

From the desk of the President

As the ways in which we communicate have expanded – cell phones, e-mail, texting, instant messaging and social media – in-person interactions have, in many cases, decreased. What I believe is “Connectivity is the cornerstone of success for every organization and for each of us individually” be it by any means.

“INSPIRE” – Quarterly Newsletter of WSG is a medium which gives me delight to get together with all my female professional brethrens and female students aspiring to be a Chartered Accountant. It's been exciting and very satisfying to witness the development of this Group under the able convenorship of CA. Priya Bhansali. “INSPIRE” an initiative of WSG was launched 3 months ago with the vision to provide a consistent message to its members and students to uphold the goals and objectives of WSG.

WSG is a place for professional women to come together, to learn and to grow with each other in a safe environment throughout the course of their careers. As diverse as our membership may appear, ICAI hold a core belief that embodies our organization as a whole. Women Steering Group represents and supports professional women in accounting and finance.

In order to assist female members in projecting a common voice, WSG is organizing various events across the country to create several key messages for different types of audiences which may not be necessarily be memorized, but shall create a ripple effect for awareness and share message of WSG wherever it may be possible.

I am including key messages of WSG in this issue of INSPIRE. So whenever you are at work or other professional setting and the opportunity arises to describe a few of the many benefits that WSG provides, don't forget to refer this section.

- Women Steering Group represents professional women in accounting and finance.
- WSG provides an opportunity for networking and continuing education with accounting and finance professionals at the local, regional and national level.
- As a member of our institute, WSG will benefit you and your company from practical resources and benefit programs that strengthen one's professional growth.
- WSG offers students an opportunity for career development through counseling.

This vision and messages of WSG will create a brand for the ICAI so that when the name of WSG is mentioned, people will automatically think it is the group of professional women in accounting and finance. I am also delighted to know that new contributors are stepping forward and writing amazing articles, a new contact is made and another person is touched by WSG.

I welcome all with an open mind for this noble initiative of ICAI.

CA. Uttam Prakash Agarwal
President, ICAI



Article on Business
Etiquette for Women-
CA. Sudha Bhushan



Glimpses



Announcements



Contact Us



“If we mean to have heroes, statesmen and philosophers, we should have learned women.”

- Abigail Adams

Convener Writes



"Woman is the companion of man, gifted with equal mental capacity."

- Mohandas K. Gandhi

Dear Ladies and Students

It's a pleasure to communicate with you once again through INSPIRE - an online initiative of the Women's Steering Group (WSG) of the ICAI.

A hugely positive response has been received to the creation of the WSG. Our President Sri Uttam Prakash Agarwal and his team at the Council need to be complimented for this novel idea.

This creation of the WSG has thrown up challenges and opportunities. Going by the strength of the Women Chartered Accountants and Students (a current membership of 14% and student enrolment of 40%) a day will not be far off when Women will be a large part of the profession.

Women – Taking the lead is the theme of the conferences being organised by the WSG in all 5 regions. We have successfully conducted 2 such conferences – the first in Delhi and the second one at Indore. The next three conferences are slated to be held over the next few months at Kolkatta, Chennai and Mumbai.

Taking the lead in the profession, would imply that professional ethics should not take a back seat. The concept of Professional Ethics is partly comprised of what a professional should or should not do in the work place. It also encompasses a much greater part of the professional's life. If a professional is to have ethics then that person needs to adopt that conduct in all of her dealings. The manner in which one behaves and presents oneself to the clients/customers is of utmost importance. Having a long list of

clients alone is not professional growth. Carrying out professional duties ethically is of greater importance. To maintain professional ethics, I strongly believe that one should be true to oneself. Being honest, in today's business environment is a big challenge. Even if you, as a professional would like to be one, the client or circumstances test your ability to be honest and ethical on a continuous basis. So, how does one remain overboard?

One must ask, what the return is or the value the client derives from the services that you render. It is very necessary for us to evaluate what value we can give to the service receiver. Sometimes we do underestimate ourselves, I agree, but let us also evaluate the professional satisfaction we derive if the client is satisfied the way the assignment/job was handled. Return Value in terms of "moolah" and professional satisfaction is to be measured.

The next requisite is our service delivery. Does it match up with our stated commitment on quality and time? There is no doubt that professional ethics would also mean timely delivery of the qualitative services. Once an assignment is taken up, I think it should be delivered on time promised. Certain obstacles, unplanned, are bound to come in the way. It is always preferable to inform the client/customer, well in advance is the deadline is delayed or cannot be met. Never ever keep the opposite person in the dark on the deliverables.

