

# FUTURE READY CAs FOR NATION'S GROWTH

## THE CA ELECTION MANIFESTO 2024 CA (Dr.) Adukia Rajkumar Satyanarayan



**YOUR CANDIDATE FOR CENTRAL  
COUNCIL ELECTION (ICAI – WESTERN  
REGION) 2024**

Requesting your **FIRST** preference vote to Ballot  
No. 1 on my credentials, proven record and  
performance.

Let us contribute to make India the No. 1 economy  
in the world by making contributions in all levels of  
economic activities and policy making initiatives  
through ICAI on your behalf.

Join in my Journey to Strengthen and Empower  
ICAI and through ICAI – the Entire **NATION &  
WORLD!!!**



SCAN THE QR CODE

### VISION

To Make "Every  
CA a Global  
Professional"  
contributing to  
both global and  
Indian economy

**FIRST**  
Preference  
**VOTE** to  
Serial No.

**1**

on Ballot  
Paper

### DATES OF ELECTION:

**6th (Fri) and 7th (Sat)  
December 2024**

Ahmedabad, Aurangabad, Bhayandar,  
Chinchwad, Dombivali, Kalyan, Mira Road,  
Mumbai, Nagpur, Nashik, Navi Mumbai, Pune,  
Rajkot, Surat, Thane, Vadodara

**7th (Sat) December 2024**


Other Cities/Towns in rest of Maharashtra,  
Gujarat, Goa

**Timing: 8.00 am. to 8.00 pm.**

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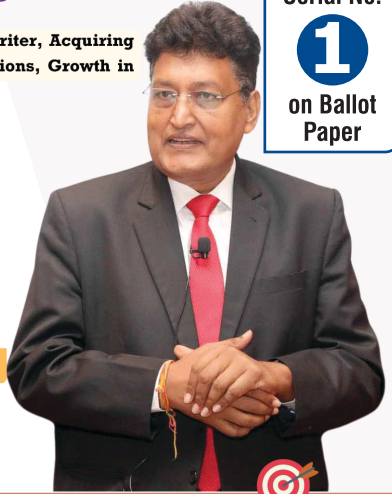


# CA. (Dr.) Adukia Rajkumar Satyanarayan

CHANGE MAKER FOR THE 8TH TERM OF  
26TH COUNCIL 2025-2029

**FIRST**  
Preference  
**VOTE** to  
Serial No.

**1**  
on Ballot  
Paper



Delivered  
**5000+**  
Presentations

“Passionate to make anyone Speaker, Writer, Acquiring New Knowledge, Professional Qualifications, Growth in Business & Promotion As CEO”

Authored  
**350+**  
Books

### Academia

- B. Com (Hons),
- M. Com,
- FCA,
- FCS,
- FCMA,
- LL. B,
- LLM (Constitution)
- Dip IFRS (UK),
- Dip LL&LW,
- Dip IPR,
- Dip in Criminology,
- Dip HRM,
- Dip Cyber Law
- MBA
- Ph. D
- Mediation,
- IP (IBBI),
- MBF,
- Dip CG,

### Currently Pursuing

- MA (Psychology), MA (Economics), PGD CSR, PGD Crime Investigation, IBBI (RV)\*\*\*\*\*

Motivated  
**3 Lac+**  
Students

Encouraged  
**2 Lac+**  
Members

Pursued  
**20+**  
Certificate  
Courses

Pursued  
**75+**  
Self-  
Development  
Courses

### AIR Glimpses

- AIR 1<sup>st</sup> Rank in CA- Inter;
- AIR 6<sup>th</sup> Rank in CA-Final;
- AIR 3<sup>rd</sup> Rank in CMA-Final,
- AIR 5<sup>th</sup> Rank in Mumbai University +++

### Ex-Director

- SBI Mutual Fund,
- BOI Mutual Fund

- Enable CA Members to earn 1 cr+ annually.
- Enable students to pass in their very 1st attempt.
- To make the nation grow by leaps and bounds; Bharat to have 5 Trillion USD GDP by 2029.

### Current Positions being held

- Chairman, Board of Studies, ICAI
- Chairman, SAFA's Education, Training & CPD Committee
- Member on the Board of Advisor, Atmiya University
- Technical Advisor, IFAC (IFAC Looking after 180+ Organizations in over 135 countries catering to 30 Lakh professionals)

Lives in

**Mumbai**

**1984-1990**

Convenor,  
Kalbadevi Study  
Circle

## Change Maker & Contribution to the CA profession

**1991-1997**

Regional Council Member,  
Western Region of ICAI (WIRC)  
Awarded as the Best  
Chairman in 1997

**1998-2016**

Central Council Member  
ICAI Headed  
all the Committees

**2022-2025**

Central Council Member  
ICAI

DATES OF ELECTION:  
DEC 06-07 DEC 2024

Member IFAC-PAIB committee 2001-2004; Member IFRS SMEIG London 2018-2020

Members of Maharashtra, Goa and Gujarat are appealed for their 1st Preference Votes.



## **To my esteemed fellow Chartered Accountants of Maharashtra, Gujarat, Goa, Diu, Daman, and Dadra Nagar Haveli:**

Every day I wake up with just one thought in my mind – What more can I contribute towards my CA family - None of you are family by blood, but all of you are my family by love. My whole life has revolved around the CA fraternity and my passion has not been any client but my family, my community, the CA Fraternity. I have lived my entire life with these underlying words “Rajkumar Adukia for the CA Members and CA Students”

It gives me immense pleasure to announce that I am contesting for the upcoming Central Council Elections 2024 (ICAI – Western Region) to be held on 6th & 7th December 2024. I urge you to cast your first preference vote for a change maker—a leader who embodies passion, vision, and integrity. I am a firebrand leader committed to making a tangible difference in the lives of every CA and every CA student.

From 1700 members on 1st July 1949 to 4.03 lakhs members as on 1st April 2024 – the Chartered Accountant family has grown manifold and is a key pillar in India’s growth story. I humbly endeavour to be of service to all the stakeholders of the CA profession.

Inspired by the dreams of great leaders like Martin Luther King Jr., I envision a profession where our contributions are recognized and valued. I am dedicated to delivering on my promises and ensuring our collective growth.

**Let us shape the future of our  
profession together!**



## **YOUR SUPPORT MATTERS**

As we approach the Central Council Elections 2024, I invite you to join me in a transformative journey for our chartered accountancy profession.

I humbly seek your FIRST Preference Vote to allow me to represent you in the capacity of an effective and transformational leader ensuring transparency & efficiency at every level of our institution's working so that every member and every student will have a voice and can directly benefit from my mission of taking our profession to greater heights!!

Throughout history, we've seen how individual leaders can make a real difference. Take Dr. A.P.J. Abdul Kalam, who inspired countless young minds with his vision for technology and education, or N. R. Narayana Murthy, who transformed India's IT industry with his innovative thinking. Their journeys remind us that with dedication and creativity, we can tackle challenges together and create a brighter future for our community.

While I don't place myself alongside greats like them, I genuinely believe that my experience and passion can help elevate our profession to new heights.

I feel the Council needs more members having vast experience and diverse knowledge with the fire to bring about revolutionary change. I assure you of my competence in the same and request for your FIRST PREFERENCE VOTE to make miracles happen.

If you have any suggestions/ideas to improve upon, please write to me, WhatsApp me or call me at your convenience. I will thoroughly study and try to implement all feedbacks received once I get elected to Central Council with the blessings of your VOTE and SUPPORT for Ballot No. 1, Central Council (WEST). I thank you for your commitment to participate in the electoral process. Let us vote and together build a prosperous future for the Chartered Accountant fraternity.

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

**Mob : 98200 61049**

**Email : rajkumar@cadrrajkumaradukia.com**

**Thank you for your trust and support!**



## EXECUTIVE SUMMARY – AGENDA, INITIATIVES & ACTION PLAN

### “ICAI KI AANDHI” - BRINGING REVOLUTIONARY CHANGE IN ICAI

*“I Have a Dream” - Martin Luther King Jr.*

I have a dream - I want to revive the Glory of our beloved ICAI.

I will be contesting for my 8th term in the Central Council of ICAI, with the single minded purpose to resurrect ICAI into the No.1 Professional Body for excellence in the field of Chartered Accountancy education in the world with a strong pre-eminent reputation.

ICAI is a repository of knowledge and has a rich heritage, with proud privilege of being alma-mater to a host of achievers, all over the world.

Having served the nation and the world for 75 years, it's now time to revive the strength and ethos of ICAI.

It is time to revolutionize the world's largest accounting body and the profession of Chartered Accountancy by establishing and elevating high standards of competence and ethics.

With your support, I intend to overcome obstacles and address pressing issues, particularly brand image of ICAI and enhance the reputation and credibility of the CA profession.

With a commitment to serve “with every breath in my body,” I reassure you of my unwavering dedication to strengthen ICAI and create a better, brighter future for the Chartered Accountant fraternity.

