



CA - The Professional

*Defining the New Standards of Excellence at Work in
Digital World*



■ ***FORM is temporary but CLASS is permanent.***

■ *You will always be remembered*

Topic Flow Chart



- The true meaning of Professional
- Professional Qualities
- Entrepreneurship
- New Horizon in Digital World

True meaning of Professional



- A Good degree (CA, Dr., MBA, Engineer etc.) ?
- A good White Collar Job ?
- Good Speaking English ?
- Working in a corporate culture ?

What is missing.....

Day when Justice was Murdered



- ***Sanjeev Nanda - killed six person (3 police men) while drunk and drove new BMW.***
- ***Sunil Kulkarni - Only eye witness and was at the scene of crime***
- ***Nanda's Lawyer - R. K. Anand (Top defense lawyer)***
- ***Even presented theories that the accident was caused by a truck and not the BMW.***

Day when Justice was Murdered



- ***I.U. Khan - The Prosecutor***

- ***He had colluded with the defense attorney to bribe a crucial eyewitness in the case.***

Anyone with a basic sense of morality knows that bribing a witness is unethical, but what is even more shocking.....

The defense had help From the PROSECUTION !!!

Professionally Qualified



- They went to law schools
- Highly trained and decades of experience
- What about professional ethical conduct

True Professional



■ ***Mahadeva - A Child at Victoria Hospital, Bengaluru***

- Work to bury an unclaimed dead bodies
 - Pull the stiff body
 - Take the body in horse drawn carriage to burial ground
 - Dig the grave all by himself
 - Garland the body
 - Bury the body in it

Score Card



- ***Has a Private Limited Company.***
- ***Business Logo - pic of his Horse (Died later).***
- ***42000 bodies during his life time.***
- ***Awarded by Chief Minister of Karnataka.***
- ***His Son has joined him in his business.***

True Qualities



- ***Unsupervised*** Work.
- ***Certify*** the completion of Work.
- He doesn't choose his client – Rich, Poor, Hindu Muslim.
- Every time available Day or Night, rain or shine.
- Reports to no one ***except himself.***

Person who needs supervision is not a professional.

Who We are ?



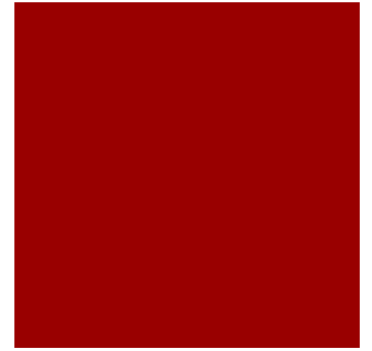
Every profession has some explicit and some implicit code of conduct, and understanding that serves as the distinction between a professionally qualified person and a professional.

Professional Qualities



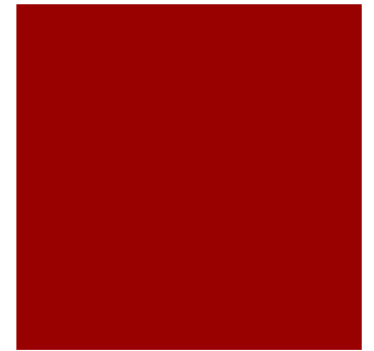
- Integrity
- Always remember – who you are
- Be Original
- Be a student always
- Avoid False comparison

Professional Qualities



- Look beyond money
- Be self observant
- Never lose touch with your work
- Ready to take charge
- Always be BIG and grounded