It is a good idea to promote the profession. This will in my opinion make the receiver of the service understand the value of the profession. It is very unfor-

tunate that many professionals do not appreciate the value of being a particular profession, in our case the Chartered Accountant. We always feel the grass is greener on the other side. Respect the profession you have chosen to be in and you will command the respect you deserve.

To maintain the professional ethics, I believe that one should be able to free to ask for help and opinion from co-professionals. However, small the issue may be, feel free. Two heads is always better. Discussions throw up more ideas. The more the knowledge is shared the more one gains. Help and be helped.

Professional Ethics would also encompass implementation of the letter and spirit of the statutes that are in existence; encourage the compliance of law and standards, apart from carrying out the assignment with due diligence and professional care. To be able to do this one has to be updated in the latest that is happening around.

Today, persons who have put it over a year and more of service either in industry or practice, have to learn to unlearn. New Companies Bill, Direct Tax Code, IFRS, Internal Auditing Standards, GST are the new statutes that will be required to be known to survive. Therefore, Continuing Professional Education is not only important, it is a must, if one has to fulfill one's professional duties.

With best wishes,

Priya Bhansali
Convener

Women Steering Group of ICAI

INVITATION TO CONTRIBUTE FOR "INSPIRE"- WOMEN STEERING GROUP E- NEWSLETTER

The women have made a mark in all walks of life. The world of Chartered Accountants is no exception. Today, the female Chartered Accountants are walking shoulder to shoulder with their male peers, discharging their duties towards profession and society with professional panache. Taking on multidimensional challenges of globalization, they are occupying leading positions in every sphere of trade, commerce, industry and finance.

"INSPIRE"- Women Steering Group E- Newsletter seeks to highlight the struggles and challenges faced by female professionals in moving up the life. Women Steering Group has introduced "INSPIRE" for the purpose wherein the women professionals can share their experiences, views, achievements or any interesting piece of information with the entire professional fraternity.

As such female members are invited to contribute for this E- Newsletter. They can send in their write ups of about 1000 words along with their photographs by email at wsg@icai.in/wsg@icai.org.---WSG Secretariat

1st Women Steering Group Conference

held at New Delhi on 29th June 2009

GLIMPSES



The 1st Women's Steering Group Conference on WOMEN- TAKING THE LEAD was a full-day program, held on 29th June in Delhi, an initiative taken by the visionary President of the Institute of Chartered Accountants of India, CA. Uttam Prakash Agarwal.

The objective of the conference was to provide a platform for women leaders to meet, share their views and ideas and to form networks through which they may support each other. The conference highlighted the importance of women leadership in ensuring sustainable development, creating a network of women committed to bringing a positive change in society, and exploring ways to unlock the innate leadership potential within every individual.

The 1st Women's Steering Group Conference was a huge hit. The objective of the Conference was met and brought cracks in the barriers which women face in her day to day life, if it could not completely remove the barriers, considering that it was for the first time it happened in ICAI's history that the theme of a conference was "Women-Taking the Lead".

The Conference commenced with a welcome address by the Convener of the WSG, CA. Priya Bhansali. The President of ICAI, CA Uttam Prakash Aggarwal addressed the women's conference in the inaugural session and with him CA Amarjit Chopra, Vice President, ICAI made a spe-

cial address to the audience and this really boosted up the ladies. The Guest of Honour Ms. Ravneet Kaur, Joint Secretary, Banking & Insurance, Ministry of Finance delivered a key note address wherein she appreciated the ICAI's initiative to have a separate and dedicated wing for women Chartered Accountants and Students.

The topics picked up for the conference were "Career Development path for Women Chartered Accountants" by CA Manjula Banerjee; "An Overview of Accounting Standards" by Archana Bhutani; "Roadmap of GST" by CA Bhavna Doshi, Central Council Member of ICAI; "Balancing Work Life with Personal Life and Fighting Psychological Barrier" by Dr. Aruna Broota, Clinical Psychologist. Each topic was appreciated and each women felt a sense of belongingness to the community. The Speakers, each one of them, tried to connect themselves to their counterparts and the atmosphere was charged up completely.

The event was a remarkable and heart touching initiative of the Women Steering Group of ICAI. The Group along with its member hope that it will be able to bring a revolution in the CA community by providing the guidance and strength a professional CA women looks for and is essential for them to deliver more to their profession, their families, their society and their economy at large.



Invitation to contribute for "The Chartered Accountant" January 2010 issue a special & dedicated issue on the theme of 'women empowerment'

This is to inform you that the January 2010 issue of our journal, The Chartered Accountant, will be focused on the theme of 'Women Empowerment'. Therefore, we request you to contribute articles in the field of women's interaction with various professions including the accountant's, role of gender and power, demand of contemporary times, society, media and politics, or, on any other topic of your choice, for consideration of their publication in the Journal.

