

# HOW TO BECOME SUPER SUCCESSFUL BY EXPLORING UNLIMITED OPPORTUNITIES

[Become Professional (Traditional/Non-Traditional areas), Thought Leader, Entrepreneur, CEO]



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His expertise is not confined to boardrooms; he has actively engaged with regulatory bodies and law enforcement agencies. He has addressed esteemed gatherings at institutions like the Central Bureau of Investigation (CBI) Academy and the Serious Fraud Investigation Office (SFIO). His insights have been invaluable in helping individuals safeguard their financial interests in an increasingly complex world.

# How to become Super Successful by exploring unlimited opportunities (Become Practitioner (Traditional/ Non-Traditional areas), Thought Leader, Entrepreneur, CEO)

By



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# From Gaining Expertise to Authoring Books

Dear reader

The road to progress and development doesn't just end with knowledge and experience gained. Knowledge continues to grow when it is shared among fellow aspirants.

I feel proud of the fact that I am amidst hardworking people who have made their way to the pinnacle of success, by overcoming obstacles and hurdles in their journey through professional life and achieving the most needed knowledge and expertise.

My unquenchable thirst for knowledge has been my constant inspiration to read more and gain more knowledge. It has also been the source of motivation to author books, which has enabled me to author 350 plus books on a wide range of subjects over a period of time.

I find it apt to remember English Historian and Geologist Charles Darwin's famous quote

***“In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed.”***

In collaboration lies the spirit of greater achievements and carving a niche for ourselves by setting the most inspiring example for others to follow.

I take this opportunity to invite both budding and established professionals/entrepreneurs/academicians/readers to join me in sharing the knowledge and expertise with our fellow professionals and aspirants by developing knowledge series in the form of books on a wide range of topics for example, business laws, various forms of audits, accounting standards, arbitration and mediation, self-help and self-development and management topics to name a few.

It will be my pleasure to co-author books with esteemed colleagues who will be interested in presenting an innovative approach with respect to any subject within the ambit of finance and its related fields.

You may feel free to contact me at [rajkumar@cadrrajkumaradukia.com](mailto:rajkumar@cadrrajkumaradukia.com) or reach me on my mobile phone 9820061049 by WhatsApp for further details and discussions in this regard.

Regards

**CA (Dr.) Rajkumar S. Adukia**

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# 1. Introduction

Everything starts with our passion, when we work for our passionate area success is certain for us. So, in order to get success in life and fulfill our dreams, we must have to understand our passionate area of work. Firstly, we must understand what we are passionate about, how to achieve that passion and then prepare an action plan and work on that action plan. To build our passion or understand what we are good at, what do we want in life, we must take attention on our thoughts and ultimately understand our passion.

Our passion may be to become a professional, thought leader, Entrepreneur or CEO. Whatever may be our passion, we must explore all the opportunities within it. We are the creator of our life. What we think we become. When we think to become Global Practitioner, Thought leader, Entrepreneur or CEO, we become.

## 2. Why Thought leader? Everything starts with why

Why is the first and foremost question which came to our mind. Not only in thought leader but to start anything in life, we must ask to our self- why we are doing this? So here we must ask to our self why to become a thought leader? There is a tremendous benefit of becoming a thought leader.

In other words, we can say that there must be reason behind everything. So, we have to find our why. According to research published in Psychological Science, a journal of the Association for Psychological Science, 'feeling that we have a sense of purpose in life may help us live longer, no matter what our age'.

Whether one is 9 years or 90 years old he can always keep the spark within him/her alive by having aspirations and attaining them. A purpose or goal in life could be anything – it may be as complex as winning the Olympics for someone whereas it may be as simple as making a perfect cup of tea for another. Whatever it is that you aspire for, if you are passionate about it and desire it truly – it is your goal. To achieve our goal, we must identify our X-factor. X-Factor is that noteworthy special talent or quality that makes us unique and stand out from others. If we go for our dream job and there are other contenders for the job apart from us with the exactly same qualifications – then why should we be given the job in preference over them. What is that uniqueness in us which gives us an edge over others or makes us stand out? our X-factor differentiates us from others. Identify it and enhance it.

Why thought leader?

1. Self-development
2. Gaining visibility to the sky level
3. To fulfill our childhood dream
4. Networking
5. Increasing client
6. Taking more opportunities
7. Making money
8. Social benefit

A thought leader possesses the following qualities-

1. Determination-They are very much determined what they actually want to do. They are always determined to learn as much as they can



- about their area of passion. They are determined to provide the best information and resources to their audience and are concerned with making sure they find value in their offering.
2. Flexibility- They are very flexible. Suppose a thought leader may feel most comfortable in making articles but if they realize that their audience prefers to learn from Power point presentation, a thought leader may then create a ppt to give their audience what they want where they want it.
  3. Consistent-A thought leader consistently providing their audience with the education they need; they'll likely turn to you first because they expect that you have content to cover the topic.
  4. Thoughtfulness- Thought leaders share their thoughts. That means they must be thoughtful. A thought leader always provides to their what they actually need.
  5. Humility- The thought leader always keeps on learning new things. They never assume that they know everything. Learning from others make them most powerful thought leader. They always consider themselves as a student.
  6. Curiosity- They are having a quality of curiosity to know everything. They are always available to get more knowledge. They are always curious; in fact, they have an almost childlike sense of curiosity. They're constantly asking questions, learning new things, voraciously reading and learning.
  7. Passion- They always work on their passionate areas. They are passionate about acquiring more and more knowledge and spreading those ideas among others. They are passionate about their ideas and know how to quickly make arguments to back their vision.
  8. Persistent- It takes years to become an expert in any field, to make the connections and to establish our own platform. Thought leaders have personal drive and the willingness to devote time to their goals.
  9. Content writing- One of the best ways to appeal to and get the attention of your audience is by creating a well understandable content.



### 3. Examples of a thought leader around the world

Every time when we hear this word, there must one question arise in our mind. Who is the thought leader? Who can become a thought leader?

Anyone can become a thought leader. We are spending an enormous amount of time each day checking social media. the average person is spending roughly two hours in a day. We can utilize that spending by posting our own thoughts, by sharing our views. Many of us think we cannot become a thought leader, while some want to be and some become.

“Whether you think you can or you think you can’t, you are right.”

But we must at least think to become a thought leader, once we start thinking, we become. We must keep on practicing it. We must have to be consistent and have patience. As we know “Nothing valuable comes quick.” No one become a thought leader in a day. We can take examples of various thought leaders-

#### 1. Jon Gordon



Jon O. Gordon was born on January 20, 1971. He is an American author and speaker on the topics of leadership, culture, sales, and teamwork. He is the author of 17 books and his latest, *The Power of Positive Leadership*, is outstanding.

Leadership lessons from Jon O. Gordon-

1. People follow the leader first and the leader’s vision second
2. Trust is the force that connects people to the leader and his/her vision

3. Leadership is not just about what you do but what you can inspire, encourage and empower others to do.
4. A leader brings out the best within others by sharing the best within themselves.
5. Just because you're driving the bus doesn't mean you have the right to run people over
6. "Rules without Relationship Leads to Rebellion"
7. Lead with optimism, enthusiasm and positive energy, guard against pessimism and weed out negativity.
8. Great Leaders know they don't have all the answers - Rather they build a team of people who either know the answers or will find them.
9. Leaders inspire and teach their people to focus on solutions, not complaints.
10. Great leaders know that success is a process not a destination

## 2. Marshall Goldsmith



He is an American executive leadership coach and author. At first Goldsmith was an assistant professor and then associate dean at Loyola Marymount University's College of Business. He has worked with CEOs from over 200 companies. He has written 39 books, including *Triggers*, New York Times and Wall Street Journal bestseller. Dr. Goldsmith's books have sold over 2.5 million copies. They have been translated into 32 languages and become listed bestsellers in twelve countries.