Integrity



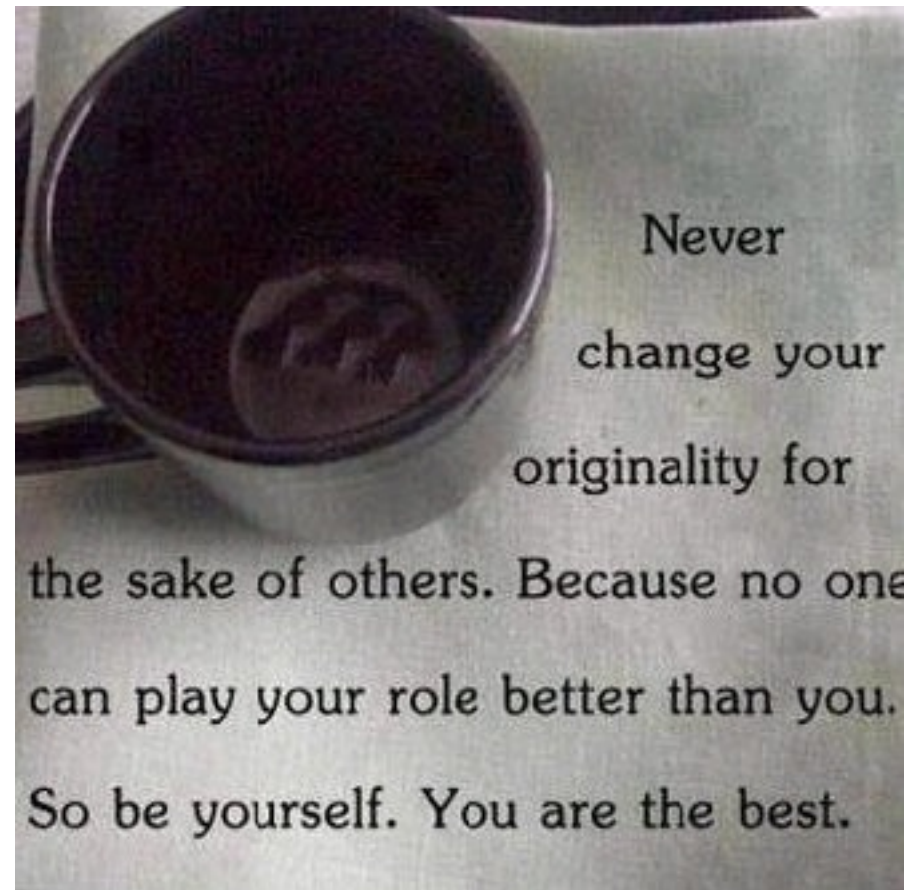
If you Salute your Duty,
You no need to Salute
Anybody,
But
If you pollute your
Duty, You have to
Salute Everybody
-Kalam



Who you are ?



Being grounded is a key requirements for carrying success on your shoulders without being burdened by it.



Be Original



The Professional is
conscious that there is
bound to be some gap in
his knowledge, knows
that he may never bridge
this gap but still HE FEEL
COMFORTABLE WITH THIS

**I am happy to be me.
I may not be perfect
but I am honest, loving,
and happy. I don't try
to be what I am not
and I don't try
to impress anyone.
I am ME.**

Be Student Always



Amitabh Bachchan 73 Yrs.

Late APJ Sir 82 Yrs.

Lata Mangeshkar 86 Yrs.

Be Student Always



Seeking help from someone – a peer, a mentor, your supervisor, even a junior – is not a sign of weakness.

“ You stop learning bcoz you grow old.....

You grow old bcoz you stop learning”

False Comparison



Don't compare yourself with colleagues, peers, seniors or even juniors some time or other.

Don't interpret the meaning of success in



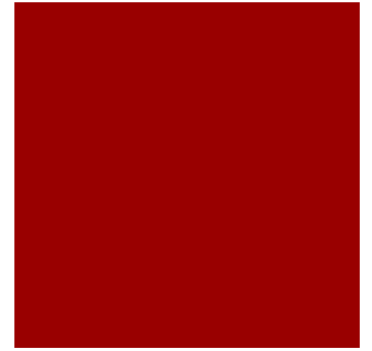
Beyond Money



After you have achieved basic comforts, the quest for material success actually erodes self worth.

