

MANGALURU BRANCH OF SICASA OF ICAI



GARUDA

MONTHLY NEWSLETTER

FEBRUARY

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CHAIRMAN'S MESSAGE

(OUTGOING CHAIRMAN)



Dear Students,
Warm greetings to all of you.

CA Bantwal Nithin Baliga
SICASA CHAIRMAN

I am extremely proud to share a moment of great achievement for our fraternity — the Mangalore Branch has been recognised as the Second Best Branch in the Large Branch Category in the Southern Region for the term 2025-26. This recognition is not just an award, but a reflection of the collective efforts of our students, members, faculty, and committee. Heartiest congratulations to each one of you for being a part of this remarkable accomplishment.

As we step into the final month of our tenure, I take immense pride in reflecting upon the meaningful initiatives and memorable moments we shared during February 2026.

Highlights of February 2026

- Walkathon (in collaboration with AU Bank): We successfully conducted a walkathon in association with AU Bank, promoting health, unity, and community engagement among CA students and members. The enthusiastic participation truly reflected the vibrant spirit of our fraternity.
- Orphanage Visit & Donation Drive: One of the most heartwarming initiatives of this term was our orphanage visit. Through collective contributions from students and members, our committee was able to donate ₹1,00,001, showcasing a remarkable example of crowd funding within the CA community. This gesture demonstrated not just generosity, but the strong sense of social responsibility that defines our fraternity.
- Youth Fest - "Cinergia": Our flagship youth festival, Cinergia, was conducted with great energy and creativity. The event celebrated talent, teamwork, and the vibrant spirit of youth, bringing together students in a truly memorable way.

Looking Ahead - March, 2026

Before the formal conclusion of our committee's term, we have planned a Relive Trip to Goa in mid-March 2026, which will mark the closing chapter of our tenure. We hope this event will serve as a joyful and memorable send-off to the current committee's journey.

With the conclusion of this term, a new SICASA Committee will be formed, and I am confident that they will continue to take SICASA Mangalore to greater heights with fresh ideas and renewed enthusiasm.

Thank you once again for your unwavering support. I wish all of you continued success in your CA journey and in all your future endeavors.

Best regards,
CA Bantwal Nithin Baliga
SICASA Chairman
Mangaluru Branch of SIRC of ICAI
February 2026

INCOMING CHAIRMAN



CA Gaurav Hegde
SICASA CHAIRMAN
2026-27

It is with great pride and gratitude that I step into the role of SICASA Chairman. I extend my heartfelt congratulations to the outgoing Chairman and the entire 2025-26 team for an exceptional year of dedication, teamwork, and achievement.

Being recognized as the Second Best Students' Association at the Regional Level (Large Branch Category) reflects the benchmark you have set for excellence.

As we move into 2026-27, my vision is to build upon this strong foundation by strengthening academic initiatives through focused seminars and study circles, encouraging practical exposure through educational visits, and promoting holistic development through sports and cultural platforms. Our goal will be simple - greater participation, meaningful learning, and collective growth.

Together, let us continue to lead with purpose and serve with pride.

Gaurav Ramachandra Hegde
Incoming SICASA Chairman
Mangaluru Branch of SIRC of ICAI

ACTIVITY REPORT



ORPHANAGE VISIT 2026



The Mangaluru Branch of SIRC of ICAI and the Mangaluru Branch of SICASA of ICAI organised a heartfelt visit to Samvedanaa - Home for Children, reaffirming the true spirit of compassion and collective responsibility.

The initiative brought together members and students with a shared purpose — to extend support and spread warmth to the children.

Social responsibility is not merely an initiative we undertake — it is a value we consciously uphold and practice.



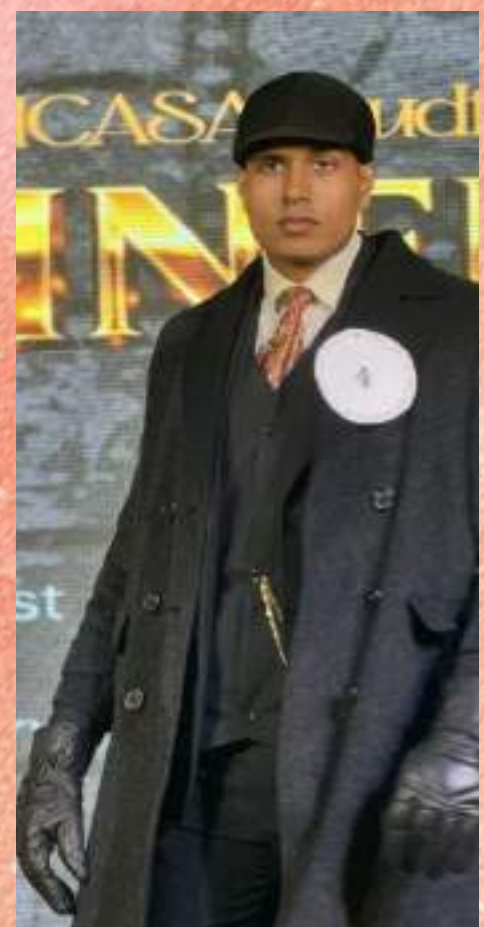
WALKATHON



The Walkathon organised by the Mangaluru Branch of SIRC of ICAI and Mangaluru Branch of SICASA of ICAI on 15th February brought our fraternity together outside the audit rooms and into the fresh morning air!