Leadership lessons from Marshall Goldsmith-

- Get in the habit of asking for input.
- Listen to the input--don't debate it.
- Global thinking.
- Cross cultural appreciation.
- Technological savvy.

- Building alliances and partnership.
- 'The leader as facilitator' not 'the leader as director'

### 3. **Anthony Jay Robbins**



Anthony Jay Robbins is an American author, coach, speaker, and philanthropist. He is known for his infomercials, seminars, and self-help books including the books *Unlimited Power* and *Awaken the Giant Within*.

#### Leadership lessons from Anthony Jay Robbins

- Quality questions create a quality life.
- Identify your problems, but give your power and energy to solutions.
- The meeting of preparation with opportunity generates the offspring we call luck
- A real decision is measured by the fact that you've taken a new action. If there's no action, you haven't truly decided.
- Successful people ask better questions, and as a result, they get better answers

**4. Suzanne Jewell**



Chief Innovation Officer and Coach at The Mindful Entrepreneur, Suzanne Jewell shares her thoughts about the profundity of mindfulness amidst chaos in the workplace.

**5. Steve Browne**



He is a speaker, writer, and thought leader on Human Resource Management for more than 30 years, Steve Browne is dedicated to connecting the global HR community and helping it learn and grow together. He is having expertise in the areas of Employee Relations, Networking, and Company Culture.

## Thought Leaders in India

### 1. Swami Vivekananda



He was born on 12 January 1863 as Narendranath Datta, was an Indian Hindu monk, philosopher, author, religious teacher, and the chief disciple of the Indian mystic Ramakrishna.

Swami Vivekananda was very well known for his leadership qualities. He said, "Atmano Mokshartham, Jagat Hitaya Cha." Which means All work is an opportunity for doing good to the world.

#### Leadership lessons from Swami Vivekananda-

1. Believe in Yourself- "Believe in yourself and the world will be at your feet."
2. Dedication to Work- "Even the greatest fool can accomplish a task if it were after his or her heart. But the intelligent ones are those who can convert every work into one that suits their taste."
3. Face the Problem- "If you ever feel afraid of anything, always turn around and face it. Never think of running away."
4. Focus on the goal- "Whatever you are doing, put your whole mind on it. If you are shooting, your mind should only be on the target. Then you will never miss. If you are learning your lessons, think only of the lesson."
5. Motivator- "All power is within you. You can do anything and everything. Believe in that"
6. Strong Intentions and Resolutions- "There is no impossible word in the dictionary of those who lead. No matter how big a challenge, they can be resolved with strong intentions and resolutions."
7. Stay Disciplined- "Leader is one who knows how to obey commands before knowing how to command. Learn obedience first."

## 2. Dr. APJ Abdul Kalam Azad



Avul Pakir Jainulabdeen Abdul Kalam was born on 15 October 1931 to a Tamil Muslim family in the pilgrimage centre of Rameswaram on Pamban Island, then in the Madras Presidency and now in the State of Tamil Nadu. He worked with the Indian Space Research Organisation (ISRO) and Defence Research and Development Organisation (DRDO) as an aerospace engineer. After that, he became the 11th president of India.

### Leadership lessons from Dr. APJ Abdul Kalam Azad

1. Everything is Possible
2. Leaders Ignite the minds of Others
3. Leader's care, share and maintain transparency
4. Leaders humble themselves
5. Leaders Inspire others and make them dream rather than making them believe in their own dreams
6. Leaders are truly Visionary
7. Leaders look for solutions to problems with Innovative mindset
8. Leaders create Institutions...They live as an Institution personally
9. Be Prepared Always- "Don't take rest after your first victory because if you fail in second, more lips are waiting to say that your first victory was just luck."

## 3. Dr. Bhimrao Ramji Ambedkar



Dr. Bhimrao Ramji Ambedkar was born on 14 April 1891. He was popularly known as Babasaheb. He was an Indian jurist, economist, politician and social

reformer who Chaired the Drafting Committee of the Constituent Assembly and was India's First Minister for Law and Justice.

**Leadership lessons from Dr. B.R Ambedkar-**

- Desire for Knowledge
- Responsibility towards society
- Confidence
- Affirmative action
- True visionary

**He has written various books-**

- The Problem of the Rupee – Its origin and its solution
- The Untouchables, who are they?
- Who were the Shudra?
- States and Minorities
- Emancipation of the Untouchables

**4. Ratan Naval Tata**



Ratan Naval Tata (born 28 December 1937) is an Indian industrialist, and a former chairman of Tata Sons. He was the chairman of Tata Group, from 1990 to 2012, and again, as interim chairman, from October 2016 through February 2017, and continues to head its charitable trusts.

**Leadership lessons from Ratan Naval Tata-**

- Trust and commitment
- Continuous Learning is important for Success
- Having a vision
- Humility
- Believe in Your Decision
- Share your Success with Everyone



## 4. How to become very powerful thought leader?

The following are the steps to become an effective and powerful thought leader-

1. Understanding our area of passion- Practicing an activity that brings us joy can benefit our professional and personal life. If we are enthusiastic about a concept or exercise, then we may have discovered our passion. A passion is a value that holds significant meaning to you or an activity that we enjoy doing.
2. Get professional Expertise- focus on what we know best and how we can get best from the experts.
3. Create content- Content is all around us, all the time. We must enjoy while creating the content. We must disrupt our space with something new and innovative. Every good content-marketing strategy begins with a plan. It can be flexible and take minutes to create, but it exists.
4. Start speaking in Public like Tv, Seminars, etc.- Preparation and practice are key. We must start speaking in front of audience. A thought leader is one who express their ideas by way of public speaking.
5. Start writing and publish a book- It is another mode of expressing views or what we call thoughts.
6. Start online Publication- It can be done through social media platforms and join various online groups. We can start writing in start a magazine also.
7. Always provide high-quality content
8. Understand how video can be used- We can reach out to people with the help of videos also. We must understand how to use video.
9. Don't limit ourself- we must not limit ourself. In fact, we must explore our ideas and spread it to people at large.
10. Create a good team- Only a good team work can make us possible to become a thought leader. For any successful business or entrepreneur, good team work requires.
11. Create networking- Networking is also equally important for reaching our ideas and thought to the public at large. Suppose we started writing or we want to become speaker, it is important for the public to know about us. It can be possible with the networking only. Networking can

be enhanced with the use of social media. Which is discussed in the later chapter.

12. Involve ourself in award ceremony- we must also give our nomination for various award ceremony. It gives a recognition to our work. People got inspired when we got appreciation by way of award.

Various services a thought leader can provide-

- Consultancy services to various business
- Content writing for business magazines, Institutes, universities, colleges
- Become speaker at various seminars, webinars, conferences, events
- Become an author or co-author of various books
- Blog writing
- Podcast services
- You tube videos

## 5. Useful tips to become a speaker and earn money

Speaking has its own importance. It requires various skills and knowledge before speaking at public. Becoming an effective public speaker is not a rocket science. Anyone can become a speaker if they have the passion to become that. Not only for speaker, in fact, in any work once we have a passion to become anything, we can become that. An effective speaker needs to be able to get his or her information across while also keeping the audience entertained and engaged.

Understand what kind of speaker you want to become?