### REASON FOR CONTESTING AND TOP 10 SPOTLIGHT AREAS OF FOCUS

1. Focus on **Boosting Brand Image** of CA
2. Focus on **Global Recognition** of Indian CA
3. Focus on **Increasing Contribution** of CA in all sectors
4. Focus on **New Professional Opportunities** for CA
5. Focus on **Imparting Guidance** to CA students
6. Focus on **Augmenting Power/Soft skills** of CA
7. Focus on **Technical Training** with respect to new-age technological advancements
8. Focus on **Mentorship** and One-to-One Interaction
9. Focus on **Enhancing contribution** of Senior Citizen CA; Retired CA and CA who can only work from home
10. Focus on creating **Interactive CA Bonhomie Forums** for knowledge sharing

## **SIX POINT ACTION PLAN**

### **1. A All-round Service – Position Every CA as a global service provider**

1. Develop programs targeting overseas market needs
2. Offer International courses & certifications
3. Implement mentorship for client counselling skills
4. Conducting Workshops (Training Workshops on Public Speaking, Writing Books, Becoming a Speaker at Conferences etc.)
5. Provide Tutorials on international market strategies and Customer Relationship Management (CRM)
6. Establish Memorandums of Understanding (MoUs) and Mutual Recognition Agreements (MRA) with global accounting bodies
7. Peer-to-Peer collaboration on international projects

### **2. B Boosting brand image of CA – Enhance personal branding and unique value propositions**

1. Leverage social media for visibility
2. Provide Skilling Courses for boundary-transcending expertise
3. Create networking platforms focused on specific markets
4. Offer Masterclass on innovative brand-building strategies
5. Promote participation in industry conferences to showcase expertise
6. Facilitate online webinars to share insights and establish thought leadership
7. Create a Personal branding toolkit with resume and portfolio template

### **3. C Contribution in all sectors - Increase CA contribution across sectors**

1. Pursue roles in Multinational companies and Global Organizations
2. Explore Domestic opportunities in various organizations
3. Offer refresher courses and support for resume building and interviews
4. Provide sector-specific online courses for domain expertise
5. Expand into teaching, coaching, entrepreneurship and wealth management
6. Encourage participation in community service and CSR initiatives
7. Facilitate internships and apprenticeships in diverse fields

**4. D Dynamic Digital CA fraternity - Embrace digital transformation in the CA Profession**

1. Create a resource hub for digital best practices and innovations
2. Encourage collaboration on tech-driven projects and initiatives
3. Develop skills in cloud solutions, cybersecurity, data analytics etc.
4. Promote continuous learning in automation and technology
5. Conduct training on advanced accounting software
6. Educate on the CA's role of CA in Artificial Intelligence (AI) & provide AI solutions
7. Workshops on digital tools for enhanced productivity

**5. E Endow with soft skills – Enhance soft skills in the modern workplace**

1. Offer one-on-one coaching for effective communication and confidence
2. Train on interpersonal competencies (communication, leadership, etc.)
3. Provide training on emotional intelligence and adaptability
4. Encourage public speaking practice through regular presentations
5. Facilitate team-building exercises to enhance collaboration
6. Conduct workshops on negotiation and conflict resolution
7. Focus on skills for business success and development

**6. F Fuller participation & knowledge sharing – Foster knowledge sharing among seasoned professionals**

1. Establish peer review groups for collaborative learning
2. Host annual conferences to celebrate achievements and share insights
3. Utilize a mix of classroom, e-learning, and self-paced modules
4. Facilitate meet-ups and mentorship for knowledge exchange
5. Create an online forum for discussions and resource sharing
6. Organize expert-led webinars on emerging industry trends
7. Industry publications and blogs

## INITIATIVES PLANNED

### Initiatives for Supporting Senior Citizen CA Members – Diamonds of the World

1. Setting up a separate ICAI 'Committee for Senior Citizen Members' to address the issues and challenges faced by the Senior Citizen CA Members, reviewing, strengthening and developing capacity building measures for the members and enhancing their competence and improving their visibility and contribution amongst the CA community.
2. Digital Literacy Workshops for Seniors (especially looking to reenter the workforce part-time or full-time) providing complete updated knowledge in technology and digital space with specific focus on use of technology, transformation of professional realm in both practice and employment, integration of AI in finance, new technologies and tools for CAs, streamlined documentation & reporting processes due to technological upgradations etc.
3. Upskilling courses, sector-specific courses and Coaching for Senior Citizens looking to rejoin the workforce as consultants or looking at flexi work, work-from-home opportunities. Senior-centric Job portal needs to be set up for office, work-from home and hybrid work opportunities.
4. Networking forums exclusively for Senior citizen members for sharing knowledge and connecting, and focused guidance on re-entering the workforce. These forums will help Seniors to interact so as to establish connections with potential clients and industry professionals, meet new professional acquaintances which may lead to lasting friendships and meet new individuals who may end up as potential collaborators or partners.
5. Exclusive development programs aimed at training Senior Citizen Members for the role of faculty at different programs/ Certificate Courses/Post Qualification Courses conducted by ICAI or other Professional Institutes, Universities and Training Organizations, will enable the Seniors to impart their invaluable wisdom, experience, knowledge and learning. A host of steps in this regard viz. computer training, familiarization with new age technologies and tools, teacher training, curriculum development, educational coaching etc.
6. Senior Citizen members of the Institute are knowledge and opportunity centers. Thus, setting up Mentorship forum, to provide facility whereby Senior Citizen CA member can mentor a CA member or student in sector-specific or industry-specific areas and share wisdom and experience with younger members.
7. Setting up Chapter wise, City wise separate tie-ups with medical providers who will attend to everything for Senior Citizen CA members - Find a doctor, Quick and reliable doctor visit and 24/7 in-home



- consultations with highly qualified general physicians, Timely medical advice, thorough examinations & tests at comfort of home without leaving doorstep, elimination of need to travel to clinics or hospitals, high-quality medical care even at odd hours, on call 24hrs, provide assistance, support, guidance etc.
8. Health, happiness and spiritual wellness programs for Senior members focused on physical and mental well-being, and dedicated annual meet on the same. Organizing spiritual activities, yoga and meditation camps for senior citizens to reduce stress, improve concentration, and promote emotional well-being. Setting up support groups to help enhance physical, psychological, and social well-being.
  9. Setting up Seniors-centric clubs like Book reading; Comedy nights; Cooking, Singing & Dancing competition; Poetry events - Kavi Samelan; Celebration of festivals etc. to help seniors to stay socially active, exercise their brains and maintain dexterity, and also give a sense of accomplishment.
  10. Senior Citizen Achievement Award to honor the contribution and knowledge of the member

### **Initiatives for Enhancing Soft Skills of CA Members**

1. One-on-one mentorship to CA member and CA student by experienced members.  
  
Mentoring and training CA professionals in their development of non-technical, interpersonal competencies like communication skills, critical thinking, confidence building, problem-solving, leadership skills, liaising and negotiation skills, team-work, adaptability, management etc.is imperative.
2. Offer one-on-one coaching for effective communication and confidence. Apart from technical knowledge, a CA should have good communication skills, confidence and an overall suitable personality, which is a cornerstone in rising up in his/her professional trajectory. At a professional level, communication with various stakeholders is a necessity, thus, having an effective communication ability is a crucial requirement. Exclusive one-on-one coaching and problem solving with respect to written and spoken communication, is important.
3. Training on interpersonal competencies (communication, leadership, etc.) Training is needed to develop effective interpersonal skills like problem solving capability, leadership abilities, decision making skills, communication abilities, ability to do team work etc. CAs need to effectively work with, manage, and lead others and thus need skills inherent to this purpose which helps in making better decisions, be



- more flexible, promote positive dynamics with others and up their game.
4. Provide training on Emotional intelligence and adaptability for CA professionals to help build better relationships with their coworkers, peers, managers, and improve teamwork. Team-building exercises to impart emotional intelligence skills and enhance collaboration. EI skills can help the CA make sound judgments, form and maintain collaborative relationships, and work well under pressure.
  5. Public Speaking Workshops to encourage public speaking practice through regular presentations. Despite being highly accomplished in their technical expertise and knowledge, many professionals fear speaking publicly. Speaking in public is generally required in professional life in various ways like presentation before superiors and management, events and seminars, workshops etc. on informal gatherings related to work. Public speaking is an art and workshops aimed at public speaking nuances like body posture, eye-contact, general etiquette, gestures, two-way interaction, confidence building, preparation for speaking etc. is a very important requirement.
  6. Conduct workshops on Leadership skills (negotiation skills, conflict resolution etc.) Workshops providing focused learning on Leadership traits to help manage conflicts effectively by applying self-awareness, empathy, effective communication, and conflict management skills to reduce workplace problems.
  7. Business Success-centric Coaching focusing on imparting skills for Business development, growth and management. Veteran professionals in this domain can provide insights and share practical tips and guidance based on their experiences to help make informed decisions. Business success-centric coaching will help CAs with single minded focus of accelerating business development & growth, by experience sharing and imparting practical knowledge on creating growth strategy, conducting market analysis, formulating business plan, aligning personal goals with business objectives, strategic thinking skills and establish a culture of continuous learning.