The students and members of the CA fraternity of Mangaluru came together for a refreshing Walkathon, StrideX, embracing fitness, camaraderie, and positivity.

CINERGIA

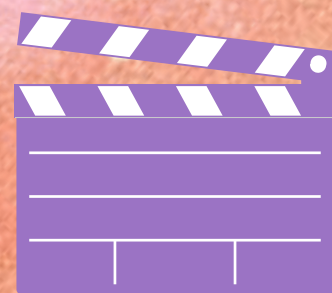




The Mangaluru Branch of SIRC of ICAI and the Mangaluru Branch of SICASA of ICAI successfully organised the CA Students' Youth Festival 2026 - CINERGIA on 21st February 2026. The event was graced by Mr. Walter Nandalike, Managing Director of Daijiworld Media, who attended as the Chief Guest.

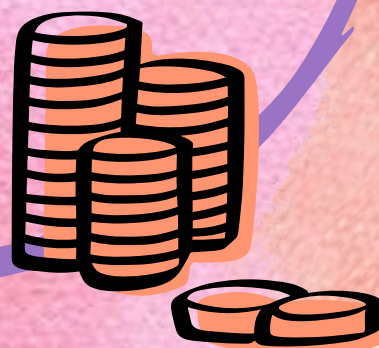
CINERGIA was envisioned as a vibrant platform to celebrate the diverse talents, creativity, and enthusiasm of CA students. The festival witnessed active participation from students who showcased their skills across various cultural and business events, transforming the venue into a hub of energy and expression.

The festival featured a series of engaging performances and competitions that highlighted teamwork, confidence, and creativity. The enthusiastic involvement of participants and the support of members made the event a grand success.





ARTICLES & POEMS



WHEN NUMBERS PAUSE, CREATIVITY SPEAKS: A CA'S INNER WORLD

The journey of a Chartered Accountant is traditionally defined by numbers — examination attempts, marks obtained, study hours invested, deadlines met, and years of perseverance. From the outside, the profession appears highly structured, logical, and rule-bound.

It is often associated with precision, compliance, and analytical rigor. However, beneath this numerical identity lies an inner world that remains largely unspoken — a world shaped by emotions, reflection, imagination, resilience, and creativity.

When numbers pause, creativity speaks.

This inner world does not contradict the profession; rather, it completes it. Understanding this dimension is essential not only for individual well-being but also for the long-term evolution of the accounting profession itself.



Ujjwal Maniyar
CRO0645482

The Rigour of the CA Journey: Beyond Academic Demands

The Chartered Accountancy course is globally recognized for its depth, discipline, and difficulty. It demands sustained commitment over several years, often requiring personal sacrifices and unwavering focus. Students navigate extensive syllabi, frequent amendments, competitive examinations, and high expectations from family and society. Professionals, too, face constant pressure — regulatory scrutiny, client expectations, ethical responsibility, and time-bound deliverables.

While the profession effectively trains individuals in technical competence, it rarely addresses the psychological and emotional demands that accompany this rigour. Stress, anxiety, fear of failure, self-doubt, and burnout often remain unacknowledged. Many students and professionals silently carry these burdens while continuing to perform with diligence.

It is within this silence that creativity often emerges not loudly, but gently offering space for reflection and balance.

The Quiet Role of Creativity in a Demanding Profession

Creativity is frequently perceived as a luxury — something optional, unrelated to serious professional pursuits. In the context of Chartered Accountancy, it is often viewed as secondary or even irrelevant. However, this perception overlooks an important truth: creativity is not merely about artistic output; it is about expression, reflection, and perspective.

For many CA students, creativity becomes a private refuge. Writing thoughts during late-night study breaks, sketching absent-mindedly after long hours of revision, listening to music to regain emotional equilibrium, or journaling during moments of uncertainty — these acts may appear insignificant, yet they play a critical role in maintaining mental clarity.

Creativity, in this sense, does not distract from the CA journey; it supports it.

Creativity as Emotional Processing

Examinations measure academic performance, but they do not capture emotional endurance. A failed attempt is not just a numerical outcome; it carries disappointment, self-questioning, and often social pressure. Success, too, brings its own anxieties — fear of sustaining performance and living up to expectations.