The greatest satisfaction and the more enduring one for a professional, is the **admiration** of people with whom we do business.

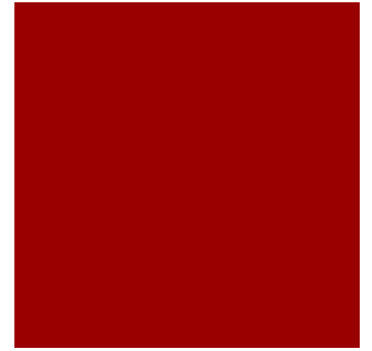
Self Observant



Watch yourself at work, you will be amazed how much you will **learn about yourself**, and this will help you move forward. In the process, you become both player and the coach.

Close your eyes and listen your inner voice, own breath, you will begin to observe yourself.

Don't lose touch with your work



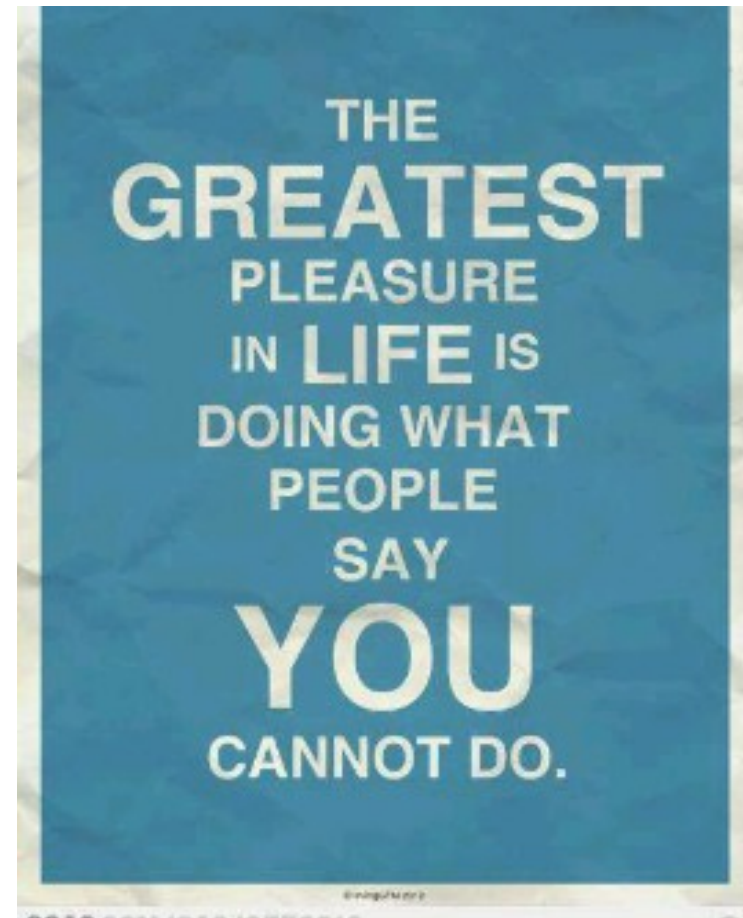
As we advance in our organization or start delegating work, we lose touch with the real work that goes on in them.

Take Charge – be responsible



No one can give you power, it is always generated from within.

