

# How to be a Successful CA?



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## To be a successful CA.....

- 
- Passing the CA Exam is just the first step
  - Followed by clearly aimed Goals
  - Efforts to reach the set Goal
  - Willingness to adapt to newer challenges
  - Give your best in every assignment
  - Follow the right mentor
  - Keep growing emotionally and professionally
- 



## Two Important Traits of a Professional

- Competence
- People Skills





“Success consists in being successful, not in having potential for success. Any wide piece of ground is the potential site of a palace, but there's no palace till it's built.”













# A Good Chartered Accountant



To be good Chartered Accountant,

- 
- you require not just business acumen and numerical ability,
  - but good
    - communication skills,
    - objectivity,
    - independence of thought and
    - integrity coupled with the ability to work under the pressure of deadlines.
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# Essentials of a Successful CA

- 
- Self development
  - Soft skills
  - Investing in Seminar
  - Investing in books
  - Investing in training of team members
  - Having a goal (short, medium, long)
  - The 80:20 Principle
  - A balanced life
  - Marketing the services
- 





## Essentials of a Successful CA

- Above all "Being a Good Human Being"



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## What should you do Ideally?

- Invest in Certification Programs
- Become member of Trade Associations
- Read and write in Business Magazines
- Invest in Technical Books
- Invest in further Educational Programs

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## Remember This.....

- Right Thinking
- Right Attitude
- Right Approach
- Right Skill Set
- Right Time
- Right Place

# Successful Chartered Accountant



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## Knowing how to Grow

- Practice/Consultancy Opportunity
- Employment Opportunity
- Business Opportunity
- Financial Services Opportunity

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# Practice Opportunities

1. Accounting Services
2. Statutory Audit Services
3. Specialty Audit Services
4. Corporate Law Services
5. Management Accounting Services
6. Strategic Financial Management Services
7. Internal Audit and Internal Assurance Work Services
8. Financial Planning and Wealth Management Services



## Practice Opportunities

9. Financial Market Services

10. Direct Tax Law Services

11. Indirect Tax Law Services

12. Rehabilitation, Insolvency, Liquidation  
Services

13. Corporate Governance

14. Valuation Services

15. Business / Commercial Laws Services





## Practice Opportunities



16. Laws related to formation of various forms of business entity



17. Drafting of documents and conveyancing services



18. Laws related to financial institutions



19. Sector / industry specific laws



20. Laws relating to foreign exchange



21. Laws Relating to International Trade



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# Practice Opportunities

- 22. Social Security Laws and Employee Ownership
- 23. Takeover Laws
- 24. Opportunities with State Legislations and Regulations
- 25. Information Technology and Information System Audit
- 26. Arbitration
- 27. Climate change and Carbon Credit Mechanism
- 28. International Professional Opportunities
- 29. Education, Training and Publication
- 30. Other Professional Opportunities

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## Employment Opportunities

- ✓ Tax advisors
- ✓ Business analyst,
- ✓ Management accountants,
- ✓ Treasurer,
- ✓ Financial controller,
- ✓ Internal auditor
- ✓ Journalist

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## Business Opportunities

- a. Business Process Outsourcing Company
- b. Implementing ISO Standards through Training, Auditing and Consultancy, Certification
- c. Asset Management and Planning Services
- d. Multi Location, Multi Disciplinary Services Company offering a number of services like Accounting, Auditing, Accounts Outsourcing

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# Business Opportunities

e. Financial Software Development







f. Setting up a KPO



# Financial Services Opportunity




Chartered Accountants working in the arena of Financial Services advise on

- 
- 
- 
- On Risk Management
  - On Raising Finance,
  - On the Optimum use of Assets and
  - On the choice of Specialized Financial Instruments.
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# Financial Services Opportunity



The services of a Chartered Accountant is utilized in the following financial service sectors

- 
- Banking Services
  - Securities Market
  - Mutual Funds
  - Futures Trading
  - Investment Analyst - Investor/ Trader
  -  • Wealth Management Services