- Transformational speaker
- Inspirational or motivational speaker
- Professional Speaker



Useful tips to motivate yourself to become a speaker

Chase your passion

Channel your inner child

Few questions one must ask to themselves

- Who is my audience?
- What is my goal for this event?

- What people want from their speaker?
- Motive of speaking?
- Do you want to inspire them?
- Educate them?
- Give them a chuckle and entertain them?

Steps to be followed to become a successful speaker

1. Learn from other faculties and speakers- We must attend various seminars, listen to the speakers in the Tv or other platforms. It gives us the clarity about speaking and also removes fear. Only a good listener can become a good speaker. We must learn from others. In everyone's life, there must be some ideal person, from whom we want to learn. Just learn from them.
2. Watch videos or recordings- we must spend some time on watching videos or recordings of other speakers. How they communicate their ideas, engage people with their thoughts.
3. Build trust- Building trust on oneself is the most important thing. In order to gain trust of others, we must first trust on ourself. Once we believe on ourself, we can make others believe on us. That is the only mantra to make others believing on us.

*"It's so important to believe in yourself. Believe that you can do it, under any circumstances. Because if you believe you can, then you really will. That belief just keeps you searching for the answers, and then pretty soon you get it." – Wally "Famous" Amos*

4. Read various books, bare acts, other articles, magazines and journals- Reading is very much beneficial. We can gain valuable knowledge and keep us updated only by reading various books and articles. It enhances our knowledge and develops our reading habits. The benefits of reading are immense.
  - Improve our knowledge
  - Keeps us updated
  - Improve our communication skills
  - Exercise our brain
  - Improve our focus
  - Improves memory
5. Plan for the speech before a day- Plan our speech appropriately. So, that we can easily interact with the audience. Planning and Practice are equally important. Before delivering any speech especially for the new speaker, rehearse it. We can ask to our family members, friends to be

- an audience while rehearsing. So that it gives us the genuine feeling of delivering the speech. Also ask them to give genuine comments. So, that we can easily rectify it. It will always help us in giving best speeches.
6. Engage audiences with interesting topics- Do engage people with their liking topics. People hear what they want to hear. So, plan our speech accordingly. Do some research about the audience also. They will give us more clear idea about what to tell and how to engage them.
  7. Try to create some fun in between- No one likes to hear word to word notes. Always try to engage our audiences with more fun and storytelling. People get more attracted when we share some stories to them or create some fun during the session.
  8. Practice it more and more- Always practice more and more before appearing for the speech. If it is our first time or we have not much experience then, we must have to be extra careful.
  9. Pay attention on accuracy- We must provide the accurate information to the audiences. It reflects positive image of the speaker. We must always conduct appropriate research from the regulatory authority's website.
  10. Always give what your audience want- Everyone is more interested in their own benefit. It is very obvious that we want to talk about the thing in which we have a big interest. Always remember the fact, in order to influence other people and leave impact on them, we need to talk about what they want not what we want and show them how to get it. It is more about the human behavior. We need to think our self from the point of view of sales man. How a salesman performs their duty. He is focusing on the buyers' interest. When a salesperson can show us how their product will help us fix our problem, indeed we will be more interested.

## 6. Useful tips to become a writer

1. Understand our passionate topic.
2. What type of writer we want to become- author, blogger, newletter publishing, articles etc.
3. Chase our dreams
4. Read various books
5. Research on the topic
6. Start writing
7. Research for the publisher
8. Get published
9. Launch our own book
10. Keep branding and promotion

## 7. How to become Global Practitioner-traditional, non-traditional areas (within the state, Nation and Globe), networking, client handling, explore new opportunities

### Traditional areas

Traditional means- based on a way of thinking, behaving, or doing something that has been used by the people in a particular group, family, society, etc., for a long time.

It means occupations practised by successive generations, rooted in customs and practices and focused on subsistence economies.

1. Accounting- It is the process of measuring, processing, and sharing financial and other information about businesses and corporations.

Accounting concepts are ideas, assumptions and conditions based on which a business entity records its financial transactions and organises its bookkeeping.

The father of modern accounting is Italian Luca Pacioli, who in 1494 first described the system of double-entry bookkeeping used by Venetian merchants in his *Summa de Arithmetica, Geometria, Proportioni et Proportionalita*.

The professionals record the financial transactions of a company.

Different types of accounting

- financial accounting,
  - management accounting,
  - cost accounting
  - and tax accounting.
2. Auditing – It is the examination or inspection of various books of accounts by an auditor.

Auditing is as old as accounting, and there are signs of its existence in all ancient cultures such as Mesopotamia, Greece, Egypt, Rome, UK, and India. Arthashastra by Kautilya detailed rules for accounting and auditing of public finances. A Royal Charter incorporated the Institute of Chartered Accountants in England and Wales on May 11, 1880. The key purpose of this incorporation was to prepare Auditors.

In India, the Office of the Comptroller and Auditor General has its beginnings in 1858 – the year the British Crown took over the reins of governing British India from the East India Company. The first Auditor General (Sir Edward Drummond) was appointed in 1860 and had both accounting and auditing functions.

3. Direct taxes- It includes- Income tax, corporation tax, property tax, inheritance tax and gift tax.
4. Indirect taxes- It includes excise tax, VAT, and service tax, GST. From 2017, India began the journey of the unified GST, which replaced the multiple taxes that were previously existing.

### **Non-traditional Areas**

These are the untouched areas. These untouched areas are divided into three categories viz. within the state, nation and globe.

#### **A. Opportunities within the State**

##### **1. Real Estate- RERA**

- a) Conversion of agricultural land into non-agricultural land
- b) Development of retail, hospitality and entertainment (e.g., hotels, resorts, cinema theatres) industries, economic services (e.g., hospitals, schools) and information technology (IT)-enabled services (like call centres)
- c) Advisory to buyers before investing
- d) Investment outside India
- e) Investment in India by NRI
- f) Income tax and other tax compliances
- g) Advisory to all intermediaries' builders, agents,
- h) Advisory Services before acquiring immovable property and the safeguards to be employed to minimize the risk involved.
- i) Advisory services in order to avoid delay in acquiring property possession.
- j) Advisory services in case of dispute regarding issues of non-payment.
- k) Due diligence before land purchase
- l) Drafting of various documents like sale deed, mortgage deed, title deed, conveyance deed



- m) Representation before the Adjudicating Authorities under RERA in the process of complaint
- n) Representation before the Real Estate Appellate Tribunal
- o) Representation before the Conciliation and Dispute Resolution Forum
- p) Representation before any other competent authority for any other purpose under the Real Estate (Regulation and Development) Act, 2016.
- q) Execution of RERA order
- r) Approaches on behalf of the real estate buyer/home buyers/allottees for the remedy provided under consumer act
- s) Property management
- t) Real estate lending services
- u) Valuation services under real estate
- v) Mortgage Specialist / Underwriter
- w) leasing consultants
- x) Promoter certificate
- y) Project fund planning before registration
- z) Advice on township development
- aa) Real estate promotion and development
- bb) Advice and legal documentation of property buying/selling/lease
- cc) Tenant-landlord issues
- dd) Land use regulations
- ee) Building, development and construction contracts
- ff) House tax disputes, Other Tax disputes (GST and other)
- gg) Project and retail property transactions
- hh) Filing of complaint under RERA
- ii) Routine compliance work

## 2. Charitable Laws

- a) Registration of Trusts, Charitable organizations, societies, Waqf,
- b) Taxation of Charitable organisations
- c) FCRA Registration
- d) Consultancy on foreign contribution