### **Initiatives for Women CA Members**

1. Career development training programs giving women the tools for career success, especially after a prolonged break from work, with the objective of attracting, recruiting and enabling women to progress in careers
2. Recruitment drives exclusively for women targeted at three kinds of job opportunities – 1. Looking for a job change at various career stages; 2. Returning back into workforce after long absence; 3. Only work-from-

- home opportunities. Refresher programs in hybrid mode exclusively for women having taken a break from their career and wanting to return to their profession, to help them refresh their learnings & be up-to-date with current amendments in the field.
3. Mentor-Mentee programs to learn from experienced women CAs thereby committing to create a collaborative and diverse environment to encourage a range of ideas, opinions, life experiences and knowledge.
  4. Faculty Training and exclusive development programs aimed at training Women Member for the role of faculty at different programs/ Certificate Courses/Post Qualification Courses conducted by ICAI or other Professional Institutes, Universities and Training Organizations.
  5. Setting up Informal Community to launch positive action initiatives, complementing those already set up to address gender imbalance and other inclusivity issues, especially in top positions. Form an informal Women CAs Community, whereby personal one-to-one discussion can be initiated in case of any grievances.
  6. Providing networking opportunities exclusively for women. Increasing Women CAs leadership representation and providing support to young Women CA Leaders through Trainings Programs, Workshops, Short Term Courses, Seminars, Conferences, Webinars etc. for women members.
  7. Formation of CA Women Entrepreneur Club/Incubation Centre for women CAs looking to enter the field of entrepreneurship. Taking inspiration from the Self-Employment and Talent Utilization (SETU) program, a Techno-Financial, Incubation, and facilitation Program launched by the Niti Ayaog, the Government of India for supporting several aspects of start-up business and various other self-employment activities.
  8. Health and Wellness Initiatives for women members including both physical and mental health support. Helplines, talking therapy, workshops, and app subscriptions alongside a variety of fitness activities and holistic wellness programs exclusively for women. Arranging on-site health screenings or partnering with local clinics for regular check-ups and doctor on call to encourage women CAs to focus on their health and wellness.
  9. Activity Clubs like Book reading; Comedy nights; Singing & Dancing competition; Quiz competitions etc. can encourage the women members to explore their creativity and hobbies and instill sense of achievement. Being socially involved and active gives people a sense of belonging that provides added health benefits.

### Initiatives for Guiding CAs Aspiring to become CEOs

1. Leadership Workshops and training with specific focus on CEO roles and responsibilities, role in strategic planning & long-term plans, building & over-seeing the senior executive team etc. including Leadership summits to learn from successful leaders who will share their journeys.
2. Skill-Building Sessions to Get hands-on training in strategic thinking, financial skills, and operations, and one-to-one problem solving and honing vital leadership traits, such as strategic thinking, relationship building, risk taking, authenticity, humility, objectivity, resilience, stamina, and decisiveness.
3. Networking Events to connect with industry leaders, develop meaningful connections, build a strong network, connect with potential mentors for growth, pursue collaborations and keep up-to-date with industry or sector, products/services and competitors. Organize networking mixers, seminars and conferences pertaining to 'Aspiring CEOs'
4. Formation of 'Future CEO Club' to cater to CAs with specific goal of becoming CEO providing Mentorship facility to be mentored by experienced members providing guidance, support and encouragement and also provide feedback and tools, you need to become future CEO.

**Thus, I appeal to all of you my dear colleagues, to stand in support with me for the upcoming Central Council elections 2024 of the Institute of Chartered Accountants of India (ICAI). I look forward for your support that will empower me, on your behalf, to serve and build a prosperous future for our nation through the Chartered Accountant fraternity.**

## My Professional Journey

*Assisted by fellow colleagues who contributed time and energy to the cause, my journey to the profession began in 1984 when I started to serve my alma matter as founder convener of Kalbadevi Study Circle, Mumbai.*

*Thereafter, with the blessings of the Almighty and support of my CA family, I had the opportunity to contribute to the profession as Chairman western region ICAI 1997 and Council Member of ICAI for the period 1998-2016 and 2022 onwards, wherein I have served as Chairman/Vice Chairman in almost all Committees of ICAI.*

*My bond of service to my profession has been filled with enthusiasm, aspirations and the joys of achievement and my journey ahead continues with the same commitment.*

*Having served the Institute and its members for 7 terms in the Central Council and 2 terms in the Regional Council, I am here again, contesting with the same enthusiasm as that of a candidate contesting his first election.*



## Reasons for Contesting

### My TOP 10 SPOTLIGHT AREAS OF FOCUS are

1. Focus on Boosting brand image of CA
2. Focus on Global recognition of Indian CA
3. Focus on Increasing contribution of CA in all sectors
4. Focus on New Professional Opportunities for CA
5. Focus on Imparting Guidance to CA students
6. Focus on Augmenting Power/Soft skills of CA
7. Focus on Technical Training of CA with respect to new-age technological advancements
8. Focus on Mentorship - One-to-One Interaction of new entrant CA with experienced CA; of CA student with CA member
9. Focus on Enhancing contribution of Senior Citizen CA; Retired CA and CA who can only work from home
10. Focus on Creating Interactive CA bonhomie forums for knowledge sharing

### EVERY CA BECOMES A GLOBAL PROFESSIONAL

– By making best possible use of technology and digital space to share knowledge and benefit society. Through advancement in technology one can reach the 8 billion population of the world by a click of a button. Think beyond the obvious and create a global mindset. Become a Global Professional and serve clients across a range of economic sectors and geographic regions. Everything is possible and nothing is beyond reach anymore.

## Reasons for Giving First Preference Vote to me

*To achieve this feat, I believe that the turnaround and mental conditioning for the same has to begin early and hence have humbly chosen to offer my service in Student committee (as Chairman of Board of Studies, ICAI), and not only in Members committee.*

*In the past few years I have personally connected with 3 lakhs plus members and 7.5 lakhs plus students across India and have been encouraging about 3 lakh students in their educational pursuits and have visited more than 150 chapters and branches of the Institute across the world.*

*I have endeavored to be actively involved in causes to benefit members and students and have organized several conferences and seminars for their benefit. I have been collectively involved with other office bearers of the Institute in the Institute's working and for the betterment of our profession and its members.*

*Having been continuously involved in Knowledge development for Members , I have also been instrumental in Designing requirement-based Courses & Imparting Quality Training to Future Members so as to empower and encourage them to venture into new areas of practice*

*I look forward for your support that will empower me as a leader to take forward the goals of our profession to greater heights and to carve a niche for ourselves.*

*Given the opportunity to serve the profession, I aspire to enhance the image of the Indian CA and to make the Indian CA a global professional contributing to both global and Indian economy*

*I sincerely hope that MY CONTRIBUTION AND MY ASPIRATIONS WILL PROMPT YOU TO CAST YOUR FIRST PREFERENCE VOTE IN MY FAVOUR, so that I may continue to represent you and work for the growth of our prestigious profession and alma mater on your behalf.*



## **FOUR DECADES OF DEDICATION – MY PROFESSIONAL MILESTONE**

At this juncture, let me give you a glimpse of my journey so far that has been dedicated to uplifting the CA profession, fostering collaboration, and driving innovation. As I reflect on my journey over the past four decades, I'm filled with pride at the milestones we've achieved together in the Chartered Accountancy profession.

### **Milestones of My Career**

#### **1984-1990: Foundations of Learning**

- Organized 108 study circle meetings to enhance knowledge sharing on various subjects with detailed notes given to each participants
- Shared knowledge through my articles, papers, presentation

#### **1991-1997 : Member of Western Regional Council - Chairman in 1997**

- Developed better facilities for CA students through meetings with hostels across Maharashtra, Gujarat, and Goa.
- Pioneered programs on foreign trade policy, customs, FEMA, IPR, and arbitration.
- Established over 100 study circles in Mumbai and surrounding regions.
- Best Chairman of the region -rewrote the history of region by making it super vibrant

#### **1998-2016: Member of Central Council - Expanding Horizons**

- Initiated 15+ certificate courses on crucial topics like CSR, forensic audit, and internal audit.
- Published 50+ educational materials covering various professional areas.
- Trained government officers from agencies like IRDAI, CBI, and FEMA.
- Conducted over 2000 skill-building programs for members, mentoring many to become global practitioners.
- Headed and revived each committee headed by me in 18 years - brought various reforms through my unique leadership style

#### **2016-2021: When I was not an elected member - Focused on Member Engagement**

- Hosted 600 webinars on diverse subjects to benefit members.

## **2022-2024: Leadership in Action**

- **Significant work in CPE Continuing Professional Education Committee 2022-23**
  - Opened over 500 Points of Use (POUs) across India for ICAI members in remote areas.
  - Hosted 7 National Conferences, 51 seminars/workshops, 29 Virtual CPE Meetings, 36 webinars, and 16 mentorship programs.
  - Conducted 7,104 CPE events (4,352 physical and 2,752 virtual) covering diverse professional topics.
  - Engaged 3,50,000 members, granting 25,970 CPE hours.
  - Total 38,82,486 CPE hours generated for the period.
  - Organized 9 Train the Trainer programs nationwide, benefiting around 400 participants to enhance teaching and presentation skills.
  
- **Significant work in CECLA committee on economic & commercial laws 2022-23**
  - Conducted two batches for Alternative Dispute Resolution (ADR), three for Anti-Money Laundering (AML), and the first online batch for the Certificate Course on Intellectual Property Rights Laws.
  - The Committee has 1,054 members on the ICAI Panel of Arbitrators across various user bodies
  - Organized 23 webinars providing unstructured CPE hours to ICAI members.
  - Held 43 Virtual CPE Meetings, granting 71,876 structured CPE hours to 34,444 members
  - Conducted 11 physical seminars that provided 8,220 structured CPE hours to 882 members
  - Celebrated International and State Days through various events.
  - Organized a seminar on “Competition & Consumer Laws” with the Competition Commission of India.
  - Conducted 8 Interactive Faculty Meets and 9 “Train the Trainer” programs in collaboration with the CPE Committee.
  - Engaged with ministries and regulatory bodies, including the Competition Commission of India, Reserve Bank of India, and Law Commission of India.

