



Azadi Ka Amrit Mahotsav Activity

VCM on "Exploring Global Capacity Building Initiatives & Opportunities for Women Members" conducted by Women Members Empowerment Committee of ICAI on 7th October 2021



The Institute of Chartered Accountants of India
(Set up by an Act of Parliament)
Women Members Empowerment Committee



Azadi Ka Amrit Mahotsav Activity

VCM on

Date
7th Oct 2021

Time
2:30 PM
to 4:30 PM

"Exploring Global Capacity Building Initiatives & Opportunities for Women Members"

2 Structured
CPE
hours with
Nil Fees

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, WMEC of ICAI under the theme "Vishwaguru Bharat" is conducting this VCM

Organized by - Women Members Empowerment Committee of ICAI

SPEAKER	SPEAKER	MODERATOR
 <p>CA. Shradha Dedhia TOPIC</p> <p>Digital Branding for global visibility and ways to increase professional presence at International level</p>	 <p>CA. Meenakshi Bherwani TOPIC</p> <p>Opportunities in Global Market and benefits of networking</p>	 <p>CA. Ashima Sukhani (Jodhpur)</p>

Key Takeaways

- Creating awareness about the wide scope of work available for the Indian CAs as a result of "Accountancy & Finance Service" being identified as one of the Champion Sectors by the Govt. of India
- Discussion on opportunities and scope available for Women Chartered Accountants wishing to export or are exporting their service in the international market
- Deliberations on Overview of Global Outsourcing Market, importance of Digital Branding for global visibility and ways to increase professional presence at International level

This VCM can be viewed at the scheduled time by visiting the given Link- <https://live.icai.org/wmec/vcm/07102021/> and submitting your name, M. No., Location, Mobile no and Email id

Members may access ICAI-ICE by log into <https://ice.icai.org> entering 6 digits ICE ID of theevent i.e. **155698** and may key in their question



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The Women Members Empowerment Committee (WMEC) of ICAI conducted a VCM on “Exploring Global Capacity Building Initiatives & Opportunities for Women Members” under the theme “Vishwaguru Bharat” as a part of country wide Azadi ka Amrit Mahotsav initiative, envisaged by Govt of India, to commemorate and celebrate 75 years of independence.

This VCM was conducted on 7th October 2021 with the objective of creating awareness about the wide scope of work available for the Indian CAs as a result of “Accountancy and Finance Service” being identified as one of the Champion Sectors by the Govt. of India, and to encourage the women Chartered Accountants to explore various global opportunities available at international level.

The sessions covered discussions on opportunities and scope available for Women Chartered Accountants wishing to export or are exporting their service in the international market.

CA Shradha Dedhia from Mumbai & CA Meenakshi Bherwani from Udaipur were the speakers of the said VCM to provide an overview of the pertinent topics of the VCM.

The moderator for the day was CA Ashima Sukhani from Jodhpur.

From Women Members Empowerment Committee of ICAI, CA Shanu Goel, Secretary- WMEC, welcomed all the guests.

A detailed presentation was made by CA Shradha Dedhia on Digital Branding for global visibility and ways to increase professional presence at International level.

Topics like Relevant provisions of Code of ethics, meaning & importance of digital branding, Content Branding, Search engine optimization, Creation of a good website, Use of Infographics, Audio/Visual Branding etc were discussed during the session.

Various strategies for using popular social media platforms like LinkedIN, Twitter, Facebook, Quora, Whatsapp for Business, Youtube etc were also highlighted during the session in Virtual CPE Meeting.

Disclaimer

While this post is prepared considering the Code of Ethics by ICAI, should there be any other view on the issues provided, the same can be interpreted in another way and used accordingly.

We are not anyway connected to any of the digital platforms presented in this post except as its user and beneficiary of its amazing features.

The features and strategy steps to use the Digital Platforms that we shall be sharing are developed based on our experience from use of our platforms and which have worked for many professionals. So, this initiative is intended to pass on the benefits to more users.

Professional Branding 2.0 : Digital Push - CA to DCA

Prepared by: The Knowledge Garage

Relevant Provisions of COE

Part I - First Schedule - Clause (B)
Chartered Accountant in practice shall be deemed to be a holder of professional undertaking, if he:
solicits clients or professional work either directly or indirectly by circular advertisements, general communications or interview or by any other means.

Part I - First Schedule - Clause (7) Para 2, 14, 17 (ii)
Use of other designations
It is improper for a Chartered Accountant in practice to state in 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, 17 (ii)
Intention of Name
It is not proper for a Firm of Chartered Accountants to use the designation "Chartered Accountants" except in letter heads or sign boards and other professional documents under Para 2, 14 & 17 (ii) (B) of Clause (B). However, an individual member may use the words "CA" with his name.