The article should be about 3000 words carrying an executive summary of about 100 words and a passport-sized photograph of the author and the author's ICAI e-mail id. This may be sent to either journal@icai.org or eboard@icai.org. The submission must be an original work and, therefore, a declaration from the author regarding the originality should also accompany the article.

The 2nd Women Steering Group Conference (WSG) on "WOMEN- TAKING THE LEAD" was held at the newly inaugurated ICAI Auditorium at Indore on 22nd August 2009. The event was inaugurated by the visionary President of the Institute of Chartered Accountants of India, CA. Uttam Prakash Agarwal. The second in the series and first in the CIRC, the conference was hosted by the Indore Branch of CIRC of ICAI.

The objective of the conference was to provide opportunity for the women CA's in II / III tier cities to have a platform where they can interact and share their achievements and gain leadership skills. The conference emphasized on bringing into the mainstream those women CA's who are not active due to their engagement in other priorities.

The Conference started with a welcome address of the Convener of the WSG, CA. Priya Bhansali. The President of ICAI, CA Uttam Prakash Aggarwal addressed the women's conference in the inaugural session. He appreciated the steps taken by WSG to empower women. In fact he said that the women are already empowered and we find them on the top in all fields of life. After seeing good participation of female members through the platform of Women Steering Group, he announced December issue of the CA Journal shall be dedicated for articles on women CAs and women related issues. CA Amarjit Chopra, Vice President, ICAI during his special address urged the women CA to come forward and take steps for the upliftment of the other ladies in the society. The Guest of Honour Ms. Malini Gaud,

Member of Madhya Pradesh Legislative Assembly, delivered a key note address, wherein she emphasized that power of women be utilized to the optimum. Deputy Convener of WSG, CA Pooja Gupta gave vote of thanks. .

The topics covered in the conference were "Roadmap to IFRS" by CA Pooja Gupta, "Know your Professional Ethics" by CA Kavita Gupta, "Balancing Work life with Personal Life", by Mrs. Ritu Grover "Women Professional Success Stories" by CA Mrinalini Biyani, and "360° on Derivatives" by CA Shikha Jain.

CA. Pooja Gupta while giving her presentation on "Roadmap to IFRS" conveyed that India is preparing itself to adopt IFRS from 1st of April 2011. She made the difficult topic easy and understandable. CA. Kavita Gupta, with the help of the examples presented the subject "Professional ethics" in a simplified manner. Mrs. Ritu Grover gave useful and important tips of balancing work life with personal life to give full justice to both work and personal life. CA. Mrinalini Biyani told inspiring stories of great women with the help of which the audience felt motivated. CA. Shikha Jain made the complex topic of derivatives easy to operate.

Panels and presentations picked up on the theme of 'Women Taking the Lead' left the delegates spell-bound. The conference, first of its kind in CIRC was a great success with eager and enthusiastic participation from women CA's not only from Indore but also from Bhopal, Ujjain, Dewas and other cities.





CA. Sudha Bhushan

What a fantastic topic to write....
what an excellent forum to address...
what a brilliant people to reach.

I am here by writing to reach the ladies who are members of one of the India's most renowned Institute, The Institute of Chartered Accountants of India and who owns one of the world best professional degree, the degree of CA. Women, who have changed the way the world thinks about them, women who have done their family proud, women who are examples to the rest of the Indian women that nothing is impossible, when you believe in yourself. Women who don't want to be a shadow of their husbands/fathers and who knows everything about financial independence and who can take their independent decisions.

Here in this article the business etiquettes for women are addressed. In this fast life of today all of us have to know how to carry ourselves and how to present ourselves in the best possible manner in the professional setting. When we are in office or say a client meeting we are a professional than a woman.

Professional Appearance: - Professional Appearance is not all about looking beautiful it's about looking pleasing and presentable. Our appearance shows how much importance we give to ourselves and we cannot get more value from the third person than the value we give to us.

It is for us to respect ourselves. As we have responsibilities towards our families we have responsibilities towards ourselves also. We have to understand it and honor it.

The professional appearance of a woman needs to support her professional accomplishments. Demonstrating that we care about our personal appearance communicates to the person we are meeting with that they are important to us. Paying attention to the details of our appearance sends a message to others that we will also pay close attention to business details, and the needs of our customers and clients.

Right Attire: - All of us will agree on the importance of right clothing at any required point. It is not that we don't know how to dress ourselves but then not all clothes suits all the occasion.