- Submitted inputs on key legislations like the Competition Act, 2002, and Competition Bill, 2022, after consultations with ICAI's Legal Section and external experts
- **Significant work in CMEPS committee on members in entrepreneurship and public service 2023-24**
  - Organized the 13th Residential Meet for ICAI members in Public Service from June 17-19, 2023, in Srinagar, attracting around 100 attendees from various government departments, with Shri Manoj Sinha as the Chief Guest.
  - Conducted five Regional Residential Meets across Northern, Central, Southern, Western, and Eastern regions, with participation from members representing multiple ministries.
  - Held various Interactive Meets to empower CA members in Public Service and entrepreneurship, including events in Srinagar, Goa, and New Delhi.
  - Celebrated "World Entrepreneurs Day 2023" on August 21, with around 250 participants.
  - Organized over 80 webinars on topics like the Global Film Industry, AI, and effective goal-setting.
  - Launched the America-Bharat Series, engaging over 1,500 members in discussions on India-US opportunities.
  - Offered virtual sessions to empower CA members interested in public service and entrepreneurship.
  - Conducted a three-day residential program on "Entrepreneurship" from December 28-30, 2023, in Hyderabad, with around 200 participants.
  - Organized 10+ seminars on various entrepreneurship topics across multiple locations.
  - Released the All-India Directory of Members in Public Services for the first time.
  - CMEPS officials attended over 20 events, including the AP Global Investors Summit and CII Partnership Summit, and interacted with members from various government departments.

• **Significant work in Board of Studies 2024-25**

- Launched the ICAI Digital Learning Campus Portal with self-paced online modules for Foundation and Intermediate levels, along with updated study materials, revision test papers, case study digests, and a students' journal.
- Offered over 3,678 recorded lectures by 101+ guest faculty through live virtual classes, accessible via the ICAI-BOS Mobile App and ICAI CA Tube.
- Organized mock test papers twice before each exam in both physical and virtual formats.
- Engaged 683,851 students out of 10 lakhs using the ICAI-BOS Mobile App and Knowledge Portal, which answered 23,141 subject-specific queries.
- Successfully conducted the CA Students National Talent Search 2024, featuring pitch decks, essays, quizzes, and elocution contests.
- Established 19 additional reading rooms across India to enhance student study environments.
- Organized 12 mega and 8 state-level conferences, fostering interaction with members, students, and faculty.
- Automated scholarship disbursement benefited 9,900 students, releasing over ₹ 6.65 crores quarterly.
- Hosted the Western Education Summit and Global Education Summit, signing MoUs with 8 universities and engaging 36 vice chancellors and representatives from 115 universities.
- Established 75 MoUs with universities and institutions, reinforcing ICAI's role in advancing commerce and accountancy education in India.
- Organized virtual faculty development programs in collaboration with universities and colleges.

**So, there you have it—my colorful report card filled with achievements, learning, commitment. I've poured my heart into uplifting the CA profession, and I promise to bring that same energy and enthusiasm as your leader.**

**Pl. Give First preference vote for Ballot Serial No. 1  
for a brighter future for CA Profession !**

**I reiterate that my Mission is to “Empower and Enable”  
with the following Agenda in this regard**



1	ICAI - Think tank for Nation and the World	16	ICAI be leader for chartered accountancy profession in world - Become best Entrepreneurs, CEO (if in employment) and Global professional
2	ICAI becomes think tank in all 50+ ministries of INDIA, 28 states, 8 union territories and 195 countries of the world	17	Members in Employment will become Chief Executive Officer (CEO) by mentoring by ICAI with all business skills as leaders
3	ICAI heightened role and contribution in Viksit Bharat @ 2047	18	Members in Practice and Firms to become Global Professional Services Firms by ICAI assistance and handholding to develop practice
4	Ensuring sound policies of Government through coordination with all Ministries, Centre, States, and Union Territories.	19	Reaching Global Market and CA professional to make their services reach the International boundaries
5	More representation of Members on Government Panels and in Government work	20	Focused approach on increasing number of students in CA course and clearing exams, without fear and anxiety
6	Increased Interaction with Other Regulators, Government bodies, Ministries, International Forums, Regional trade bodies, All global forums IOSCO, IAIS, UNEP, UN, World Bank etc.	21	Convert Potential to Performance and every CA student passes the exam successfully
7	Doubling the contribution to achieve desire GDP Goal and Making India a US \$10 trillion Economy	22	Create dynamic CA student fraternity enabled with 'power skills'
8	Institute and its members providing services in all possible economic activities, creating opportunities, inventing new areas to make contribution to.	23	Encourage everyone to use their expert technical and procedural knowledge that will add up to the ease of doing business by mentoring or guiding the budding entrepreneurs, professionals, individuals making them as job giver rather job seeker and ultimately building strong economy.
9	Take initiative of forging global collaborations.	24	Mentoring the students in the capacity of an effective and transformational leader to encourage for acquiring new knowledge and staying on determined path
10	ICAI Members provide value-added services in the capacity of Complete Business Advisors	25	Making the system of conduct of exam more cooperative and friendly
11	ICAI to become the Best Educational Institution	26	Emphasis on Improving Soft Skills
12	ICAI becomes best workplace in the world and ICAI employees should work in area of their passion	27	Making best possible use of Social Media to share pure knowledge and become Global Professional
13	ICAI as Institution of Public Trust and ensure that the people's faith and confidence on our profession as "Institution of public trust" will continue	28	My priorities will also include creating opportunities of services in situations where CA professional cannot join the workforce full time or can only work from home etc. Some such areas are - Coaching in universities and private institutions, Trainers & training workshops, Virtual CFO and other virtual roles.
14	100% Fairness and Transparency in working of ICAI, Council Agenda, Proceedings, Disciplinary proceedings etc.		
15	100% Top Class Governance at ICAI, Regional Council & Branches and diligent adherence to code of conduct.		



I envision ICAI to be Think Tank for  
the Nation & the World!



Building on this initiative, I propose that ICAI establish MOUs with 1000 universities across the country. This would create pathways for CAs to pursue PhDs, improving their qualifications and contributing to knowledge in the field. These partnerships would offer CAs opportunities for advanced research, support their professional growth, and strengthen the connection between academia and the accounting profession

**The ICAI's surplus is a valuable opportunity  
to support our chartered accountancy community.**

**Some of the ways to use these funds that can be impactful:**

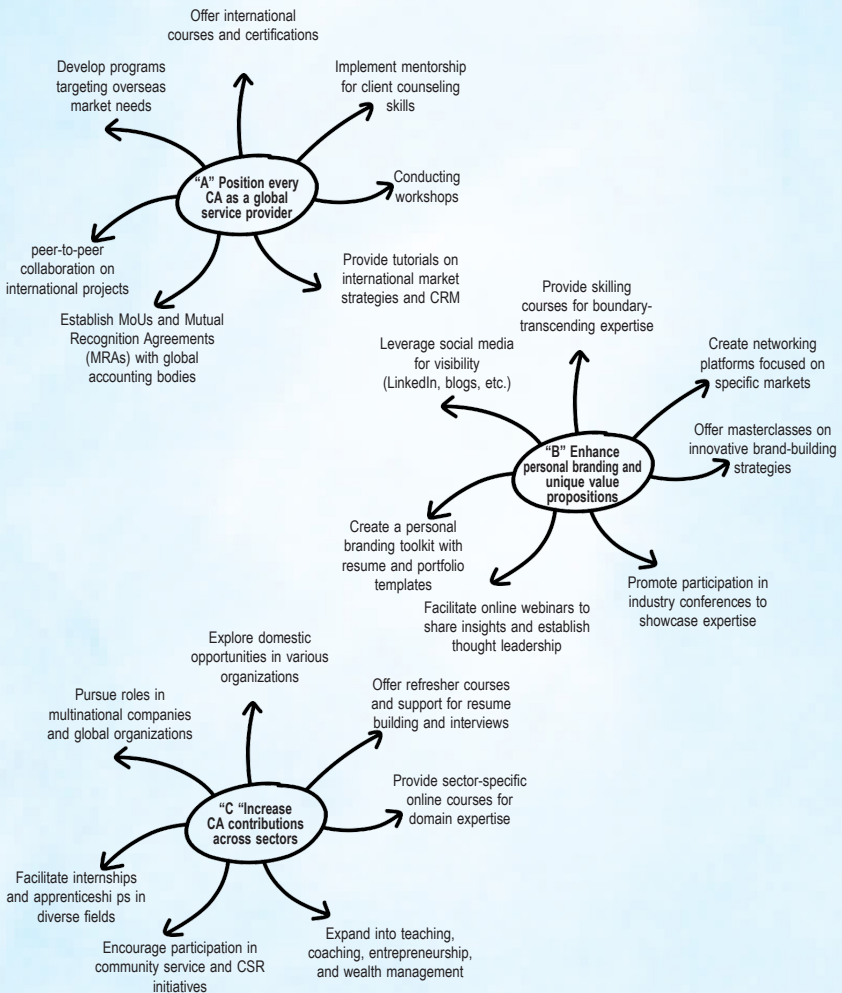
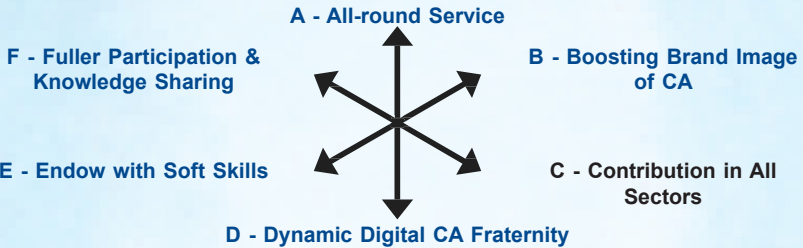
1. **Boost Education:** Invest in training and workshops to help members learn new skills and stay updated.
2. **Embrace Technology:** Support the use of modern tools and software that can make our work easier and more efficient.
3. **Engage with Communities:** Launch programs to teach financial literacy to those in need, making a positive impact in society.
4. **Encourage Research:** Fund projects that explore new ideas and practices in accounting, helping us stay ahead of the curve.
5. **Build Global Connections:** Partner with international accounting organizations to share knowledge and best practices.
6. **Promote Sustainability:** Invest in eco-friendly initiatives that encourage sustainable practices in our profession.
7. **Support Well-being:** Create programs focused on mental health and stress management for our members.
8. **Upgrade Facilities:** Improve ICAI offices and resources to create better spaces for learning and collaboration.

