



Azadi Ka Amrit Mahotsav Activity

“Sky High- Symposium -8 Virtual CPE Meeting (VCM)” conducted by Women Members Empowerment Committee of ICAI on 25th May 2022

The Institute of Chartered Accountants of India
(Set up by an Act of Parliament)

Women Members Empowerment Committee Organises

Sky High - Symposium-8
Virtual CPE Meeting (VCM)
for Women by Women Every Wednesday

25th May 2022
5.00 PM to 7.00 PM

FEES NIL 2 CPE Hours (Structured)

Registration and participation link:
<https://live.icai.org/wmec/vcm/25052022/>

Questions related to the topic may be sent in advance at wmec@icai.in or LIVE at the time of VCM itself at the same link

Input Tax Credit under GST Act - Intricacies
Digital Branding for CA

CA. Sujata Rangnekar
CA. Shraddha Dedhia
Special Address

CA. Sripriya Kumar
Chairperson, WMEC & CL&CGC
Vice-Chairperson, IBC Committee

CA. Priti Savla
Vice-Chairperson, WMEC, CL&CGC,
Sustainability Reporting Standards Board

CA. Ranjeet Kumar Agarwal
Chairman, CMIB & Taxation
Audits Quality Review Board

Co-ordinators

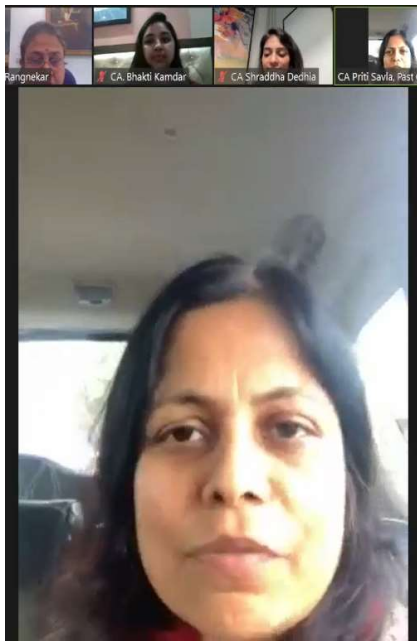
CA. Rinkle Gorwara
CA. Bhakti Kamdar
CA. Deepti Jain

As part of country wide Azadi ka Amrit Mahotsav initiatives, envisaged by Government of India, to commemorate and celebrate 75 years of India's Independence, the Women Members Empowerment Committee (WMEC) of ICAI organized "Sky High- Symposium -8 Virtual CPE Meeting (VCM)" on 25th May 2022.

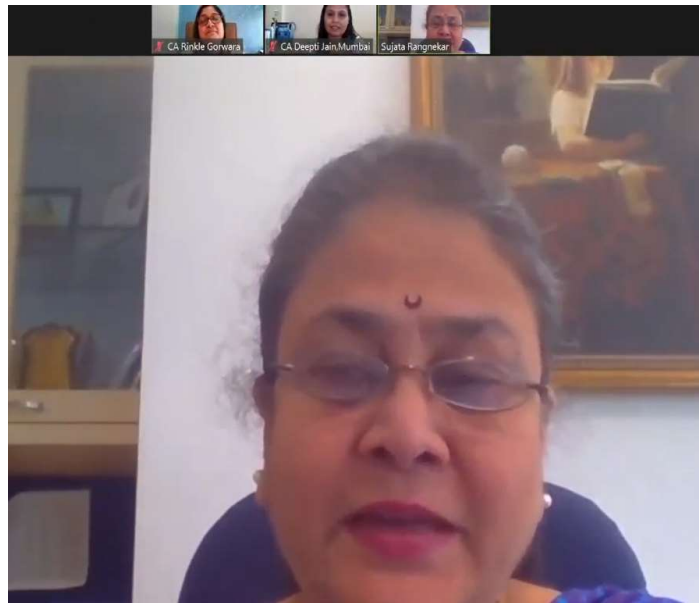
CA. Sujata Rangnekar and CA. Shraddha Dedhia were speakers of the said VCM. Coordinators for the day were CA. Rinkle Gorwara, CA. Bhakti Kamdar and CA. Deepti Jain.