- e) Management and administration of Charitable organization
  - f) Dispute resolution
  - g) Corporate Social Responsibility- reporting, spending
  - h) Legal framework consultancy
  - i) Preparation of Bye laws, Trust deed and other drafting opportunities
  - j) Registration of Section 8 Company
  - k) Compliances and filing under Section 8 Company
  - l) Fund raising and grants
  - m) Audit
  - n) Taxation
  - o) Compliances under the Foreign Contribution (Regulation) Act, 2010 if receiving any foreign contribution from a foreign source
  - p) Compliances under various legislations and State Laws applicable to the charitable organization
  - q) Maintenance of Books and Accounts
- 3. Cooperative Societies**
- a) Registration of cooperative society
  - b) Model bye laws
  - c) Project report of society
  - d) Registered as member
  - e) Raise funds for the society
  - f) Audit
  - g) Reconciliation of accounts
  - h) Resolutions of the Managing Committee and General Body Meeting
  - i) Audit of cooperative housing society
  - j) Compliances of all cooperative societies
- 4. Labor laws**
- a) Preparation of checklist
  - b) Regulatory compliances including minimum wages act, work men's compensation Act, Contract Labour Act, Factories Act etc.

- c) Working hours, wages, occupational health and safety
  - d) PPF, EPF, pension and other requirements
  - e) Timely submission of annual/half-early/quarterly returns
  - f) Industrial disputes
  - g) Contract labour, lay off
  - h) Consultancy on labour codes and other laws
  - i) Employment agreement, offer, acceptance, non-disclosure agreement
- 5. Chit funds State laws**
- a) Preparation of chit fund company
  - b) Maintenance of accounts, records
  - c) Consultancy on chit fund laws
  - d) Preparation of agreement
  - e) Dispute resolution
  - f) Inspection of documents
  - g) Appeal
  - h) Winding up
- 6. Stamp Duty**
- a) Calculation, collection and submission of stamp duty
  - b) Consultancy on stamp duty where applicable
  - c) Stamp duty on bond, debenture, real estate projects etc.
  - d) Consultancy on stamp act
  - e) Preparation of various documents
  - f) Agreement or document for transfer or assignment of rights or interest in financial assets not liable to stamp duty
- 7. Subsidies schemes of states**
- a) Consultancy on schemes prevailing within the state
  - b) How to avail that scheme
  - c) Eligibility criteria and other procedure
  - d) Apply for scheme, submission of documents

**B. Opportunities within the Nation**

**8. Presentation before Tribunals-business tribunal practice - 30 plus tribunals**

- a) Tribunal's practice or procedure rules
- b) Drafting of pleadings and written statements
- c) Drafting of affidavit
- d) Filing of various applications
- e) Appear before various tribunals
- f) Pray for relief
- g) Procedural aspects of filing appeal

**9. MSME sector**

- a) Formation of MSME
- b) Consultancy on growth and development of the MSME
- c) Set up an organizational structure
- d) IPR services to MSME
- e) MSME compliances
- f) Udyam Registration
- g) guidance to new business opportunities
- h) Regularly update on recent development in MSME
- i) Various schemes for MSMEs
- j) Online market place
- k) GST registration
- l) bank loans
- m) Taxation consultancy
- n) government tenders
- o) Government e-Marketplace and various other State Government portals which give easy access to their marketplace and e-tenders.
- p) Subsidies and other consultancy
- q) Special consideration in International trade fairs.
- r) Filing of various cases, appearance before tribunals in case of any dispute

- 10. Company law- Oppression and mismanagement, Liquidation etc.**
- a) Filing of Application in case of Oppression and Mismanagement
  - b) Presentation before Tribunal
  - c) Alteration in Memorandum or Articles
  - d) Filing of copy of every order altering, or giving leave to alter, a company's memorandum or articles with the Registrar.
  - e) Valuation of shares
  - f) Class action suit
  - g) Filing of appeal before appellate tribunal
  - h) Petition for Winding Up
  - i) Act as a liquidator
  - j) Conduct Board meeting and general meetings
  - k) Sale of assets
  - l) Distribution of Property of Company
- 11. Virtual legal counsel / CFO / Virtual Entrepreneur**
- a) Managing legal matters without a General Counsel
  - b) Start ups to start their business
  - c) Assist the businessman with applicable business laws, regulations
  - d) Compliance
  - e) Support to each and every level
  - f) Growth prospects
  - g) Efficient finance operation
  - h) Formulation of overall strategy
  - i) creating value
  - j) oversight of contracts and legal risks
- 12. Disciplinary consultancy to ICAI, ICSI, CMA, Bar Council, Ministries, Government departments- police administration**
- a) Filing of complaints
  - b) Procedural aspects
  - c) Appearance
  - d) Filing of appeal

- e) Issue of show cause notice, its reply
  - f) Advisory about various laws and regulations, Professional Misconduct
- 13. Non Banking Financial Institutions- NBFCS, Nidhi company, Money lenders**
- a) Advisor to the various non-banking financial institutions
  - b) Registration of Non-Banking Financial Company
  - c) Compliances of Non-Banking Financial Company
  - d) Audit of Non-Banking Financial Company
  - e) Winding up of Non-Banking Financial Company
  - f) To act as an arbitrator in case of any disputes arising under Cooperative societies
  - g) Act as a relationship officer and manager under NBFC
  - h) To assist in various types of money lending
  - i) Consultancy to establish NBF
- 14. Succession Laws, Hindu laws, family laws**
- a) Guide on remedies available to individuals on benefits of succession
  - b) Drafting of Wills, Power of Attorney etc
  - c) Assist in Family settlements
  - d) Consultancy on Succession management of Family business and HUF.
  - e) Succession and Wealth Planning
  - f) Marriage settlement
  - g) Family dispute settlement
  - h) Marriage registration
  - i) Adoption, inheritance, minority
  - j) Divorce
  - k) Appearance before district court and appellate jurisdiction
  - l) Dispute Resolution Services
  - m) Arbitration

### Opportunities within the Globe

15. Sustainability, ESG reporting, CSR, Social audit, SSE, 17 SDG Climate change mitigation - carbon credit
  - a) Preparation of reporting
  - b) Analyzing factors- Environmental, social and Governance
  - c) Keeping records
  - d) Tracking
  - e) ESG data
  - f) help corporates frame the right policies and frameworks to further improve their ESG performance
  - g) ESG metrics
  - h) Research on environmental, social and governance disclosures of companies.
  - i) Arranging conferences, seminars
  - j) Courses
  - k) Publications
  - l) sustainable community development
  - m) Contribution in making policies to enhance economic development
  - n) Become member of various institutes for sustainable development national or international
  - o) Sustainable Development Goals- United Nations
  - p) Improving environmental, social and governance performance
  - q) Consultancy on Reducing emissions
  - r) A framework to ensure that voluntary carbon markets will truly help combat climate change
  - s) Become members of various conferences
  - t) Emissions of greenhouse gases
  - u) Making plans to adopt more stringent climate measures
  - v) Climate Action Tracker
  - w) projects global temperatures
  - x) Become member of Panel on Climate Change
  - y) tax carbon or a cap on carbon emissions