***I believe by using this surplus thoughtfully, we can strengthen our profession and make a meaningful difference for all members of the CA community.***

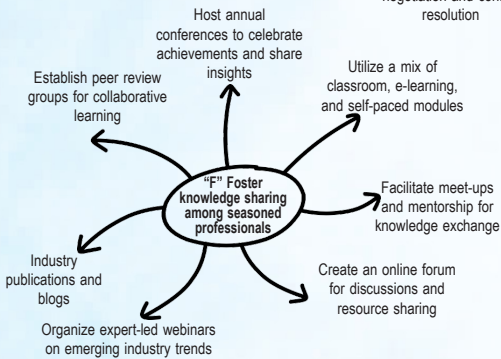
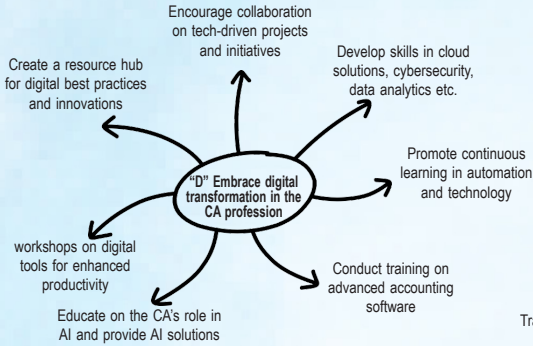


**ELECTION MANIFESTO OF CA. (Dr.) ADUKIA RAJKUMAR SATYANARAYAN  
TO GIVE FIRST PREFERENCE VOTE TO SERIAL NO. 1 ON BALLOT PAPER**

**Below is my 6 point Action Plan that I with great enthusiasm would like to share with you to ensure that every CA becomes a leader in their field and contributes significantly to India's emergence as a global superpower**



**ELECTION MANIFESTO OF CA. (Dr.) ADUKIA RAJKUMAR SATYANARAYAN  
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**Objective**



1. "Enhancement of Multiple Facets of a CA" –Focusing on development from technical expertise to soft skills

4. To help CA professionals: Guiding professionals to explore new opportunities, share knowledge, leverage social media, and develop a growth mindset

2. TO FIND THE GENIUS WITHIN: Help every individual unlock their unique potential to become Global Speakers, Writers, Professionals, Entrepreneurs, and CEOs.

3. To help CA Students: Mentor students to excel in exams, acquire knowledge, and improve soft skills.

## MY PRIORITIES AS YOUR PROFESSIONAL COLLEAGUE



My priorities are to translate my vision into actionable steps that empower every stakeholder!

### For Students

- **Digital Resource Libraries:** Create an online repository of study materials, video lectures, and past exam papers accessible to all students.
- **Career Pathways Workshops:** Organize sessions that introduce various career options within and outside traditional accounting, including entrepreneurship and advisory roles.
- **Mental Health Support:** Partner with mental health professionals to provide workshops and resources aimed at managing stress and anxiety related to studies and exams.
- **Internship Matching Program:** Develop a program to connect students with internships that align with their career goals, enhancing practical experience.

### For ICAI

- **Improved governance:** Improving the governance at ICAI and making it No. 1 and exemplary at global level.
- **Increasing our nation level presence:** Assisting every economic activity in complying with mandates of respective state government and central government.
- **Global Standards Committee:** Form a committee dedicated to ensuring that ICAI stays ahead of international standards and best practices in accounting and auditing.
- **Annual Performance Review:** Conduct an annual performance review of ICAI's initiatives and strategies, ensuring transparency and accountability.
- **Member Engagement Surveys:** Regularly survey members to gather feedback on ICAI's programs and services, ensuring that their needs are met.
- **Sustainability Initiatives:** Integrate sustainability into ICAI's operations and advocacy efforts, promoting environmentally responsible practices.

### For CA Professionals

- **Assist in exploring new areas of practices:** There are 1000+ services where professionals can grow. Challenging our expertise will only open new doors.

- **Professional Development Grants:** Introduce grants for professionals seeking further education or certification in specialized areas.
- **Continuous Learning Framework:** Establish a structured continuous learning framework that incentivizes ongoing education and skill development.
- **Networking Events:** Host regular networking events that facilitate connections among professionals across various industries, promoting collaboration.
- **Social Media Challenges:** Initiate monthly challenges on social media that encourage professionals to share their knowledge, successes, and innovative practices.

### For Nation

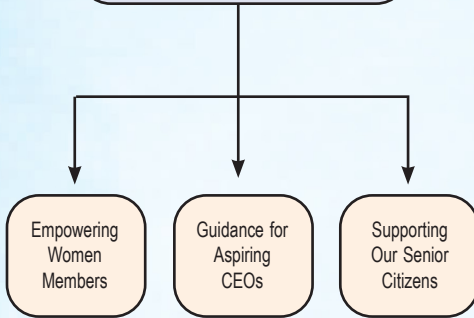
- **National Advisory Panel:** Form a panel of CAs to provide advisory services to government ministries on economic and financial matters.
- **Research and Policy Papers:** Produce and distribute research papers addressing key issues in the economy, offering solutions from a CA perspective.
- **Advocacy Programs:** Launch advocacy campaigns aimed at influencing policy reforms that benefit the accounting profession and promote economic growth.

### For Planet & World

- **Global Accounting Conferences:** Organizing global conferences focusing on challenges and innovations in the accounting profession, attracting international participants.
- **Environmental Accounting Initiatives:** Develop frameworks and best practices for environmental accounting, encouraging businesses to adopt sustainable practices.
- **Cross-Cultural Exchange Programs:** Facilitate exchange programs for professionals to learn from each other's practices and experiences, fostering global collaboration.
- **Ease of doing business:** Enhancing and pressing on the ease of doing business through service of chartered accountants.



**Rise together,  
thrive together!**



I am passionate about supporting you in reaching top positions and creating an inclusive environment.

I'll establish mentorship programs, leadership workshops

Providing networking opportunities to help you succeed

Leadership Workshops: Learn from successful leaders who will share their journeys.

Skill-Building Sessions: Get hands-on training in strategic thinking, financial skills, and operations.

Networking Events: Connect with industry leaders and potential mentors for growth.

Lifelong Learning: Courses to keep you updated on industry trends

Health and Wellness: Programs focusing on your physical and mental well-being.

Mentorship Opportunities: Share your wisdom and experience with younger members.

**Let's work together to empower each other and strengthen our community!**



Digital Literacy: Training on new technologies and tools

Recognition: Propose awards to celebrate your contributions

Networking Support: Create forums for sharing knowledge and connecting

Financial Planning: Offer resources for retirement and financial security

Simplified Compliance: Advocate for easier compliance processes

**We the Financial Wizards -  
Let us contribute in shaping India's Future!**

I aspire that all CA's should become 'Global Professionals' and serve clients across a range of economic sectors and geographic regions, by making best possible use of technology and digital space. By becoming a 'Thought Leader' in our area of passion, we can bring single-minded focus on the field we are most passionate about. Every CA has immense potential as a professional and contributor to economic building of our Nation and the World. All CAs are capable of earning an '8-digit +++++ Income' by combining various factors such as education, skills, experience, networking and a positive growth mindset.

Find new areas of practice and challenge yourself in the next role. There are a number of Professional Opportunities for the CA at the State, National and Global level. The CA professional is a complete business advisor wherein he performs many roles - Setting up companies, improving management processes, increasing opportunities of trade, initiating new lines of diversification, CEO's, MD's, CFO's, Finance controllers, portfolio managers, treasury managers, fund managers, financial directors etc.