Creative expression allows individuals to process these experiences constructively. A poem can articulate frustration that words spoken aloud cannot. An article can help structure chaotic thoughts. Art can provide clarity where logic feels insufficient.

By enabling emotional processing, creativity acts as an internal stabilizer, allowing individuals to move forward with renewed resilience.

The Misconception: Creativity vs Professionalism

A common misconception within professional circles is that creativity undermines seriousness or discipline. In reality, creativity enhances professionalism by strengthening critical thinking, adaptability, and communication.

Professional competence is not limited to technical accuracy alone. It involves judgment, interpretation, ethical reasoning, and the ability to present information meaningfully. These skills rely heavily on creative thinking.

For instance:

- Auditing requires professional skepticism and the ability to see beyond surface-level data.
- Financial analysis demands interpretation and narrative building.
- Advisory roles require innovative yet compliant solutions.
- Leadership within the profession requires emotional intelligence and perspective.

Each of these functions reflects creativity in practice — structured, disciplined, and purposeful creativity.

The Artistic Dimension of Accounting

At its core, accounting is a language — a structured language that communicates the financial story of an entity. Financial statements, when prepared and interpreted correctly, narrate decisions, risks, performance, and future potential.

Similarly, audit reports are not merely checklists; they are professional opinions formed through judgment, experience, and ethical consideration. Tax planning is not rote application of provisions but a strategic exercise within the framework of law.

These aspects reveal that accounting is not devoid of creativity; rather, its creativity is subtle and embedded within standards and structure.

Reflection as a Professional Skill

In a profession driven by deadlines and deliverables, reflection is often undervalued. However, reflection is essential for learning, growth, and ethical practice.

Creative pursuits encourage reflection by slowing down thought processes and allowing individuals to examine experiences from a broader perspective. This reflective capacity strengthens decision-making and reduces impulsive responses, particularly in high-pressure situations.

For students, reflection aids in understanding concepts deeply rather than mechanically. For professionals, it enhances judgment and long-term perspective.

Creativity and Mental Well-Being

Mental well-being is an increasingly important conversation within professional education. Long study hours, isolation during preparation, uncertainty of outcomes, and competitive environments can significantly impact mental health.

Creativity provides a non-intrusive, accessible form of self-care. Unlike formal interventions, creative expression requires no validation or approval. It allows individuals to reconnect with themselves without external pressure.

By acknowledging creativity as a legitimate aspect of professional life, institutions can promote healthier, more balanced individuals within the profession.

The Role of Institutions and Platforms

Initiatives like "Art Beyond Accounting" play a crucial role in redefining professional culture. By encouraging CA students and professionals to express themselves creatively, such platforms normalize conversations around balance, expression, and individuality.

They challenge the narrative that excellence requires emotional suppression. Instead, they promote the idea that self-expression strengthens professional identity rather than diminishing it.

When institutions recognize and support creative expression, they contribute to a more humane, inclusive, and sustainable profession.

Reframing Success in the CA Journey

Success within the CA journey is often narrowly defined by examination results and professional milestones. While these achievements are undoubtedly significant, they do not fully capture growth.

True success also includes:

- Emotional resilience
- Ethical clarity
- Self-awareness
- Capacity for reflection
- Ability to adapt and evolve

Creativity nurtures these dimensions by encouraging introspection and balance.

Integrating Creativity into Professional Life

Creativity does not require a separate identity outside accounting. It can be integrated into professional life through:

- Thoughtful communication
- Ethical storytelling through reports
- Reflective leadership
- Empathetic client interactions
- Continuous learning and innovation

By embracing creativity, professionals enhance not only their competence but also their relevance in a rapidly evolving environment.

Conclusion

The Chartered Accountancy journey is undeniably demanding. It shapes individuals into professionals of integrity, discipline, and expertise. Yet, within this structured world exists an inner universe that deserves acknowledgment.

When numbers pause, creativity speaks — not in opposition to logic, but in harmony with it. It provides balance to ambition, depth to discipline, and meaning to effort.

By embracing creativity, the profession does not lose its rigor; it gains perspective, resilience, and humanity.

“Numbers ensure accuracy, but creativity enables insight and it is the union of both that defines a truly complete professional.”

VELVET MARGINS AND MIND GAMES



Shannel Dsouza
SRO0798373

Luxury in India is no longer confined to royalty or industrial magnates. From high end malls in Mumbai and Delhi to curated online platforms, premium brands are redefining aspiration. But this rise raises a compelling question: are luxury brands thriving purely on pricing power or is psychological marketing the real engine behind their success?