As Indian we are accustomed to wear so many types of clothes, color and so many symbols. But choosing the right color, patterns will serve a great purpose. Following are treated as professional clothing for Indian women sari, suit, shirt, trousers, Skirts. Unlike men attires we have so much to choose from. Amongst this the best attire is whatever suits us the best and what we think represents oneself the best. The dressing that communicates who we are. Light colour Sari, preferably in one colour or with slight print or with broad border is best. A red colour sari with "Zari" may look fantastic in social

functions but it is complete no in a professional set up. As far professional dressing is concerned we should keep it simple and sophisticated. Dark colors convey authority; bright colors convey friendliness. Light colors such as taupe and khaki are generally more casual than black, gray, or navy. Avoid excessive use of bright color and wild patterns.

A suit with huge "dupatta" is more suitable for birthday party of friend then at a seminar on Transfer Pricing!! Nice suit, preferably full sleeves with less of decorative items on it and with the "dupatta" that is manageable is best preferred.

Blue, Black, Gray trousers are some of the accepted color for trousers. Your suit [coat and pant] should have the proper fitting. Choose suits with Jackets. If your business attire is distracting because it is too sexy, drab, or colorful, your business contacts may focus on how you look, not on your business skills.

Shoes are not required to match the blouse or the color of your suit.

Spiky, strappy, sandals in golden and silver or metallic colors or with rhinestones are not appropriate for most businesses. In a business environment it is advised to keep shoes functional, attractive, clean and shined. Keep a black Sharpie marker with you to touch up scuffed shoes. Low-heeled pumps are suitable for the vast majority of business situations. Very long heels are not professional, Heels can be as high as an

(Continued on page 6)



" Business etiquette is the subtle, redefining difference which enables people to excel and succeed in today's corporate culture."

- Cindy Grosso.



(Continued from page 5)

inch and a half or two inches, but much higher than that looks unprofessional. Open-toed shoes are inappropriate in conservative environments.

Make Up: - The Makeup should not be too heavy. The lipstick shades should be selected best to match your complexion. Dark and glossy shades should be avoided. Keep it simple and appropriate. Too much of makeup is not at all advisable but wearing no makeup at all is almost as bad as wearing too much makeup.

Jewelry: - Jewelry is women best friend it's said but that is best to be flaunted outside professional life. Excessive jewelry, jewelry making clicking sounds, large or costume jewelry should be avoided. Earrings should be conservative, small and above the earlobe. A small chain with small pendant is good enough. Necklaces should not dangle between cleavage, and bracelets should not make noise. Ankle bracelets that make noise should be avoided. One important point to remember, when dressing in either business or business casual attire is that quality is much more important than quantity. One classic bracelet or ring, is better than an armful of bangles or rings on every finger. It is better to wear no jewelry at all, than too wear too much jewelry. But all business women should at least wear a nice, conservative wrist watch.

Accessories: - Dressing for success includes more than just choosing the right outfit. To complete professional look one must also consider accessories and personal grooming. A good quality leather portfolio will impress more than a loud, colorful bag. Purse colors should coordinate with shoe color. Purse is one of the most crucial accessory that women carry. It is better to have one purse of good quality than having ten purses each matching with the dress. A good purse should be preferably black or brown in color, easy to open in case you need to find an item inside. It should serve as a small organizer of your things.

Never use a shopping bag, book bag, or backpack in place of a briefcase.

Perfumes and Scents: There is nothing more bad than smelling of a rotten egg. Never forget to wear your perfume daily to keep your body odor away. The perfume should be light. It should not be that fills the room as soon as you enter it. It should be used for not smelling bad rather than for smelling of Roses or jasmynes. Wearing a perfume with very strong smell is not at all advisable.

Fingernails and Hands: Women are known by the hands they keep, as they often use their hands to talk with so they become a focal point. So therefore it is important to have hands and fingernails looking professional. Having half nails with nail paints is worst. It just take five extra

minutes only to remove the left out nail polish. Nails should be clean, and trimmed or sculpted. Polite nail paints with light color is best. Avoid wearing unusual or shocking nail colors. Nail art and nail jewels are not acceptable for business meetings.

Hairstyling for Business Women: Style should be neat and conservative, and preferably off the face. Mainly open hair is not considered professional until it is too short to be tied. Fancy rubber bands, studded pins are to be avoided. With few exceptions, hair color should not be shocking or unusual. Hair sprays and gels that have a strong scent or odor should be avoided.

Telephone Manners: Hey excuse me we are Chartered Accountants not tele callers!! But we need to learn because the voice on phone speaks volumes about the person on other side. It's always better to start your call as "Hello, _____ [name] Speaking" If it is business call you have to make its always better prepare for the phone call before you make it. Have a good idea of what you are going to talk about. Make notes if necessary. When you call someone, introduce yourself right away.