- z) compliance carbon markets
  - aa) Establish companies to establish voluntary carbon markets
- 16. Social Media consultancy services- designing, creation of accounts, posting, tagging, sharing**
- a) Account creation at various social media platforms- Facebook, Twitter, You Tube etc.
  - b) Posting of various articles, content
  - c) Handling of accounts
  - d) Sharing of thoughts and knowledge
  - e) Tagging and group posting
  - f) Poll creation, engagement of audiences
  - g) You Tube videos
- 17. Corporate Governance & Independent Director**
- a) Advising directors and officers on director duties, various legislative framework, the organization's constitution, stock exchange and other regulatory and statutory requirements
  - b) Advising on ways to have such corporate governance that add value to the company and also benefit the stakeholders in the long term
  - c) Ensuring transparency for growth and profitability of business
  - d) Ensuring corporate accountability by communicating with the organization's stakeholders and broader community.
  - e) Review of risk and compliance policies, processes and procedures
  - f) Ensure robust and effective board interaction so as to have transparency
  - g) Adherence to various compliance of the Companies Act, 2013
  - h) Facilitating professional development programs for the board
  - i) Monitoring of corporate governance framework
  - j) Independent director of Mutual Fund
  - k) Enrolled with Data Bank and pass an exam for getting appointed as an Independent Director
  - l) Can become independent director in 7 companies



**18. Marketing consultancy-domestic and International**

- a) Preparation of marketing strategies,
- b) Designs to attract customer
- c) monitoring outcomes, identifying new markets, and positioning services and products
- d) digital marketing, social media
- e) Branding of products and services printing in magazines and newspaper adds
- f) Preparation of flyers and pamphlets,
- g) Consultancy to improve performance

**19. Enterprise Risk management**

- a) Risk management framework
- b) Risk management solutions for insurers
- c) Risk management services to banking and capital markets
- d) Asset management and private equity
- e) Risk analyst
- f) Evaluation of financial documents, economic conditions and potential clients
- g) Trading
- h) Market analysis, investment trends
- i) Credit risk specialists
- j) Treasury risk management
- k) Identification, Measurement, mitigation and monitoring of risks
- l) Liquidity risk
- m) Operational risk
- n) Compliance risk

**20. Start-ups and E-commerce**

- a) Establishing own e-commerce business
- b) Start-up making (Minicorn, Soonicorn, Unicorn, Decacorn, Hectocorn)
- c) Consultancy
- d) Online teaching

- e) App development
- f) Arranging funds for the business
- g) Making business plan
- h) Management and accounting consultancy
- i) Marketing strategy
- j) Business and Growth consultant
- k) Compliance consultants
- l) provide software solutions
- m) Financial and IT consultant
- n) Promotion strategy
- o) Deal with regulators
- p) Getting various licenses whenever required
- q) Designing of whole business ideas

**21. Global funding**

- a) Arranging various finances for companies
- b) Purchase Order Financing
- c) Business Start-Up Loans
- d) Factoring
- e) Asset Based Loans
- f) Equipment Financing
- g) Construction Loans
- h) Real Estate Financing
- i) Inventory Loans
- j) Arranging for funders/finance groups/capital raise firms and lenders
- k) International agent or correspondent
- l) Synopsis of the transaction to specific funders/finance groups/ capital raise firms/lenders
- m) Funding Proposal

**22. International trade - Global import –export services- Marketing**

- a) Financial Services Trade in Special Economic Zones
- b) Software technology parks

- c) SEZ programs
- d) Service centers and R&D operations
- e) Dealing with flows of finance
- f) Offshore production
- g) Export-Import Registration
- h) Import Export Code
- i) Drafting of various documents like Letter of Undertaking, purchase order, agreements etc
- j) GST and other tax compliances
- k) Free on Board ('FOB') value of exports
- l) Advising on foreign currencies
- m) locating supplier -product export ,
- n) exhibition participation
- o) Foreign Trade Policy
- p) Compliances under The Foreign Trade (Development & Regulations) Act,1992 & Rules made there under
- q) Acts as an intermediary
- r) Liaisoning with DGFT
- s) Tariff Rate

**23. Coach- Hard skills and soft skills-**

- a) Set up various coaching centers for CA, CS, CMA and law student
- b) Guide them through out their course  
Coaching on various topics like time management, emotion management, personality development -CA, CS, CMA, law students, Management, IITs, Colleges/Universities CPA, ACCA, CFA, CAPA, IFAC
- c) Virtual or physical mode of coaching
- d) Create videos in various subjects
- e) Teach strategies to clear the exam
- f) Prepare memory techniques and questionnaire
- g) Either individually or together with other colleague

**24. IPR Advisory Services**

- a) Patent, Trademark, copyright registration
- b) Setting up IPR registration agency
- c) IP pricing, tax and IP transactions
- d) management, strategy and licensing services
- e) valuations of IP and intangible assets
- f) Documentation for Trade Marks, Copyright, Patents and other Intellectual properties
- g) advice regarding reverse engineering of intellectual property
- h) Patent Drafting and Prosecution
- i) Patent Analytics
- j) Technology Transfer
- k) Trademark
- l) Copyright
- m) Software and Technology Licensing Agreements
- n) IPR investigation
- o) Coaching for Certificate courses on IPR

**25. Cyber security, Digital economy and data protection services**

- a) Cyber security consulting
- b) Identify Cybersecurity Issues
- c) Cyber crime reporting
- d) Filing of compliant
- e) Cyber Security Audit
- f) enterprise security architecture
- g) Web Application Security Assessment
- h) Mobile Application Security Assessment
- i) Network security audit
- j) Cyber security audit
- k) Infrastructure Audit
- l) Information Security Audit
- m) Cloud Security Audit

- n) DDOS Assessment Services
  - o) Network & Wireless Assessment
  - p) Social Engineering Risk Assessment
  - q) Digital Transformation Consultancy services
  - r) Startup ecosystem
  - s) Create a website
  - t) Fintech services
  - u) Set up our own blog or contribute blog posts on various CA platforms
  - v) Conferences and Public Speaking Opportunities in virtual mode
  - w) Become An Affiliate of Network of Chartered Accountants
  - x) Create Profiles on social media
  - y) Join Groups on Various Social Media Platforms
  - z) DSC Agency
  - aa) Digital Marketing Coaching
  - bb) Blockchain Technology consultancy
  - cc) Crypto trading
  - dd) Consultancy on crypto
  - ee) Taxation on crypto
- 26. Industry specific specialisation – Business growth in that industry**
- a) Industrial contractor
  - b) Computer Industry
  - c) Telecommunication industry
  - d) Agriculture industry
  - e) Construction Industry
  - f) Education Industry
  - g) Consumer services
  - h) Business services
  - i) Public services
  - j) Manufacturing industries
  - k) Innovation and disruptive technology

- l) Audits of the world's largest brands
- m) Software and services
- n) International trade and business

**27. Human Resource Management**

- a) Creating job opportunities
- b) Consultancy services
- c) Preparing strategies for organization
- d) Developing HR policies and procedures;
- e) Outsourcing services
- f) Performing Employee Satisfaction, Salary and Benefit Surveys
- g) Managing retirement plans
- h) Employees capacity building programmes
- i) Improve in productivity
- j) Hybrid workplace
- k) Training to employees

**28. Drafting of business and legal documents**

- a) Sale Agreements, Joint Venture and Foreign Collaboration Agreements
- b) Arbitration Agreement
- c) Power of Attorney & Affidavit
- d) Outsourcing Agreements, Service Agreements, E-Contracts, Leave and License, IPR Agreements.
- e) Deed of Sale of Land, Building, Mortgage, License, Lease, Assignment, Trust, Gift.
- f) Drafting of Wills, Partnership Deed, Sale Agreements, Collaboration Agreements, Hypothecation, LLP Agreement.
- g) Agreements, E-Contracts.
- h) Drafting of Legal Opinion.
- i) Shareholder's Agreement
- j) Drafting for pleadings/appeals under other acts/laws like Income Tax Act 1961, Finance Act 1994, Central Excise Act 1944, VAT laws etc.