On this note, I bring you to the goldmine of professional opportunities listed below -

<b>State Non-traditional practice Areas</b>	<b>National Non-traditional practice areas</b>	<b>Global Non-traditional practice areas</b>
01. Real Estate - RERA	01. Presentation before Tribunals - tribunal practice	01. Environment & Sustainability, ESG reporting, CSR, Social audit, SSE,17 SDG Climate change mitigation - carbon credit
02. Charitable Laws	02. MSME sector	02. Social Media consultancy services-designing, creation of accounts, posting, tagging, sharing
03. Co-operative Societies	03. Company law- Oppression and mismanagement, Liquidation etc.	03. Corporate Governance & Independent Director
04. Labor laws	04. Consumer and Competition laws	04. Marketing consultancy- domestic and International
05. Chit funds State laws	05. Disciplinary consultancy to ICAI, ICSI, CMA, Bar Council, Ministries, Government departments- police administration	05. Enterprise Risk management
06. Stamp Duty	06. Non-Banking Financial Institutions-NBFCS, Nidhi company, Money lenders	06. Start-ups and E-commerce
07. Subsidies schemes of states		

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<b>State Non-traditional practice Areas</b>	<b>National Non-traditional practice areas</b>	<b>Global Non-traditional practice areas</b>
	07. Succession Laws, Hindu laws, family laws 08. Recovery mechanism guidance -Insolvency and Bankruptcy, SARFAESI, Criminal Actions etc. 09. Opportunities under financial crimes and laws like PMLA, Benami transactions, Black money, Fugitive Offenders Act etc. 10. Agriculture and rural development 11. SEBI and Capital Market areas	07. Global funding 08. International trade - Global import –export services- Marketing 09. Coaching/Teaching - Hard skills and soft skills-time management, emotion management, personality development 10. Intellectual Property Rights Advisory services 11. Cyber security, Digital economy and data protection services 12. Industry specific specialisation – Business growth & Development 13. Human Resource Management 14. Drafting of business and legal documents 15. Finance for non-finance executives 16. Virtual legal counsel / CFO / Virtual Entrepreneur 17. Outsourcing - accounting - drafting –knowledge 18. Mergers and Amalgamation 19. Valuation services 20. Internal Control measures 21. ADR –Arbitration, Mediation 22. IFRS and country specific GAAPs, IPSAS 23. Forensic services

**Professional areas where Chartered accountants can  
provide their expertise and explore opportunities:**

1	Agriculture & Rural development	22	Entrepreneurship
2	Alternate Dispute Resolution (ADR)	23	Environmental Social Governance (ESG) Accounting & Audit
3	Anti-Money laundering law	24	Extensible Business Reporting Language (XBRL)
4	Artificial Intelligence, Cyber Security, Data Privacy and protection	25	Financial Budgeting
5	Assistance to Agricultural Entrepreneurs	26	Fintech services
6	Audit and Assurance services	27	Foreign Direct Investment
7	Banking & Non-Banking Finance Companies (NBFC) Sector	28	Foreign Exchange Management
8	Bookkeeping services	29	Forensic Accounting
9	Business Development & Strategic advisory	30	Formation of business organizations
10	Business Turnaround specialist	31	Fraud Detection
11	Capital Market	32	Global environmental accounting / Corporate environmental accounting
12	Carriage laws & multi-modal transportation of goods	33	Human resource management
13	Cross Border Investments	34	Independent Directorship
14	Digital Marketing	35	Specialist w.re.to Industry sectors & domains
15	Drafting of Documents, Conveyancing, Registration & Stamping	36	Startups: Formation, compliances, fundraising etc.
16	Due Diligence	37	Sustainability reporting
17	E-Commerce businesses	38	Taxation
18	Employee Stock Options (ESOPs)	39	Trade Finance
19	Energy Audit	40	Training & Financial Services learning
20	Enterprise resource planning	41	Training in Finance for non-finance executives
21	Enterprise Risk Management (ERM)	42	Wills & Succession Planning

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43	Writing of Books on technical & non-technical subjects	65	Logistics & Supply chain management
44	Charitable & Non-profit organizations	66	Management consultancy
45	Chief Financial Officer (CFO) & Chief Executive Officer (CEO)	67	Merger, Demerger & Acquisitions
46	Climate Change Mitigation & carbon credit mechanism	68	Micro Small and Medium Enterprises (MSMEs)
47	Coaching to students CA, Cs, CMA, Law, CPA and Foreign Qualification & online teaching	69	Negotiating Royalty, Agency, Distribution, Franchise, Drafting licenses, non-disclosure agreements and Licensing agreements
48	Commercial contracts	70	Payroll management
49	Company Law	71	Portfolio Management & Investment Advisory
50	Competition Law	72	Private Equity
51	Consumer Protection laws	73	Quality Assurance
52	Content writing	74	Real estate sector
53	Co-operative Societies	75	Recovery of Debts & Non-Performing Assets (NPAs)
54	Corporate Governance professionals	76	Research in finance, commercial & economic laws, management etc.
55	Corporate Social Responsibility	77	Risk Assessment
56	Insolvency & Bankruptcy	78	Services to the Non-Resident Indians & foreign nationals, foreign companies for doing business in India, investments etc.
57	Insurance sector	79	Setting up 100% EOU/STP/EHT/ BTP/SEZ units
58	Intellectual Property Rights	80	Social entrepreneurship
59	Internal Control services	81	Social Media consultancy
60	International Financial Reporting Standards	82	Speaker for professional & soft skill subjects
61	International Trade & Foreign Trade Policy and Procedure	83	Tribunals, Commissions & Authorities: Representation, Advisory, consulting, representation, drafting, discussion etc. services
62	Joint venture and Foreign Collaboration	84	Valuation
63	Knowledge process outsourcing		
64	Labour laws & Employment law compliance		



**Framed with the passion of transforming India into global superpower I bring you to the goldmine of potential role that a chartered accountant can perform under the 54 ministries of central government of India**

Sr. No.	Ministry of the GOI	Role of Chartered Accountant
1	Ministry of Finance	Chief Economic Policy Architect
2	Ministry of Micro, Small and Medium Enterprises	MSME Growth Leader
3	Ministry of Agriculture and Farmers Welfare	Chief Agriculture Development Officer
4	Ministry of Corporate Affairs	Corporate Governance Advisor
5	Ministry of External Affairs	Global Economic Strategist
6	Ministry of Co-operation	Cooperative Development Leader
7	Ministry of Road Transport and Highways	Chief Infrastructure Strategist
8	Ministry of Health and Family Welfare	Health Resource Director
9	Department of Space	Chief Space Program Analyst
10	Ministry of Rural Development	Rural Development Advisor
11	Ministry of Personnel, Public Grievances and Pensions	Organizational Effectiveness Consultant
12	Ministry of Defence	Defence Financial Strategist
13	Ministry of Home Affairs	Security Resource Analyst
14	Ministry of Housing and Urban Affairs	Urban Development Leader
15	Ministry of Power	Energy Financial Consultant
16	Ministry of Heavy Industries	Industrial Growth Advisor
17	Ministry of Steel	Steel Sector Director
18	Ministry of Commerce and Industry	Trade Development Analyst / Consultant
19	Ministry of Education	Chief Educational Resource Manager
20	Department of Atomic Energy	Nuclear Risk Management Leader
21	Ministry of Panchayati Raj	Local Governance Leader
22	Ministry of Fisheries, Animal Husbandry and Dairying	Chief Aquaculture Development Officer
23	Ministry of Ports, Shipping and Waterways	Maritime Director
24	Ministry of Social Justice and Empowerment	Welfare Growth Director
25	Ministry of Civil Aviation	Chief Aviation Strategist

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Sr. No.	Ministry of the GOI	Role of Chartered Accountant
26	Ministry of Consumer Affairs, Food and Public Distribution	Food Security Analyst
27	Ministry of New and Renewable Energy	Sustainable Energy Advocate
28	Ministry of Tribal Affairs	Tribal Development Leader
29	Ministry of Textiles	Textile Industry Director
30	Ministry of Railways	Chief Railway Development Director
31	Ministry of Information and Broadcasting	Media Industry Consultant
32	Ministry of Electronics and Information Technology	IT Financial Analyst
33	Ministry of Communication	Telecommunications Financial Advisor
34	Ministry of Development of North Eastern Region	Regional Development Consultant
35	Ministry of Environment, Forest and Climate Change	Sustainability Advocate
36	Ministry of Culture	Cultural Project Leader
37	Ministry of Tourism	Chief Tourism Advisor
38	Ministry of Women and Child Development	Gender Equality Leader
39	Ministry of Parliamentary Affairs	Legislative Audit and Strategist
40	Ministry of Minority Affairs	Minority Growth Booster
41	Ministry of Petroleum and Natural Gas	Energy Auditor
42	Ministry of Labour and Employment	Employment Growth Leader
43	Ministry of Youth Affairs and Sports	Chief Sports Growth Advisor
44	Ministry of Coal	Mining Usage Analyst
45	Ministry of Mines	Mineral Resources Advisor
46	Ministry of Food Processing Industries	Chief Food Processing Auditor
47	Ministry of Jal Shakti	Water Resource Development Officer
48	Ministry of Statistics and Programme Implementation	Data Strategy Director
49	Ministry of Planning	National Development Leader
50	Ministry of Science and Technology	Chief R&D Officer
51	Ministry of Earth Sciences	Earth Sciences Financial Analyst
52	Ministry of Law and Justice	Legal Compliance Auditor
53	Ministry of AYUSH	Traditional Medicine Advocate
54	Ministry of Skill Development and Entrepreneurship	Chief Skill Development Officer

## Some Strategies To Tap Opportunities



01 Carry Visiting Cards: Always keep the cards handy to share your qualifications when needed.

02 Word-of-Mouth: You may encourage satisfied clients to share their positive experiences with others.

03 Build an Online Presence: Create and regularly update a professional website to attract potential clients.

04 Leverage Social Media: Use platforms like LinkedIn and Twitter to share insights, connect & participate in relevant discussions.



05 Create YouTube Videos: You can also make informative videos to reach a wider audience.

06 Write Blogs and Books: Publish articles or books on your expertise to establish authority in your field.

07 Share Knowledge: Use newsletters, emails, and online groups to educate potential clients and foster community engagement.



08 Become a Speaker: Offer talks or webinars on your area of expertise to showcase your knowledge.

09 Network: Join business groups to connect with like-minded professionals and expand your network.

10 Attend Events: Participate in seminars and workshops to learn and network with industry peers.

11 Chambers of Commerce and Associations: Join organizations like Federation of Indian Chambers of Commerce and Industry (FICCI), Associated Chambers of Commerce and Industry of India (ASSOCHAM), and Confederation of Indian Industry (CII) to network with industry professionals and engage with the business community effectively.