Special address was given by Central Council Member CA. Ranjeet Kumar Agarwal to all the participants.

The program was conducted by CA. Priti Savla- Vice- Chairperson, WMEC.



The VCM covered discussion on “Input Tax Credit under GST Act- Intricacies”. Deliberations were made on Implementation of GST, Meaning of ITC, Manner of claiming ITC, Problem areas while claiming ITC, Electronic Cash Ledger, Electronic Credit Ledger, Electronic Liability Ledger, etc.



The VCM also covered Session on “Digital Branding for CA”. Topics discussed were Relevant provisions of Code of Ethics, Branding, Modes of Branding, Importance of Branding, Different Strategies of Branding, etc.

Relevant Provisions of COE

Part I - First Schedule - Clause (6)

Chartered Accountant in practice shall be deemed to be guilty of professional misconduct, if he:

solicits clients or professional work either directly or indirectly by circular, advertisement, personal communication or interview or by any other means;

Part I - First Schedule - Clause (7) Para 2.14.1.7 (ii)


Use of other designations

It is improper for a Chartered Accountant in practice to state on his professional documents that he is an Income-tax Consultant, Cost Accountant, Company Secretary, Cost Consultant or a Management Consultant.

Part I - First Schedule - Clause (7) Para 2.14.1.7 (iii)

Mention of Name

It is not proper for a Firm of Chartered Accountants to use the designation 'Chartered Accountant' except on professional documents, visiting cards, letter heads or sign boards and under the circumstances clarified under Para 2.14.1.6 (ii) (f) of Clause (6). However, an individual member may use the prefix 'CA' with his name.



The Knowledge Garage

What is Branding?

- “Brand is the way the outside world perceives your company/business”
- Branding is the process of designing and building a unique, memorable brand. The creative, strategic process of telling potential customers what your Business is all about.
- Digital branding is how you design and build your brand online through websites, apps, social media, video and more. Digital branding consists of a combination of digital marketing and internet branding to develop a brand online.



The Knowledge Garage

Why Digital Branding is Important?

INTERACTION

GLOBAL MARKET

FLEXIBILITY

ANALYTICS

TRACKING RESULTS

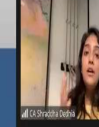
COST-EFFECTIVE



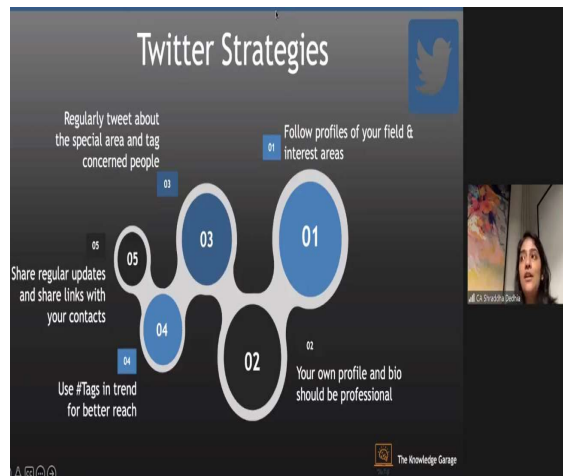
The Knowledge Garage

Modes of Digital Branding

Search Engine Optimization	Social Media	Content Branding	Audio/ Visual Branding
<ul style="list-style-type: none"> ✓ Website ✓ Google My Business 	<ul style="list-style-type: none"> ✓ LinkedIn ✓ Twitter ✓ Quora ✓ Facebook ✓ Whatsapp 	<ul style="list-style-type: none"> ✓ Blogs ✓ Writing Books ✓ Journals ✓ Writing Articles 	<ul style="list-style-type: none"> ✓ Webinars/ Seminars ✓ Youtube Channels ✓ Podcast ✓ Twitter Space/ Clubhouse



The Knowledge Garage



The VCM concluded by giving Vote of Thanks to the Speakers and the participants.

Glimpses of the Virtual CPE Meeting held on 25th May 2022