- k) Drafting under other legislations like Transfer of Property Act,1882, The Registration Act,1908, Indian Contract Act,1872, Indian Stamp Act, 1899, Sale of Goods Act,1930, Negotiable Instruments Act,1882 etc.
  - l) Research paper, content writing
- 29. Finance for non finance executives**
- a) Improve financial skills of non-financial executives like Managers, senior managers, middle level executives
  - b) cost savings, budgets, new projects, growth strategies
  - c) Arrange various programs, seminars, events
  - d) Certification in Online Finance for Non-Finance
- 30. Consumer and Competition laws**
- a) Compliances with competition laws
  - b) Dealing with regulators
  - c) Enforcement and administration
  - d) Become member of the Competition Commission of India
  - e) Preparation of an anti-competitive agreement
  - f) Initiate an inquiry in relation to an anti-competitive agreement
  - g) File a complaint/information relating to anti-competitive agreements
  - h) Investigation with respect to anti-competitive practices
  - i) Acquisitions, mergers and amalgamations
  - j) A merger filing with the CCI and approval from the CCI
- 31. Recovery mechanism guidance - Insolvency and Bankruptcy, SARFAESI, Criminal Actions, TORT etc.**
- a) Preparation and filing of the Corporate Insolvency Resolution Process Application with the Adjudicating Authority.
  - b) Appointing the Interim Resolution Professional / Resolution Professional in consultation with the clients.
  - c) Assisting on Public Announcement as required under the Code.
  - d) Advising on the preparation of Information Memorandum and Statement of Affairs as may be desired by the Insolvency Professional in terms of the code.

- e) Meeting, conference and discussion with the Insolvency Professional on the resolution plan and making the necessary changes as suggested therein.
- f) Drafting, settling and filing all representations, petitions, replies, rejoinders and all other such pleading as may be necessary before the Adjudicating Authority and appearances for hearing before the Adjudicating Authority.
- g) Resolution Professional
- h) Representation on Committee of Creditors
- i) Liquidator
- j) Corporate consulting for Resolution / Liquidation
- k) Control and custody of the assets of the corporate debtor
- l) Bankruptcy
- m) Voluntary Liquidation
- n) Recovery under various relevant Laws
- o) Factoring, Loan & Sale Documentation
- p) Filing of various applications
- q) Recovery of debt
- r) Legal framework-
- s) Appearance before DEBT RECOVERY TRIBUNALS & PROCESS OF RECOVERY
- t) Become judge of DRT, DRAT
- u) Recovery Of Damages In Tort
- v) Risk management
- w) examining banking sector reforms, suggestions to form new legislation
- x) Registration and regulation of Asset Reconstruction Companies
- y) securitization of financial assets of banks and financial institutions
- z) reconstruction of financial assets
- aa) Presentation of any securitization company or asset reconstruction company registered with the Reserve Bank of India as a public financial institution.



- bb) Assistance in set up a Central Registry for the purpose of registration of transactions relating to securitization, asset reconstruction and creation of the security interest.

**32. Outsourcing - accounting - drafting – knowledge**

- a) Outsourcing real estate accounting
- b) Outsourcing finance functions
- c) Drafting and submission of tax returns
- d) Record keeping
- e) Drafting of financial statements
- f) Accounts Receivable/Payable
- g) Business accounting
- h) Maintenance of books and records
- i) Asset accounting management
- j) Financial analysis
- k) Bank reconciliations
- l) Payroll management
- m) Different types of reports on daily basis.
- n) Financial research and investigations

**33. Opportunities under financial crimes and laws like PMLA, Benami transactions, Black money, Fugitive Offenders Act**

- a) Risk rating methodology consulting
- b) Outsourced risk rating
- c) Enhanced due diligence
- d) Regulatory issue advisory
- e) Establish sound AML compliance programmes and control frameworks.
- f) Independent testing and audit
- g) Risk assessments
- h) Training
- i) Look-back projects
- j) System selection
- k) New product and service consulting

- l) assist financial institutions across all stages of the AML lifecycle
- m) Undertaking investigations
- n) training for employees related to AML
- o) KYC solutions
- p) Anti-money Laundering (AML) programs

**34. Mergers and Amalgamation**

- a) Advisory on tax implications associated with the various forms a transaction may take
- b) Assisting through rigorous financial analysis to ensure sound decision making
- c) Compliance services for the applicable regulatory requirements
- d) Assist in creating model and/or critically evaluate business valuations
- e) Guiding on financing options available and structuring a financing package, if necessary
- f) acquisition accounting and their application
- g) To advise, plan, coordinate, and execute an efficient and effective due diligence review
- h) Guidance for analyzing the transaction and modeling the target company's business.

**35. Valuation services**

- a) Advisory services
- b) Appointed as a registered valuer for liquidation
- c) Independent Valuer for valuation of exclusively listed companies
- d) Valuation at the time of admission or dissolution of partner,
- e) Family settlement, divorce
- f) Shareholders disputes
- g) Merger and amalgamation
- h) Adherence to Valuation Standards
- i) Asset Valuation
- j) ESOP Valuation
- k) Equity Valuation
- l) Investment valuations

- m) Capital Markets and Transaction Futures
- n) Brands/Intangibles
- o) Corporate Professionals Valuation Services
- p) Publication of articles

**36. Internal Control measures**

- a) Internal control designs
- b) Financial Internal Control Advisory services
- c) Implementation of internal control, policies and procedures
- d) identify problems
- e) Corrective measures
- f) Checking compliance with applicable laws, regulations, contracts, policies and procedures
- g) Risk assessment
- h) Formal internal departmental risk assessment
- i) Performing control activities such as verifications, reconciliations, reviews of operating performance, security of assets etc.
- j) Monitoring of internal control processes, system's performance over time
- k) Training and guidance of employees
- l) Ethics and values are promoted within the organization;
- m) Financial and operational information is accurate, reliable, and timely;
- n) Employee's actions are in compliance with policies, standards, procedures, and applicable laws and regulations;
- o) Resources are acquired economically, used efficiently, and adequately protected

**37. ADR – Arbitration, Mediation**

- a) Act as arbitrator / conciliator in domestic and international commercial disputes.
- b) Drafting of arbitration / conciliation agreement/ clause.
- c) understanding the underlying commercial transaction or the legal framework and advising accordingly.
- d) act as strategist and authorize in arbitral proceedings.