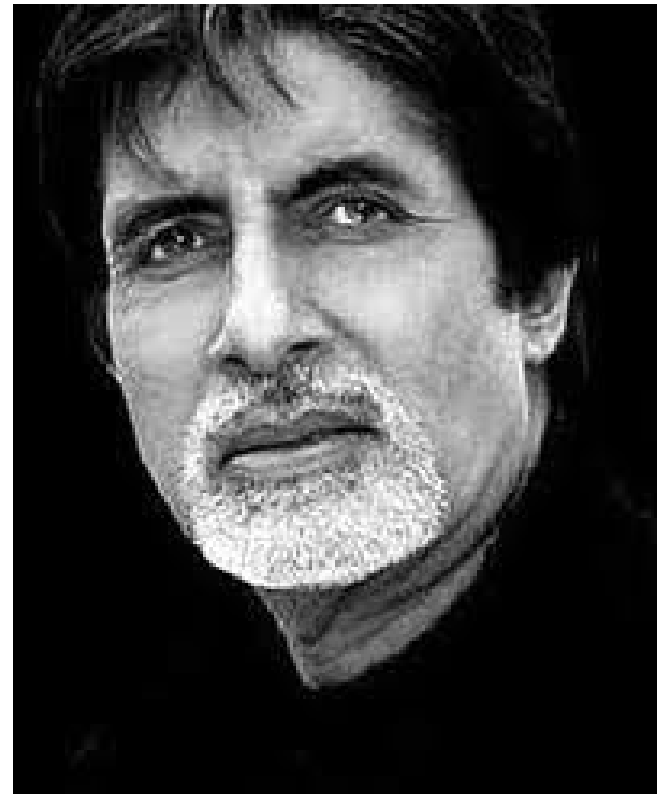
Developing the power within, to have the confidence to take charge in the most difficult



Always be BIG and Grounded



“ You are Amitabh Bachchan and you show grace and courtesy - that is when it matter. Not when you are just an aspiring actor”



- Narayan Murthy

CA – An Entrepreneur

Extract of a speech of Kumar Mangalam Birla to understand the true necessities of entrepreneurship.

Two-day 'All India Conference of Institute of Chartered Accountants of India (ICAI)' – BHUBANESWAR 17 Aug 2012





Editor: *You are the pride of the CA fraternity. How has the rigorous theoretical and practical training acquired during the course of Chartered Accountancy helped you in your business decisions?*

KM Birla: I believe, both my CA and MBA, which I earned from the London Business School, together gave me a wholesome and holistic experience that has stood me in great stead. **A thorough understanding of accounting, the criticality of figures, getting a perceptive on law and taxation,** have enabled me **delve into issues in an in-depth manner. The rigour that the CA course demands is in itself a huge learning.** MBA helped me see the big picture. It honed my strategic thought processes and soft skills. I took away from my CA and MBA experiences that went far **beyond the classroom.** They enabled me develop robust mental frameworks that were extremely useful to find my way out of challenging and trying management situations.



Editor: *Please share your mantra for a successful professional life with the CA Fraternity?*

KM Birla: One has to **think out of the box and dare to dream**. Drive the business with an **overarching vision, courage, ingenuity, foresight and dynamism**. One must pay meticulous attention to details and have the **ability to be adaptive**. Understanding, confronting and mastering challenges is equally important. **Keep learning afresh**. Value creation, customer delight, team spiritedness, are all a given. **Remember success is never final and reflects only a point in time**. **You have to keep working at it. There is no substitute to smart hard work**. And above all, sound values, such as integrity, respect, passion and 100 per cent commitment are a must. **Great and lasting businesses are never built on the quick sands of opportunism**.

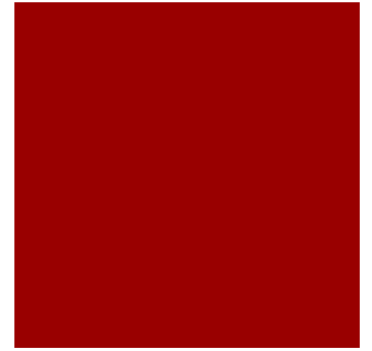
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And finally, what does success really mean? How do we measure it? Too many of us tend to define success in terms of designation, compensation, the perks, and whether we are working in a 'prestigious' organisation or not. I believe that **such benchmarks are too narrow**. They can't possibly inspire you too much. Success, I believe, is a much more holistic idea. It's more about things such as **fulfilment, self realisation, happiness and above all, DOING GOOD and BE GOOD PEOPLE**.



New era of Consulting.....



