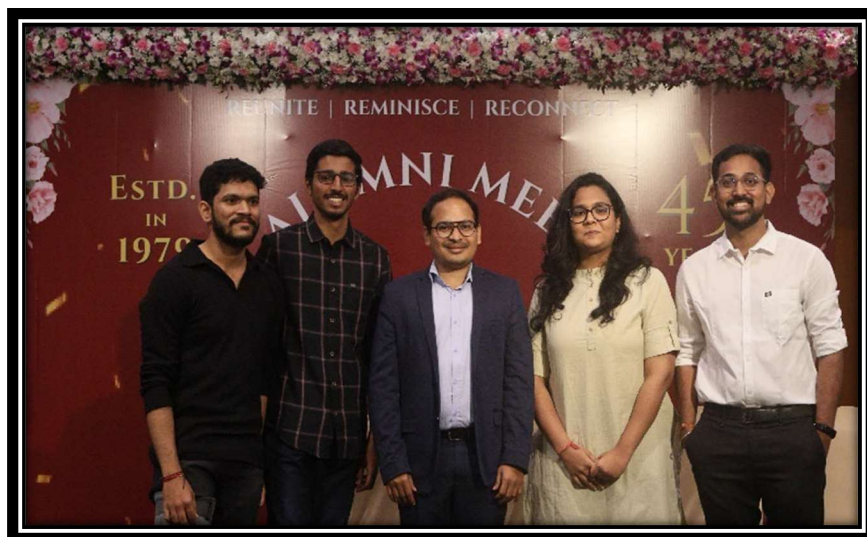


Mr. Uday. S

## ➤ Group Photos











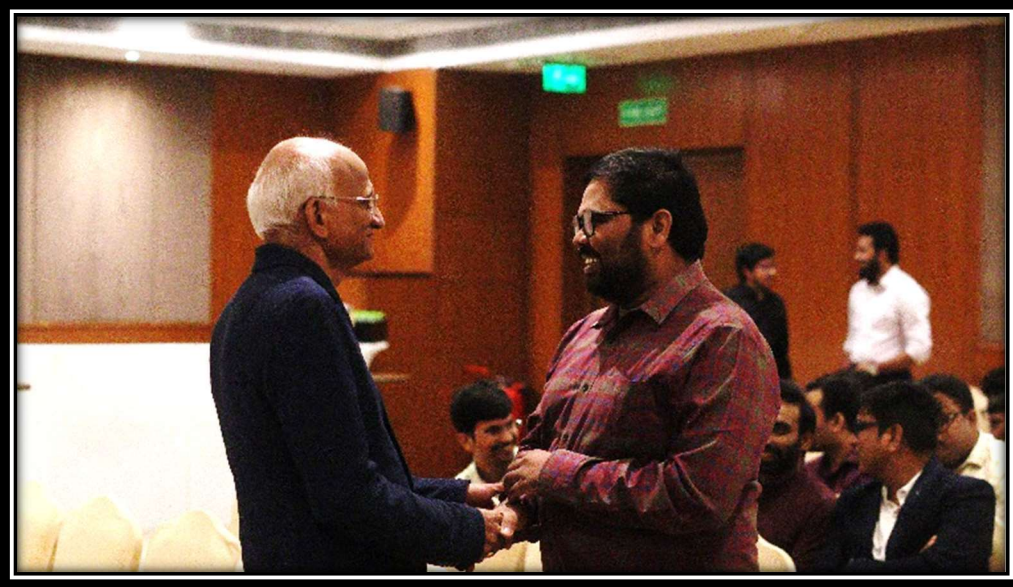
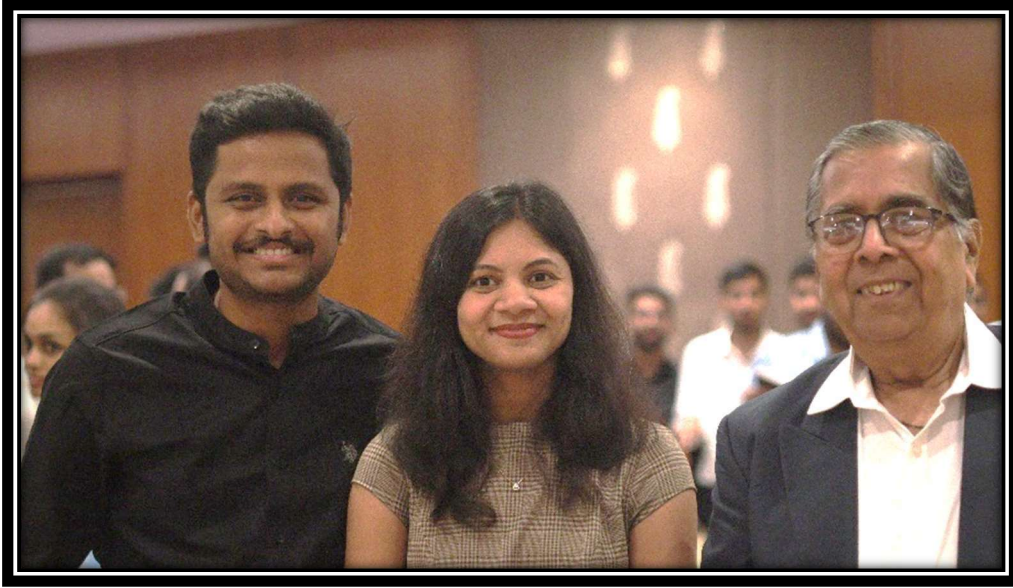












## **➤ Thank you and Looking Forward .....**

We are truly grateful for your participation in our Alumni Meet and for making the event a memorable success.

Your presence not only strengthened the bond we share but also reinforced the incredible impact of our alumni community.

We look forward to staying connected and continuing to support each other's growth and achievements.

Thank you once again for being a part of this special occasion, and we hope to see you at future events as we continue to celebrate our shared journey.