12 Collaborate with Others: Work with complementary businesses or professionals in your desired industry for mutual benefit.

### **Some Strategies to Become Super Specialist**

- Make Value Addition - The ultimate purpose should be the aspiration to make a value addition. We should question ourselves - What more can we provide? What is our skill set that is unique and cannot be duplicated by anyone? Then we should try to equip ourselves with knowledge, which will help us acquire that skill set which takes us to the goal of becoming a super-specialist in any field.
- Gain knowledge: Set aside time to practice and learn the skills you want to master. Keep ablaze forever the fire to keep learning. Instead of fearing lack of knowledge, be ready to learn. In the technologically advanced times which we live in, knowledge is available at the click of a mouse.
- Sources to supplement knowledge could be of various kinds: magazines; newspapers; radio and television; reading and research on the internet; reading books; apprenticeship; academic courses from colleges and universities; professional development courses; training courses; online courses; awareness & observation of the environment around us; communication with other people; group discussions with people who already have the required knowledge in the field etc.
- Find a mentor: Seek out guidance from others who are experts in the field.
- Pursue a super-specialty degree: you can pursue a super-specialty degree, a Ph.D. etc. which impart intensive study and training in a chosen field.
- Develop a broad understanding: While focusing on a narrow area, you should still maintain a broad understanding of the general field. This will allow you to handle complications and atypical situations.

### **Importance of Doctoral Degree and Its Advantages**

The University Grants Commission (UGC) has granted postgraduate status to the Chartered Accountancy (CA) degree. Thus, the CA can now pursue Ph.D. in all the Indian universities across India as against 106 universities, 2 IITs and 7 IIMs which earlier recognized the chartered accountancy qualification for the specific purpose of registration to PhD program. According to the University Grants Commission (UGC) which is responsible for coordination, determination and maintenance of standards in institutions of higher education in India, there are a total of 1074 Universities in India as on 25.01.2023. A Ph.D. course is usually of 3 years and typically requires completion within five to six years, though the duration may vary between institutions. Ph.D. in chosen field can be obtained after CA degree, as per requirement and interest of the person.



There are several benefits of earning a Ph.D.:

1. Advanced Research and opportunity to create and contribute new knowledge. Contribution to society through research findings and insights that can impact public policy and help to solve important social and scientific problems.
2. Additional job opportunities and eligibility to qualify for more senior-level positions. Also eligible for full-time teaching positions at universities on graduating.
3. Developing unique technical and soft skills and strong time-management, problem-solving and critical thinking skills that can be used in the professional world.
4. Networking opportunities, forming a bigger Network and opportunity to collaborate with academics and professionals in your chosen field. Building credentials and working with facilities and organizations on a large scale.
5. Boosting confidence and abilities which enable you to pursue your interests in specific areas you might not have considered previously.
6. Increased knowledge and understanding, achieving academic progression, career advancement and accomplishing specific career goals

### **Some Strategies to Become Industry Specialist**

As industries continue to grow and develop and more niche markets emerge, there is an increased demand for specialized industry experts to help businesses navigate into uncharted territory. Businesses look for industry specialists to get market insights to validate new product launches, make investment decisions, define go-to-market strategies, understand market trends & developments or competitive dynamics.

1. Find your niche, identify your passion and focus on that - Regardless of your particular area of expertise, if you're following your passion and immersing yourself in your specific field you will inevitably develop your expertise. Become specialized in your focused area of passion.
2. Stay up-to-date - No matter you are a starter or an expert in your niche, you must always keep diving deeper and learning. A big part of learning is staying up to date on industry news and trends. Industries are constantly changing and as an industry expert you need to not only know the fundamentals of the industry but keep up with it and its trends.
3. Build a brand – Building a brand around your area of expertise and passion will give you an identity and eventually establish you as a



- thought leader with expertise in your area. Online and particularly social media presence is increasingly important nowadays.
4. **Build Connections & Leverage Your Network and Resources –** Leverage your network of friends, family, and professional contacts and seek advice from mentors. Attend industry-related events and join industry-specific associations or forums. Join a business group to network formally or informally with others. There are many national and international business networks in which a person or an organization may procure membership by paying a membership fee
  5. **Make use of Digital space, technology, social media -** Utilize social media platforms to connect with people and participate in relevant subject-oriented discussions and providing helpful advice. Discuss relevant industry topics through podcasts and you-tube videos. Make You-tube videos on your passionate area to connect with an extremely large audience. Create a Website & have strong online presence. At the same time, also utilize online resources, such as webinars, podcasts, workshops and courses, to gain knowledge and stay updated on industry trends yourself.
  6. **Share your Expertise -** Write books, blogs, articles in magazines and newspapers, industry publications etc. on your area of expertise to establish yourself as an expert and showcase your abilities and skills, while simultaneously inform about your product or service. You could also share knowledge through newsletters, Emails, online discussion groups etc. Become a Speaker on the subject in which you want to showcase your expertise.
  7. **Focus on delivering exceptional services that solve a problem or fulfill a need.**

## Some Key Statistics and Ways to Utilise this in Best Way Possible !!

### 1. Total Membership

As of now the Institute of Chartered Accountants of India (ICAI) has over 4 lakh registered members. With Initial Membership of 1,700 initial members since its establishment in 1949 ICAI has crossed 4,00,000 +

#### How to Leverage Growth Trends?

We can implement targeted outreach programs in tier-2 and tier-3 cities to boost enrollment

**1949:** Initial Membership of 1700

**1960s:** Membership grew to about 5,000

**1980s:** Membership reached around 30,000

**1990s:** Membership increased to approximately 1 lakh.

**2000s:** Membership crossed 2 lakh.

**2024:** Membership has surpassed 4 lakh

### 2. Gender Distribution

Approximately 33 % of CAs are female, 40%of students are female students showing significant growth in female representation over the years.

From minimal Female representation that is less than 5% of total membership to approximately 33% of CAs are now female, we have a come long way!

By the late 1990s, female membership rose to about 10-15%. This was the time when more women were pursuing higher education in commerce.

In 2000s it reached approximately 20-25%. Initiatives from ICAI aimed at encouraging female participation began to take shape, including scholarships and mentorship programs.

During 2010s Female around 30% of total membership by the end of the decade.

The present women constitute about 30% of the CA profession.

#### How we can take this number to 50%, Giving true meaning to equality?

1. We can enhance scholarship programs and mentorship opportunities tailored for women to further increase their representation.
2. By creating women-centric networking events and forums to foster community among female CAs

About 60% of CAs are in the age group of 25 to 40 years.

### 3. Age Demographics

1. Youth Engagement: Given that 60% of CAs are aged 25 to 40, develop tailored content and programs that resonate with younger members, such as workshops on emerging technologies and entrepreneurship.
2. Career Pathways: Offer guidance and support on career advancement and specialization in high-demand areas.

#### 4. Educational Qualifications Education and Skill Development

1. Curriculum Modernization: Align educational offerings with international standards, emphasizing IFRS and global accounting practices.
2. Specialized Training: Introduce certification programs in emerging fields to equip members with relevant skills for evolving market demands.

A large majority hold a Bachelor's degree in commerce (around 70%), with many also possessing additional qualifications like an MBA or other professional certifications.

#### 5. Geographical Distribution

##### Geographical expansion with special focus on expanding rural presence

1. We can Create campaigns to raise awareness about CA roles in smaller cities, promoting the potential for independent practice and consulting services.
2. Leveraging technology to provide online training and resources for members in remote areas

Roughly 40% of CAs are based in metropolitan cities like Mumbai, Delhi, and Bengaluru, with a growing presence in tier2 and tier-3 cities

#### 6. Employment Trends

##### How can we harness this?

1. Industry Partnerships: Collaborate with industries like IT, finance, and manufacturing to create job placement programs and internships for new members.
2. By developing consulting frameworks that help CAs assist start-ups and SMEs, enhancing the appeal of independent practice.

Approximately 50% of CAs are employed in corporate roles, while the remaining 50% practice independently or work in firms.

#### Recommendations to become Global Professionals

We can take the following strategic steps to get Global Accreditation and Opportunities:

1. Work towards recognition by international accounting bodies to facilitate global career opportunities for CAs.
2. Advocate for policies that ease international work for Indian CAs, enhancing their global exposure and experience.
3. Establish mandatory continuing education requirements to ensure members stay abreast of changes in regulations and practices.
4. Fostering collaborations through international conferences and seminars to enhance members' global engagement.

**I believe we can harness our collective potential  
to make this vision a reality!**

In a book titled “Awaken the Giant Within” by Tony Robbins teaches us that the power to change our lives resides within us. Robbins emphasizes,

**“The only limit to your impact is your imagination and commitment.”**

This sentiment resonates deeply with me: by fostering a culture of creativity and commitment within our community, we can elevate the stature of Indian CAs on the global stage.

***Let us awaken the giant within each of us, transforming not only our careers but also the perception of our profession worldwide!***

In a book titled “Limitless” by Jim Kwik encourages us to break free from self-imposed limitations. Kwik asserts, “Knowledge is not enough; we must apply. Willing is not enough; we must do.”

In our pursuit to enhance the image of Indian CAs, we must go beyond knowledge. We must actively engage with businesses, policymakers, and the global community, showcasing our expertise and the pivotal role we play in driving economic growth. By embracing a mindset of continuous learning and application, we can redefine what it means to be a Chartered Accountant in India!