- e) help parties settle disputes and reach mutual agreements through communication and dialog.
  - f) setting up appointments, conducting interviews from witnesses or claimants, and reach conclusions through their knowledge of policy, law, and regulation.
  - g) Mediators are neutral parties that help resolve disputes, however make no decisions. Arbitrators hear disputes and make impartial decisions.
  - h) Prepare settlement agreements for disputants to sign
  - i) Apply relevant laws, regulations, policies, or precedents to reach conclusions
  - j) Evaluate information from documents such as claim applications, birth or death certificates, or physician or employer records
- 38. Agriculture and rural development**
- a) Industries and rural communities
  - b) Infrastructure development assistance
  - c) Managing finances
  - d) Granting loans
  - e) Technical support
  - f) How to adapt new technology
  - g) Deal with govt schemes
  - h) conducting awareness programs on accounts, audit and taxation matters in rural areas
  - i) to encourage the agriculturist for maintenance of accounts and frame the rules in various statutes
- 39. IFRS and country specific GAAPs , IPSAS**
- a) Adaptation of International Public Sector Accounting Standards
  - b) Dealing with International Public Sector Accounting Standards Board
  - c) Implementation of IFRS
  - d) Specializing in audit, accountancy, advisory
  - e) Evaluation of project processes, controls and deliverables
  - f) IFRS Reporting
  - g) In-depth analysis of the impact of IFRS

- h) Preparation of IFRS financial statements and annual reports
- i) Accounting changes in IFRS and US GAAP
- j) Measure and report various transactions
- k) Cash to Accrual and IPSAS services
- l) compliance & importance of auditing standards - peer review / disciplinary mechanism / regulator enquiry

**40. Forensic services**

- a) Forensic accounting
- b) Fraud investigation
- c) Identification and mitigation of risk
- d) Reporting of frauds
- e) fraud, misconduct, money laundering, bribery, kick-back schemes
- f) Anti-bribery and corruption services
- g) Cyber forensic- Digital Forensic And Cyber Crime Investigation
- h) Corruption laws in India
- i) Advisory services
- j) Dispute resolution
- k) Forensic digital technology
- l) Enforcement Agencies
- m) Asset tracing
- n) Corporate investigation
- o) Corporate intelligence
- p) International arbitration and dispute advisory
- q) Fraud risk management services
- r) Whistle-blower assistance

**41. SEBI and capital areas**

- a) To set up operations and offer services for a wide range of securities such as equities, commodities, equity derivatives, debt, currency & index based derivatives, etc.
- b) Provide a platform for Indian companies to raise foreign currency capital • Provide a platform for foreign companies to raise foreign currency capital

- c) Provide a wide range of securities to Indian investors looking to invest in the exchanges that set up in the IFSC
- d) Provide Depository services to Indian exchanges
- e) Provide Depository services to Foreign exchanges
- f) Provide clearing services to Indian exchanges that set up in the IFSC
- g) Provide clearing services to Foreign exchanges that set up in the IFSC
- h) Become Stock Broker, Sub-Broker, Merchant Banker, Banker to an issue, Trustee of trust deed, Registrars to an issue, Share transfer agent, Underwriter
- i) Consultancy to Investment adviser, Portfolio manager, Depository participant, Custodian of securities, Foreign portfolio investor, Credit rating agency.
- j) Setting up an offshore fund in the IFSC that sources funds from Indian investors (subject to LRS) and invests these funds in offshore markets
- k) Investment in a wide range of securities such as equity, debt, commodities, ETFs etc (some of which are not permitted under the current regulations)
- l) Wealth Management / Portfolio Management Services for non-India centric portfolios of non-resident investors

## Networking

Networking- very essential for professionals

- Family
- Friends
- Relatives
- Make more friends in social media,
- Sharing of knowledge in different platforms
- Become speaker at various conferences, attend conferences, meetings, events to increase network
- Become member in various groups, associations
- Speak at Business Magazine, newsletter, blogging
- Look for national and international seminar

### **Importance of networking**

- Learning new skills, self and professional development
- The opportunity for individuals to get to know each other
- To meet with likeminded people and industry peers
- To expand our knowledge
- To find solutions to our problems-get clarifications
- To present our ideas and increase professionalism
- For increasing communication skills
- To increase our confidence and also personality development
- Learn beyond our field or interest- out of box thinking
- Learn from other people's experiences

### **How to create new opportunities**

1. Understanding passionate area
2. Believe in our self
3. Out of comfort zone
4. Convince others about our ideas- understand their need
5. Keep learning new things
6. Keep value addition in our thoughts, ideas or product
7. Best branding of our self

## 8. How to become Global Entrepreneur?

The word “entrepreneur” originates from a thirteenth-century French verb, *entreprendre*, meaning “to do something” or “to undertake.”

By the sixteenth century, the noun form, *entrepreneur*, was being used to refer to someone who undertakes a business venture.

### Entrepreneurial Mindset

It is a way of thinking that enables us to overcome challenges, be decisive, and accept responsibility for our outcomes. It is a constant need to improve our skills, learn from our mistakes, and take continuous action on our ideas. Anyone willing to do the work can develop an entrepreneurial mindset.

An entrepreneurial mindset is a set of beliefs, thought processes, and ways of viewing the world that drives entrepreneurial behavior. Typically, entrepreneurs firmly believe it's possible to improve their life situation and live life on their own terms. They also believe in their ability to learn, grow, adapt, and succeed. The mindset of successful entrepreneurs is different from the mindset of traditional workers in many ways.

As the founder of Ford Motor Company, Henry Ford once said,

“Whether you think you can or think you can't – you're right.”

### How to develop an entrepreneurial mindset?

Anyone can learn how to act like an entrepreneur, build the habits, and learn some business hacks to fearlessly create a business or start a side hustle. We can work towards starting a business and earning passive income without quitting your job, without knowing how to code, and without a million-dollar idea. Having a proven online business model helps, too.

But here is the thing..... The **biggest killer** of the entrepreneurial mindset is not what you would expect.

It's not failure, the economy, or bad ideas.

It's **doubt** – in ourselves, our surroundings, and our abilities.

Self-doubt kills many dreams, long before any external factors can come into play.

**Learn to master our inner game:** Most people are **afraid to start** pursuing their dreams. Or if they do start, they turn back at the first signs of struggle, convinced they don't have what it takes. This is why your thinking is so



important to get right in the beginning. Being an entrepreneur starts with **that feeling inside us** – that entrepreneurial spirit we need to nourish and hone.

Whether we are an employee looking to level up our career, a 9-to-5 worker exploring how to become a freelancer, or become a founder and CEO of our own company– when we master the entrepreneur mindset, we will begin to accomplish more goals than we ever imagined.

### **Qualities of an Entrepreneur**

1. Goal
2. Passion
3. Planning
4. Professionalism
5. Easy going attitude
6. Eager to Learn
7. Empathy
8. Social Skills
9. Decision making
10. Competitiveness
11. Determination.
12. Disciplined.
13. Risk taking
14. Global and Industry Knowledge
15. Creativity
16. Patience

### **How to become Global Entrepreneur?**

- Find our purpose and passion
- Develop the business idea
- Research in the market about the opportunities
- Make business plan
- Capital to be invested
- Sources to fund the business
- Expenses to meet in regular basis
- Human resources to be required

- To make available Skilled Labour forces
- Make sales strategy to increase the sales
- Once the business start running smoothly, develop strategies to expand business
- First expand the business in the national market
- Then become global
- Make continuous effort to take the business to the new heights

### **Small Business Ideas**

1. Food truck business
2. Coffee shop
3. Bakery
4. Cooking classes
5. Ice cream stand
6. Product reviewer
7. Home delivery
8. Book keeping
9. Web design
10. Digital marketing
11. Interior Designer
12. Make up Artist
13. Home stay Business
14. Online tutorial
15. Home décor
16. Currency trading
17. Event planning
18. Photography
19. Fast food corner
20. Yoga classes
21. Pet business
22. Day care business
23. Salon

24. Content creation
25. Dance studio
26. Music studio
27. Sports coaching
28. Clothing boutique
29. Travel planner

## 9. How to become Global CEO?

Chief Executive Officer- is the highest-ranking person in a company. While every company differs, CEOs are often responsible for expanding the company, driving profitability, and in the case of public companies, improving share prices.

Who can become CEO?

Anyone can become CEO.