Introduction:

India's luxury market has grown steadily over the past decade, driven by rising disposable incomes, urbanization, global exposure and a young aspirational population. International brands such as Louis Vuitton, Gucci and Rolex have expanded their presence across metropolitan cities, targeting consumers who associate luxury with status, success and global identity.

The Power of Pricing:

Luxury brands operate on the principle of exclusivity. High pricing is not merely about covering costs, it is about preserving brand prestige. In economics, this is often linked to the concept of a Veblen good, where demand increases as price rises because the product signals status. In India, where social recognition and symbolism play significant roles in consumption patterns, premium pricing becomes a strategic tool.

From a financial perspective, these companies maintain strong gross margins by limiting supply, controlling distribution and avoiding discounts. Unlike mass market brands, luxury firms prioritize brand equity over volume sales. Chartered Accountants and financial strategists in such companies focus heavily on cost structuring, inventory control and brand valuation to sustain these margins without diluting exclusivity.

The Psychology Behind the Purchase

However, pricing alone cannot explain consumer behavior. Psychological marketing plays an equally critical role. Luxury advertisements rarely highlight product features instead, they sell aspiration, heritage, craftsmanship and identity. Scarcity marketing, celebrity endorsements, premium store ambience and personalized service create an emotional experience rather than a mere transaction.

In India, luxury consumption is often linked to milestones such as weddings, promotions, business success which makes the purchase symbolic. The consumer is not just buying a handbag or watch, they are buying recognition and self-validation.

Pricing Power or Psychological Strategy?

The answer lies in the intersection of both. Pricing power establishes exclusivity, while psychological marketing sustains desirability. Together, they create a powerful ecosystem where perception drives value.

As India's affluent class expands and global exposure deepens, luxury brands are likely to grow further. The real brilliance of these brands lies not just in what they sell—but in how they make consumers feel. In the end, luxury is less about the product and more about the story wrapped around it.

Conclusion

Luxury brands in India thrive on a careful balance of economics and emotion. While strong pricing power protects exclusivity and profitability, psychological marketing fuels aspiration and desire. Together, they transform products into powerful status symbols. In a rapidly evolving and ambition driven market like India, luxury is not merely purchased, it is experienced, perceived and proudly displayed.

2025 and My Journey Within

I once drew maps of every dream,
Marked stars on skies I had yet to see.
But life shifted and bent the road,
Taught me lessons I never chose.

Now I breathe with the winds that blow,
Trust the tides and let them flow.
Happiness blooms where expectations fade
In moments cherished, not plans we made.

I walk lighter, heart open and free—
Grateful for what is, not what should be.

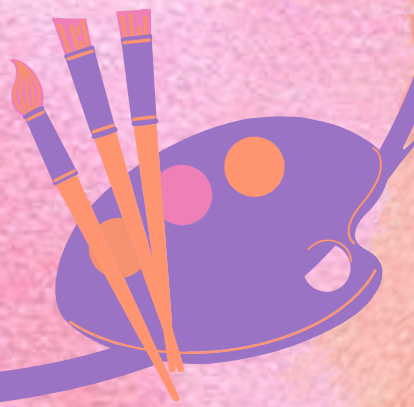
Because slowing down is also a way to grow,
To feel the sunshine at a gentle tempo.
We truly grow up when we finally see
Life isn't always fair and that's okay to be.

Shreshta M S
SRO0811347





ART GALLERY





Shreshta M S
SRO0811347





NEWSLETTER



- The Indian government presented its annual budget on 1 February 2026, emphasising infrastructure expansion, manufacturing boost, and strategic tech sectors.
- India and the European Union finalised a long-negotiated agreement to grant each other Most Favoured Nation status for five years, cut tariffs on goods, and establish digital trade rules under WTO guardrails — a big move for global trade integration.
- Various startups raised funding (e.g., Origa, Spintly) and Unacademy announced a large ESOP buyback.
- India and Israel agreed to expand their strategic partnership, strengthening cooperation in defence, trade, digital payments, energy, and space.
- India's major public sector undertakings like Railways, NHAI, and DMRC are sustaining strong capital expenditure momentum, driving large-scale infrastructure investment.

COMPLIANCE CHART





March 7 - TDS & TCS Payments

March 10 - GST Returns:

GSTR-7

GSTR-8

March 11 - GSTR-1 (Monthly)

March 13 - GST: Last date for issue of IFF

GSTR-6

GSTR-5 & 5A

March 15 - PF & ESI

Advance Tax Payment for Jan
to March, 2026

March 20 - GSTR-3B (Monthly)

March 25 - QRMP Tax Payment

March 31 - Updated ITR for FY 2020-21

UPCOMING EVENTS

- One Day Bank Audit Seminar
- Relive
- AGM and Investiture Ceremony
- Seminar on Union Budget 2026



EDITOR OF THE MONTH



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