The concept of Ikigai — finding joy, fulfillment, and balance in life — offers a profound framework for our profession. It teaches us to seek out what we love, what we are good at, what the world needs, and what we can be rewarded for.

As CAs, our ikigai lies in our unique ability to provide financial, business clarity and integrity!

By aligning our personal and professional passions with the needs of the global economy, we can enhance our contributions and elevate the standing of Indian CAs globally.

**BE A PART OF THE CHANGE!**

### Contribution to our CA Fraternity

**AT THE OUTSET** - I feel that it is unwise to rest on past laurels. Hence, I give details of my past contributions in all humbleness and only for the purpose of information. I live in the Present, and focus on what we are doing now and how are work of today will make an impact on the future. Details of my professional journey are enumerated below for information:

#### Current Positions

- ICAI Central Council Member
- Chairman of Board of Studies, ICAI
- Vice-Chairman, Research Committee, ICAI
- Convener – ICAI VISION Document 2049
- Chairman of SAFA Committee on Education, Training and CPD
- IFAC Board Technical Advisor

#### Contribution to the Profession & Economy

1. Council Member ICAI 1998-2016 & 2022-25. Founder Convener of Kalbadevi Study Circle in 1984, Hon Sec. of ICAI WIRC (1991-1992) and Chairman of WIRC (1997-1998) wherein WIRC was adjudged best out of 5 regions. Thereafter, actively contributed and participated and served on almost all committees of ICAI as Member and/or Chairman/Vice-Chairman.
2. International Member of Professional Accountants in Business Committee (PAIB) of International Federation of Accountants (IFAC) from 2001 to 2004
3. Member of Inspection Panel of Reserve Bank of India
4. Member of J.J. Irani Committee (which drafted Companies Bill 2008)
5. Member of Secretarial Standards Board of ICSI
6. Member of Working Group of Competition Commission of India, National Housing Bank, NABARD, RBI, CBI etc.
7. Independent Director of Mutual Fund Company and Asset Management Company.
8. Worked closely with the Ministry of Corporate Affairs on the drafting of various enactments.
9. Served as Independent Director of SBI Funds Management Private limited and Bank of India Asset Management Co. Ltd.
10. Served as Independent director at ICAI Accounting Research Foundation - Section 8 company
11. Actively involved with ICAI as a Central Council Member during the period when the convergence to IFRS was conceptualized in India and has been instrumental in materializing the idea.
12. Group Leader at several Study Circles organized by Professional associations at Mumbai and many places in India. Some of the Study Circles were organized by: **i)** Study Circle of Western India Regional Council of ICAI at various places; **ii)** Bombay Chartered Accountants Society; **iii)** Chamber of Income-tax Consultants and **iv)** Sales Tax Practitioners' Association of Maharashtra



## Contribution to Education & Training

1. Addressed Regulators, Professional Bodies & Chambers of Commerce at various forums viz. Insolvency and Bankruptcy Board of India (IBBI), Institute of Chartered Accountants of India (ICAI), Institute of Company Secretaries of India (ICSI), Institute of Cost Accountants of India (ICMAI), National Academy of Audit and Accounts (NAAA), Congress of Fiji Institute of Chartered Accountants, Chamber of Indian Micro Small & Medium Enterprises, Speaker in IIA's 2013 International Conference in Orlando on Green Audit, Program for Principal Inspecting Officers & Inspecting Officers by Reserve Bank of India- Department of Non-Banking Supervision, Reserve Bank of India officials and officers of many private and public sector banks, National apex Chamber of Commerce and State apex Chamber of Commerce including ASSOCHAM, Confederation of Indian Industry (CII), Federation of Indian Chamber of Commerce and Industry (FICCI), All India Manufacturers Organization(AIMO) and the Standing Conference of Public Enterprises (SCOPE) which is an apex professional organization representing the Central Government Public Enterprises. Also addressed the officers of Central Bureau of Investigation (CBI), Serious Fraud Investigation Office (SFIO), and various State Police Academies.
2. Faculty at Indian Institute of Corporate Affairs for courses on Insolvency Laws and Corporate laws, Faculty Speaker in Workshop on Risk Management for Bankers organized by CAFRAL (Centre for advanced Financial Research and Learning), Faculty at National Institute of Securities Management (NISM) and Indian Institute of Corporate Affairs (IICA). Faculty at Direct Taxes Regional Training Institute of CBDT, SFO, CBI and many regulators and banking institutions.

## My Contribution to Government and Global Level & Positions held in Past

1. Member of International Federation of Accountants –Professional Accountants In Business (IFAC-PAIB) Committee - 2001-2004
2. Addressed international seminars viz. International annual seminar of Institute of Internal Auditors, Association of Certified Fraud Examiners and International seminar of ISACA
3. Gave training to officials of Comptroller and Auditor General, Central Bureau of Investigations, officials of various ministries and addressed to almost all training forums of Government of India
4. Visited 90% branches of ICAI and addressed students and members
5. Member of IFRS foundation - small and medium enterprises implementation group - 2018 to 2020
6. Ex-Director of SBI Mutual Fund, BOI Mutual Fund,
7. Member of Standards board of ICAI, ICSI & ICMAI
8. INSOL India National Committee for Regional Affairs
9. International Financial Reporting Standards (IFRS) Foundation SME Group
10. CAG Advisory Committee

11. Quality Review Board, Government of India
12. Member of Inspection Panel of Reserve Bank of India
13. Member of J.J. Irani committee (which drafted Companies Bill 2008)
14. Member of Working Group of Competition Commission of India, National Housing Bank, NABARD, RBI, CBI etc.
15. President - Association of Indian Investors (A Section 8 Company)
16. Visiting Lecturer at S. P. Jain Institute of Management, Intensive Coaching Classes for Inter & Final CA organized by WIRC of ICAI.
17. Hon. Consultant to Bombay Industries Association and many trade bodies.
18. Faculty member for Entrepreneurship Development Programme of Ministry of Industrial Development, Government of India
19. Lecturer at Intensive Coaching Classes conducted by Institute of Chartered Accountants of India for Intermediate & Final C.A. students.
20. Hon. Sec. of All-India Importers & Exporters Association.
21. President of Rotary Club of Bombay Sea Pearl.
22. Hon. Sec. of All India Manufacturers' Organisation.
23. Hon. Sec. of Western India Chamber of Commerce

### **Academic Achievements**

1. Graduated from Sydenham College of Commerce & Economics & was adjudged Best Student of College, winner of many Scholarships including most coveted award of the college 'Jeejeebhoy Cup for Proficiency & Character'
2. Secured Fifth Rank in Bombay University in April, 1980.
3. Received Gold Medal for highest marks in Accountancy & Auditing in B.Com. Examination.
4. Secured First Rank in Inter CA in November, 1981.
5. Received G. P. Kapadia prize for the best student of the year 1981.
6. Secured Sixth Rank in Final CA in May, 1983.
7. Secured Third Rank in Final I.C.W.A in December, 1983.

### **Awards and Accolades**

1. Recipient of Samajratna Award by Government of Rajasthan.
2. "Rajasthan Shree" by Rajasthan Udgosh, a noted Social Organization of Rajasthan
3. Winner of Rifacimento International award for Asia's Who's Who of Men and Women of achievement. My bio data is published in Reference Asia.
4. State Trainer by the Indian Junior Chamber
5. Winner of National Book Honors Award, 2018

**ELECTION MANIFESTO OF CA. (Dr.) ADUKIA RAJKUMAR SATYANARAYAN  
TO GIVE FIRST PREFERENCE VOTE TO SERIAL NO. 1 ON BALLOT PAPER**

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CA (Dr.) Rajkumar S. Adukia, Chairman of the Board of Studies, along with WIRC officials, inaugurating the Western Education Summit on Commerce and Accountancy held on 24-25 May 2024 in Mumbai.



On 4th January, 2024 ICAI entered MOU with Navodaya Vidyalaya Samiti to establish mutual co-operation between the parties hereto for the advancement of Commerce education with special focus on CA Course amongst the students of Jawahar Navodaya Vidyalaya across the Country





"World Entrepreneurs Day 2023" on 21st August 2023 at Le Meridien, Connaught Place, New Delhi, wherein around 250 Members participated and graced by Eminent Entrepreneurs.

CA. (Dr.) Rajkumar S. Adukia addressing the participants at 'Two Days Intensive Train the Trainer Programme 2022' at Jodhpur - hosted by Jodhpur and all other branches of CIRC in Rajasthan on October 14-15, 2022.



13th Residential Meet of ICAI members in Public Service organised 17th – 19th June 2023 at Srinagar, J&K, wherein around 100 Members in Public Service (the highest in number of any residential meet held so far) comprising Members of Parliament, IAS, IPS, ICoAS, IRAS, IRPS, representing various Ministries, Regulators, CBI, Members from Appellate Tribunals like ITAT, NCLT, other Regulatory authorities, SEBI, etc., attended said Residential Meet at Srinagar. Shri Manoj Sinha, Hon'ble Lieutenant Governor, J&K, graced the occasion as Chief Guest.



3 Days (Residential/Non-Residential) Programme on "Entrepreneurship" from 28th to 30th December 2023, at Centre of Excellence of ICAI, Hyderabad, wherein around 200 members from all over India participated in the said program.

Global Education Summit on Commerce and Accountancy (GESCA) 2024 saw participation by 36 Vice Chancellors of various Universities, representatives from 115 top Universities and 30 autonomous colleges from across the country.