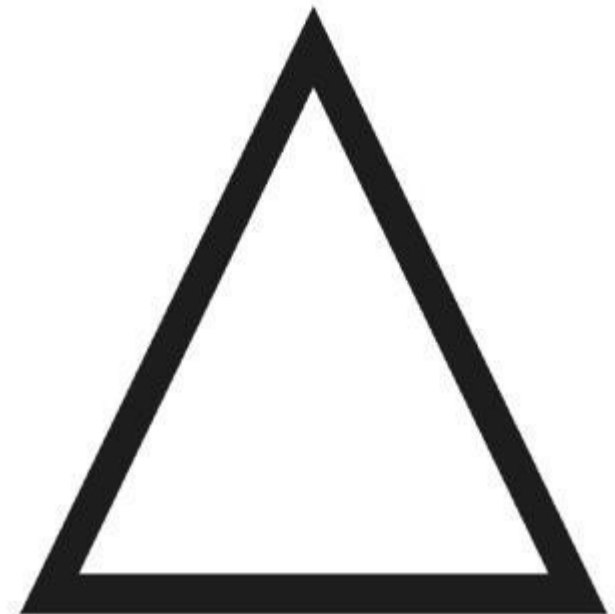
Exercise – Keep your eyes close for 5 secs. and draw a triangle.

New era of Consulting.....

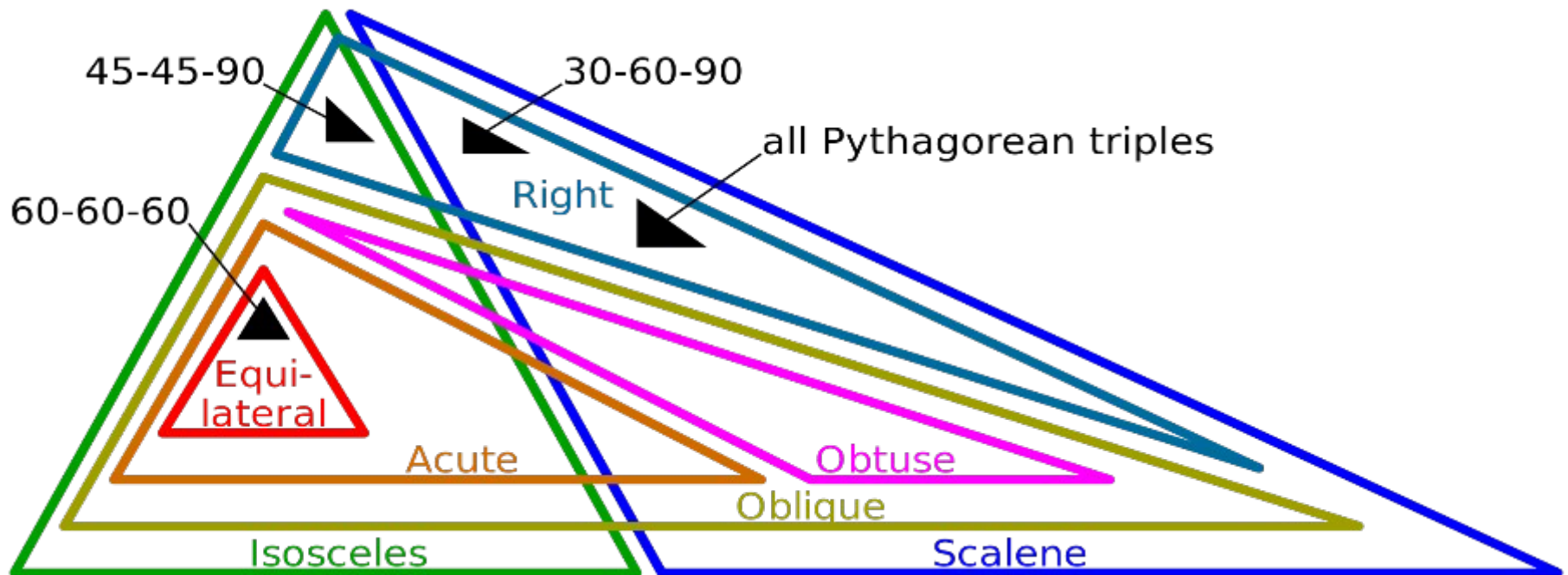


Exercise – Keep your eyes close for 5 secs and draw a triangle.