Modes of Digital Branding

- Website
- Google My Business
- LinkedIn

Twitter Strategies

- 01 Follow profiles of your field & interest areas
- 02 Your own profile and bio should be professional
- 03 Regularly tweet about the special area and tag concerned people
- 04 Use #Tags in trend for better reach
- 05 Share regular updates and share links with your contacts

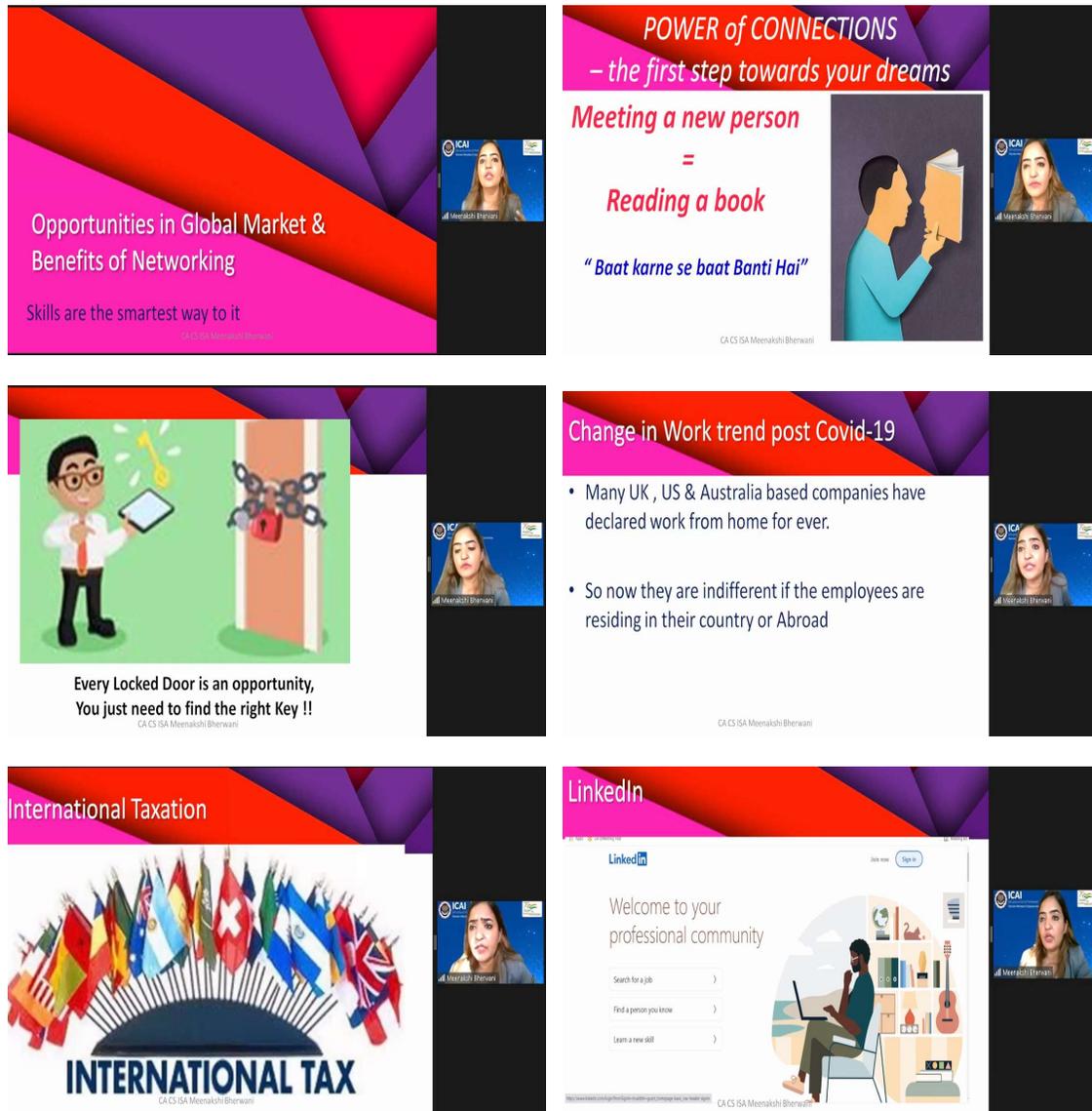
Quora Strategies

- 01 Make the most of your profile by having a complete profile
- 02 Add relevant knows about topic
- 03 Use Quora's platform to find questions and answer them to drive traffic
- 04 Write valuable content
- 05 Incorporate links where it makes sense
- 06 Suggest edits to top answers
- 07 Position your brand as leader in industry

CA Meenakshi Bherwani addressed the participants on the opportunities in Global Market and benefits of networking. She also deliberated on the overview of Global Outsourcing Market, importance

of Digital Branding for global visibility and ways to increase professional presence at International level.

During the session, the Power of connections, Changes in Work trend post Covid-19, Team Building, Opportunities in the field of International Taxation, IFRS, FEMA etc were also discussed.



The Speakers also addressed some of the queries asked by the online participants.

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

Glimpses of the Virtual CPE Meeting held on 7th October 2021



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