## People Skills – The need of the day







## Networking for CAs - Why??

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- 'One stop shop' for expertise, experience and efficiency
  - Better reach for professionals
  - Better services to the client
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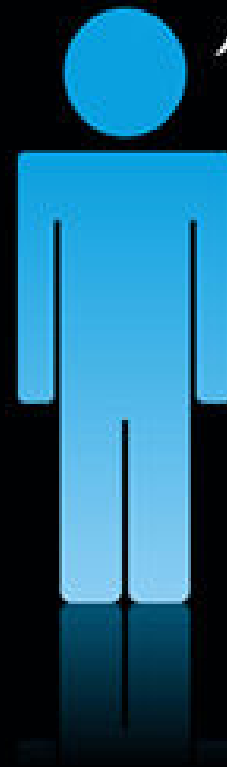
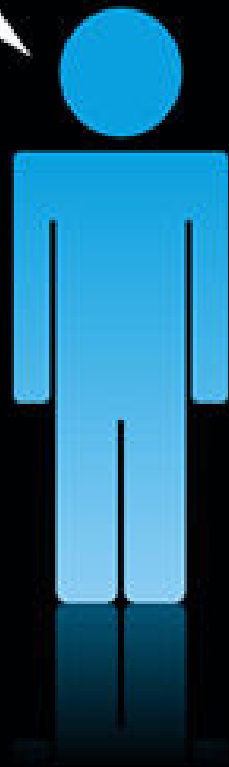
## The Networking Advantage

- Professionally updated
- Immediate reference
- Multifaceted Knowledge experience
- Thorough business development process
- Confidence to handle newer assignments
- Stepping stone to professional partnerships/associations/llp

How's it going?

Very well,  
thank you



People



Skills



## Tips for Networking

- 
- Undivided attention to the professional talk
  - Talk short and be crisp
  - Learn the art of being friendly
  - Keep the goal clear
  - Introduce people in a professional network
  - Networking is not about selling business
  - Touch base with contacts
- 



# **Professional Partnerships**












# Professional Partnerships

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- Chartered Accountants generally team up with
    - Lawyers
    - Company Secretaries
    - Actuaries
    - Valuers
    - Software Professionals
    - Venture Capitalists
    - Retired Entrepreneurs
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## Take Care while Partnering

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- Know the person well
  - Understand his/her capacities
  - Choose a person with reasonable attitude
  - Confidentiality clause is a must
  - Reference/Verification of back ground
  - Clear understanding of the terms of partnership
  - Clarity on the terms of profit sharing





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## Useful Habits

- Read Broadly
- Revise Regularly
- Teach Frequently
- Adapt Generously
- Answer (Queries) Regularly
- Attempt Judiciously

FOR ME  
SUCCESS  
IS NOT AN  
OPTION...  
IT'S A MUST!



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## About the Author

- *CA. Rajkumar S Adukia is an eminent business consultant, academician, writer, and speaker. He is the senior partner of Adukia & Associates.*
- *In addition to being a Chartered Accountant, Company Secretary, Cost Accountant, MBA, Dip IFR (UK), Mr. Adukia also holds a Degree in Law and Diploma in Labor Laws and IPR.*
- *Mr. Adukia, a rank holder from Bombay University completed the Chartered Accountancy examination with 1st Rank in Inter CA & 6th Rank in Final CA, and 3rd Rank in Final Cost Accountancy Course in 1983.*
- *He started his practice as a Chartered Accountant on 1st July 1983, in the three decades following which he left no stone unturned, be it academic expertise or professional development.*

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# About the Author

- *He has been coordinating with various Professional Institutions, Associations, Universities, University Grants Commission and other Educational Institutions.*
- *Authored more than 50 books on a vast range of topics including Internal Audit, Bank Audit, SEZ, CARO, PMLA, Anti-dumping, Income Tax Search, Survey and Seizure, IFRS, LLP, Labour Laws, Real estate, ERM, Inbound and Outbound Investments, Green Audit etc.*
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THANK YOU