Mostly we think and draw this images.



Study says you can draw more than 120 types of triangles.



Essence of Entrepreneurship



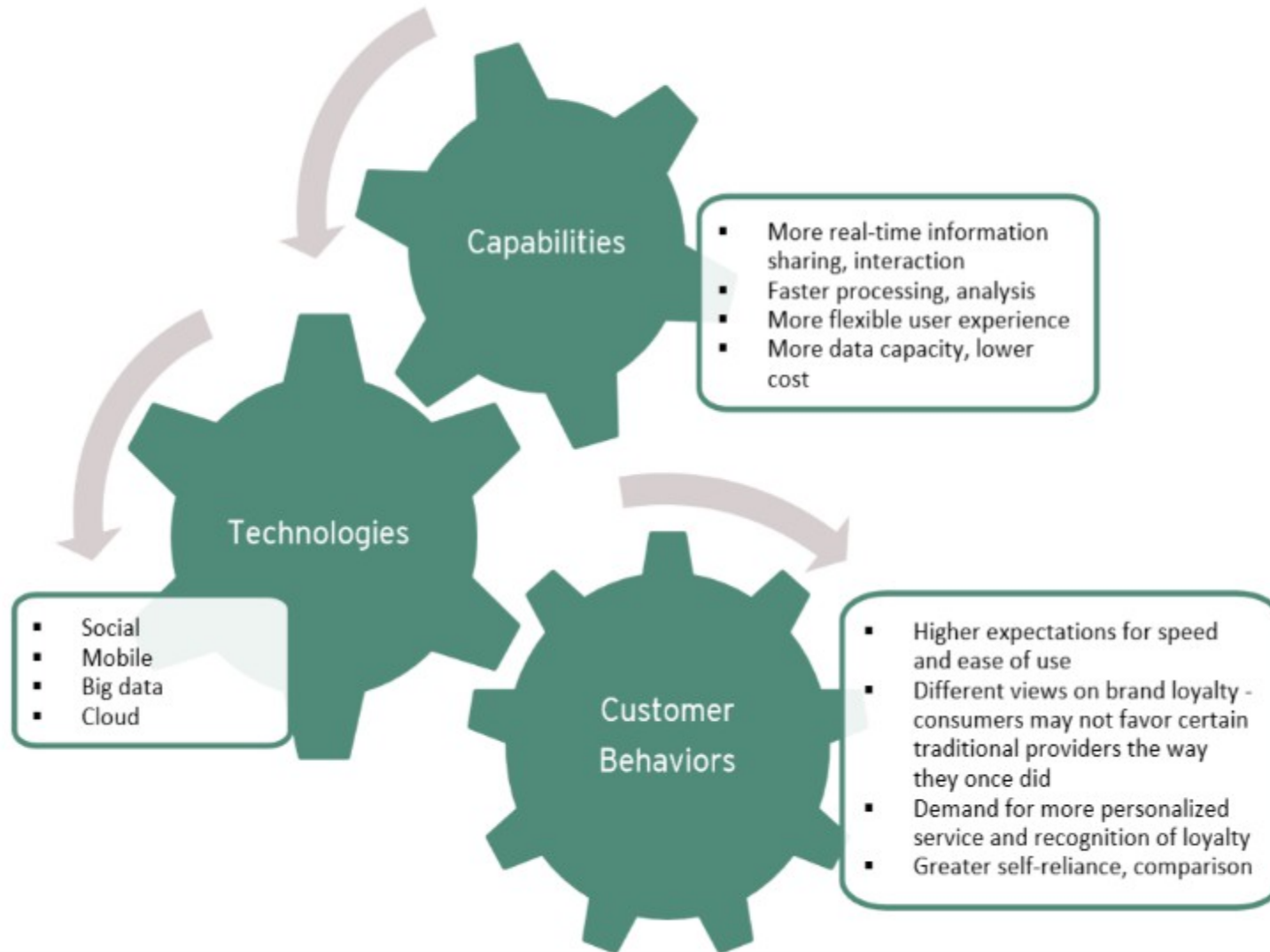
THINK OUT OF THE BOX

Where people see challenges, you should see an opportunity.

Now a days you don't need infra or money to start. Your thought must be **UNIQUE** and **CREATIVE**.

**I CREATE.
I TAKE RISKS.
I LIVE MY PASSION.
I AM AN **ENTREPRENEUR**.**
yfsmagazine.com

New horizon for CAs to explore in Digital World



New horizon for CAs to explore in Digital World

- Online Income Tax Filing solutions
- Business setup legal assistances and compliances for Startups
- Business Outsourcing of Finance & Accounts
- CSR Consultancy
- Foreignsic Audit and Fraud Prevention



New horizon for CAs to explore in Digital World

- Financial Planning and Wealth management
- Bloggers and Content Curator
- Online Tax and Legal Advisory for big wealth management cos. and online portal (Quora and Reddit)
- Many more to add.....



Online Income Tax return Filing solutions



- Quick facts

- There are more than 200 web sites who provide online return filing solution.
- Except few all are owned by other than CAs.
- ERI Licenses – 221 in India
- Edge over Others – CAs have much more in-depth knowledge of various tax laws than others. **PEOPLE RESPECT THE KNOWLEDGE.**

Year on Year Summary of e-Filed ITR Forms

S.No.	Form	FY 2014-15 (From 01/04/2014 to 30/11/2014)	FY 2015-16 (From 01/04/2015 to 30/11/2015)	Growth (%)
1	ITR-1	10494591	14610415	39.22
2	ITR-2	2505835	1463012	-41.62
3	ITR-2A	0	793002	-
4	ITR-3	335969	417929	24.40
5	ITR-4S	2463916	3793346	53.96
6	ITR-4	5254941	6034609	14.84