### **CEO Mindset**

- Choose the destination/goal- Plan Where we want to see our business
- Timeline to reach that destination- the time by which we want to achieve that goal
- The Road map- The way to reach that destination /goal

### **Qualities of CEO**

1. Passion
2. Vision
3. Grit And Courage
4. Decisiveness
5. Potential
6. Self-Confidence
7. Adaptability
8. Relationship-Building Skills
9. Curiosity
10. Communication skills
11. Emotional Intelligence
12. Risk taking
13. Learning
14. Growth Mindset
15. Creativity

### **Soft Skills required to become a CEO**

- Growth Mindset
- Communication Skills
- Leadership
- Decision making skills
- Emotional Intelligence
- Listening
- Negotiation
- Problem solving
- Delegation

### **How to become Global CEO?**

1. Gain the qualification
2. Get the expertise
3. Knowledge about the product/services, industry, competitors
4. Create vision
5. Skills development
6. Build CEO mindset
7. Life long learning
8. Management skills

## 10. Use of social media

Having knowledge and expertise is one thing and sharing them among fellow aspirants is another thing. When we share our knowledge, it helps to deepen our knowledge and engrains what we know.

Therefore, if we know something it becomes our duty to reach out as success is not just about achieving our goal but to inspire others.

We are blessed to be born in the internet age where we can meet 1000s of people on a single digital platform. It helps us to reach out to society that needs our services.

Powerful social media tools such as Facebook, Linked-in, Gmail, YouTube, Blogs, websites, Twitter, WhatsApp, Instagram, e- articles, etc. allows us to share our knowledge and expertise and helps connecting people even though they are living miles apart.

For Knowledge may be a power but it's much more powerful when it is shared! Hence yet again we impressed upon the thought that if we know something we should aggressively share our knowledge.

In Facebook, we can join 6000 groups, similarly, a person can send over 2000 emails daily, and professional expertise tools such as LinkedIn allows us to be part of 100s of the group. Additionally, a certain platform such as Twitter, blogs, podcasts help to put our viewpoints.

*Note: Sharing of knowledge is not violation of professional ethics and code of conduct.*

### **Create a website**

The world has become a small marketplace with the advent of internet and the World Wide Web. Now your product or service is not only being sold in a local, national or international arena but it can reach the most remote corner of the planet. The internet has made this feat possible.

The Internet is a global network of interconnected computers, enabling users to share information along multiple channels and the World Wide Web is a system of interlinked hypertext documents which is used as a way of accessing information over the medium of the Internet. Invented in 1990 by Tim Berners-Lee as a method of publishing information in a hypertext format on the Internet, the World Wide Web began to take off in 1993, after computer science student Marc Andreessen created the first popular Web browser, known as Mosaic. Since then, the number of Web sites and Web pages has exploded. The Web prompted the phenomenal growth in both the size and use of the Internet.

To ensure business and professional growth we must make use of this phenomenal resource to target as many potential customers as possible. Herein rests the importance of creating a website. Having a website and online presence enables your organization to be known. It will make people aware of your presence and conscious of your ability in their needs.

Today's readers are well informed and look for online information. They are already educated and have done their research and are well aware of what they exactly want. This type of customer behavior trend emphasizes how your website is the backbone of your business.

However, it is not only important to create a website, it is equally important that our website is update with fresh and topical information. It should not seem unkempt and stagnated. Every piece of content we put on our website is a reflection of us and will form an image in the mind of the customer. Therefore, it is important that our website effectively reflects our business and the products or services offered by us.

### **A professional website**



### **Social Media Presence**



Social media have made possible and easier to discuss, network and share valuable information and updates with the community.

We can take the benefit of social media platforms by creating informative and engaging content. LinkedIn is a professional networking platform. It will be very helpful, where we can connect with business owners, tax experts, and other professionals in order to build their network.

### **How to use social media platforms?**

- Read various books, get expertise-technical, self-development
- Learn various tools, software like Canva for designing, active campaign for e-mailing, website management, social media platforms etc.
- Create Our own website, YouTube channel, Facebook page, LinkedIn, Twitter, Instagram account, create account in blogging website, podcast
- Make more friends, join various groups
- Create WhatsApp Business account and Telegram, create various groups and invite people to join that group
- Create our own attractive flyers on various topics, market ourselves
- Post those flyers in Facebook, LinkedIn, Twitter, Instagram, WhatsApp- 4 times a day
- Tag others that post, share in various groups
- Create Poll for engagement for participants
- Make YouTube videos in just 2hrs and upload in social media platforms
- Make various articles, ppts, upload in website, LinkedIn etc.
- Share those articles via e-mails in bulk by Active campaign, in SlideShare

### **How to make You Tube Videos?**

- Create a YouTube Video Strategy.
- Create account on YouTube
- Choose the topic of our passion- Be it anyone, like a housewife can make video on cooking, crafts, stiches
- Get the expertise by googling it
- Rely on Ministerial websites, get various statistics wherever needed
- Spend 1-2 hrs on preparation and make pointers, memory techniques for making video, cover everything about that topic, make it meaningful
- Think out of box



- See other videos, think on how we can make different, extraordinary video
- Set up your video recording
- Record your video
- Look into that video and try to find how video can be better
- Go for another video recording,

### **Conclusion**

Before the digital age, book writing, news articles were such few channels of knowledge sharing, although these are equally important in the present age, with little technological advancement you will reach your fellow learners perhaps much faster.

At this juncture, we find it apt to remember English Historian and Geologist Charles Darwin's famous quote

"In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed."

We feel it is our prime duty to share what we know with society. Let us become members and address the community which needs our services.

At last, I would like to conclude this article with a hope that this article would do a miracle for all the professionals and the public at large to serve their thoughtfulness as Thought Leaders.





# Author's Profile

## CA (Dr.) Rajkumar S Adukia

Passionate to make anyone Global Speaker, Writer, Entrepreneur, Global Practitioner, Acquiring New Knowledge, Professional Qualifications, Growth in Business & Promotion As CEO

Author of more than 350 books & Global business, professional growth and motivational coach

My Profile:

### Educational Qualification

- 1 Graduation from Sydenham College of Commerce & Economics.  
5th Rank holder in Bombay University in 1980
- 2 Chartered Accountant
- 3 LL.B, LL.M, Diploma in Labour law and Labour welfare, IPR, Criminology
- 4 PhD in Corporate Governance in Mutual Funds
- 5 MBA & Diploma in IFRS (UK)
- 6 Master in Business Finance
- 7 Certification courses:
  - Arbitration • Forensic • Audit and fraud prevention • Concurrent audit

CA (Dr.) Adukia left no stone unturned during his career span expanding to more than 40 years. He is ever enthusiastic and have unlimited time to discuss the matter of professional and self-interest. He is a legendary example of seeking ways to explore new areas of business and profession. He is a true inspiration for each and every professional. His knowledge, qualifications itself tells a lot about him. He is a chairman of the Competent Insolvency Professionals Private Limited.

**He has addressed more than 100 International Conferences.** His vast experience includes training and professional services to banks, financial institutions, Corporate, Government Departments, and Regulators.

Presently, he is a Chairman, The Institute of Chartered Accountants of India, Committee for Members in Entrepreneurship and Public Service and Vice Chairman- Committee for Career Counselling

### Awards and Accolades

- 1 The Jeejeebhoy Cup for proficiency and character.
- 2 State Trainer by the Indian Junior Chamber.
- 3 "Rajasthan Shree" by Rajasthan Udgosh, a noted Social Organization of Rajasthan.
- 4 Several other awards as a successful leader in various fields.
- 5 National Book Honors Award 2018.