



DEV PURKAYASTHA

LEVERAGING OVER FOUR DECADES
 OF EXPERIENCE TO OFFER NEXT-LEVEL
 ACCOUNTING SOLUTIONS

Being a business owner can sometimes mean you are the one keeping an eye on everything. When you're trying to handle every aspect of the business yourself, details can get overlooked, especially as your business grows and your finances get more complex. Being responsible for your company's accounting which includes not just taxes but record-keeping, analyzing, and financial planning and forecasting, is a tough job. In order to empower businesses to reap all the possible benefits of good accounting practices and to provide radically better accounting by adopting the Toyota Way to Service Excellence, Dev Purkayastha founded Indevia Accounting. This idea came to his mind in 2008 after he had difficulty finding a reliable, high-quality accounting firm to handle his family entities. Since then, he has been offering bookkeeping services to franchisees as well as preferred vendor programs for franchisors in the restaurant industry. Indevia has successfully served hundreds of clients, including QSR, fast-casual, distinctive concepts, and emerging chains, under his leadership.

A Chartered Accountant in India at PRICEWATERHOUSECOOPERS, Dev has worked in accounting for GKW for four years and in Venture Capital for 28 years before he established Indevia Accounting. Leveraging his extensive experience and unrivaled knowledge of business & finance, Dev looks forward to delivering better, cheaper, and faster accounting for many more businesses across the U.S. Let's hear it from him.

DEV PURKAYASTHA
CEO
INDEVIA

Dev is a Chartered Accountant trained at PRICEWATERHOUSECOOPERS, a successful venture capital investor, and a former member of a retail store franchisor's Board of Directors. He also has an MBA from Harvard Business School.

Hobbies: Reading Popular Science books, watching scientific television programs, reading contemporary books on management

Favorite Cuisine: Chinese and Bengali

Favorite Book: Winston Churchill, History of World War II

Favorite Travel Destination: New York City

Awards & Recognition: Baker Scholar

You possess over forty-five years of experience. How has been your path to success and what is your success mantra?

I never believed in having long-range goals. My goal was simple; from the age of 15, I wanted to be financially successful. Throughout my career, whatever decisions I took for myself have been aligned with my goal. Accomplishing great things involves lifelong learning and skill-building—for everyone, even the most confident people. Also, having the company of smart people is like a vast ocean, there is so much to learn from them. Hence, two things that I always focus on — never stop learning, and always working with people who are smarter than me.

Could you tell us about the unique experiences Harvard University offers and what did you learn from the campus beyond academics?

Harvard Business School (HBS) does not teach any particular methodology. They challenge you to think about the problems businesses face and offer solutions. With a class of eighty students, you hear solutions from the sublime to the bizarre. There is no correct answer; you are taught to think creatively. HBS gave us the opportunity to connect with many business leaders and know their perspectives. At the same time, we were also allowed to visit business organizations to understand different aspects of business. This broadened and sharpened my leadership skills and knowledge about different industries.

How would you define Indevia as an organization and its current position in the market?

Indevia is a bookkeeping company with a specialization in fast-food restaurants. We are one of many small players in the market and working towards growing & expanding our operations. To scale up, we are focusing on streamlining our work processes and automating manual work. As our accountants are freed from routine accounting, they can focus on adding value to the clients. From the very beginning, we are focused on improving our quality and automating as much as possible; we aspire to be the Infosys of accounting.

Tell us about your leadership approach. What are the methodologies you follow to lead your team?

My style of leadership is more participative and collaborative as I believe that together, as a team, we are more intelligent than any one of us. We do extensive brainstorming sessions once a year and encourage team members to fully participate by inviting their input and suggestions on how to do things better. We believe in keeping it transparent. We share our financials with our staff. We also have quarterly town hall meetings. Moreover, we endeavor to make each new hire an opportunity to upgrade our management.



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In light of your strong experience within the industry, what advice would you give to budding industry leaders?

With leadership comes great responsibilities - to be a good role model and decision-maker, be fair and reliable, and have integrity. One of the most important qualities, though, is to have commitment. If you expect your team to work hard and attain success, you will have to focus on hiring people that complement your skills. Find a niche and specialize in it.

Be resilient; the path to success is beset with setbacks. Resilience equips us with tools and strategies to deal with setbacks. [CEO](#)

CEO *Insights*

INDIAN LEADERS FROM HARVARD UNIVERSITY ALUMNI- 2023

CEO *Insights* TOP 10 INDIAN LEADERS FROM HARVARD UNIVERSITY ALUMNI 2023



CEO *Insights*

IS PROUD TO PRESENT

DEV PURKAYASTHA
CEO, INDEVIA

AS ONE OF THE

Top 10 Indian Leaders from Harvard University Alumni - 2023

This is an annual recognition that showcases exceptional alumni of Harvard University who guide different industry verticals to their future by setting benchmarks across parameters.


Sujith Vasudevan
Managing Editor