7	ITR-5	743788	867664	16.65
8	ITR-6	614452	646740	5.25
9	ITR-7	113544	204241	79.88
Grand Total		22527036	28830958	27.98

Legal Consultancy (A to Z)



- Be a part of MAKE IN INDIA – Initiative
- Outsourcing of F & A (Finance and Accounts)
- Consultancy towards business setup in India
- VAT, Service Tax, IEC, Trade mark, Copy right license and its compliances
- Private Equity, Venture Capital, Listing and other fund raising consultancy.





Make in India Campaign Objective

- Ultimate objective is to make India a renowned manufacturing hub for key sectors. Companies across the globe would be invited to make investment and set up factories and expand their facilities in India
- Using India's highly talented and skilled manpower to create world class zero defect products.
- The purpose of Make in India Campaign-
 1. *Job Creation*
 2. *Economic Development*
 3. *Global Recognition*

Mission

"Manufacture in India and sell the products worldwide."

Financial Planning



- SEBI has come up with new guidelines of Investment Advisers 2013 on January 2013.
- You can take advisory fees and not brokerage or commission.
- Very niche and blue ocean market in India.
- Various module to consult or take expertise
 - Comprehensive Financial Planning
 - Tax Planning

Final Note



- Be innovative.
- Have a Big Vision.
- Always backed by latest technology.
- Update yourself with knowledge.
- Never never never never Give up.
- Lets make INDIA better place by small steps.



Steve Jobs

1955-2011

**"The ones who are crazy enough to think
that they can change the world,
are the ones who do."**



“it makes you more beautiful...”

Manish P.