First, you should say a greeting. Second, identify yourself and your affiliation. Third, ask for the person to whom you would like to speak. Exercise patience on the phone and I

(Continued on page 7)



"Strength does not come from physical capacity. It comes from an indomitable will."

- Mahatma Gandhi



(Continued from page 6)

let other people finish their sentence.

Speak clearly so you are not misunderstood. Never eat, drink, or chew gum while on the phone doing business. Speak clearly into the receiver. Take calls seriously its leaving an impression.

Introductions: How we introduce ourselves goes a long way in helping a person make a first opinion about us. Business Etiquette evolves around the introduction, and how we handle the introduction. Few points are important:

Lower ranked employees must be introduced to the higher ranking employee. In other words, as a show of respect introduces those of a lower status to those of a higher status whether it that means a social or professional status. Business contacts and staff should be introduced to clients. It is very important to remember the name of person introduced to. One has to practice remembering names. Exchange the Business card. Business cards are a great way to introduce you to a company or business. Don't just take the business card and put in your purse. One should look in it and then may be kept at a suitable place.

Steps taken in introducing yourself in a business situation are common manners. If there is new arrival, you should stand, offer your hand, and

introduce yourself and your role. Please note in business introduction is totally different from the social introduction. In business we are professionals. Introduction should be clear and confident to ensure comfort with others.

Hand Shake: A handshake is more than just a greeting. It is also a message about your personality and confidence level. In business, a handshake is an important tool in making the right first impression.

Before extending your hand, introduce yourself. Extending your hand should be part of an introduction, not a replacement for using your voice. Extending your hand without a voice greeting may make you appear nervous or overly aggressive.

A business handshake should be brief and to the point. Consider a handshake a short greeting, not a lengthy engagement. If a hand is held for more than three or four seconds it can make other people feel uncomfortable. Hand shake should be from elbow and not from shoulder. The idea is to connect, not be overbearing. A handshake should be a friendly or respectful gesture, not a show of physical strength. An uncomfortable handshake is never a pleasant experience for anyone. A limp hand is never a good idea when it comes to a business handshake. Do return the grip, but do not get into a power struggle, even if the other person squeezes too hard.

Once again it is fine offering only your fingers to shake hands in social settings, but in business settings you are an equal, not a "lady." Extend your entire hand, and be sure to grasp using entire hand as well. Avoid the urge to handshake with two hands. It is always better in business introductions to use only one hand – your right hand – for the shake. The use of two hands with strangers is seen as intrusive, and too personal. In fact, a two-handed shake is called the "politician's shake," because it appears artificially friendly when used on people you barely know. One of the worst handshakes is hand shake with wet hands. Avoid it. And also when you shake hands with someone who has sweaty palms, do not immediately wipe your hands on your clothing, handkerchief, or tissue. This will further embarrass the other person, who is probably already aware they have sweaty hands.

To sum up the professional etiquettes is all about the fact to present ourselves in the best possible manner and representing our firm/company and values we have. Everything we do and everything that we use speaks volumes about ourselves. So one has to very selective in choosing our behavior, words, and things to use.



“To make things happen the way we want, we have to envision the future, and paint a picture in front of the others of what we want to achieve”

ANNOUNCEMENTS

3rd WOMEN STEERING GROUP CONFERENCE ON "WOMEN -TAKING THE LEAD"

THE CONFERENCE EVENT

Women Steering Group of the Institute of Chartered Accountants of India is organizing its 3rd Women's Conference on "WOMEN-TAKING THE LEAD" which is being hosted by SIRC of ICAI on 21st November 2009 in Chennai.

This shall be a day long conference that seeks to empower, motivate, and inspire women to live up to your full potential and make their dreams come true. It is our passion in this conference to rally women leaders, community leaders, visionaries and women from all walks of life in the nation to share perspectives, experience transformation and cultivate lasting legacies.

CONFERENCE DETAILS

Date & Day: 21st November 2009, Saturday.

Venue: P. Brahmayya Memorial Hall,
'ICAI Bhawan', No. 122, Mahatma Gandhi Road,
Nungambakkam, Chennai – 600 034

REGISTRATION INFORMATION

Conference registration:

Registration will begin from 1st November 2009 to 18th November 2009 between 1000 hours to 1730 hours at SIRC of ICAI, 'ICAI Bhawan', No. 122, Mahatma Gandhi Road, Nungambakkam, Chennai – 600 034

All timing is according to Indian Standard Time (IST).

PARTICIPATION:

- Total number of seats is limited to 100.
- Entry is only through registration.
- Registration shall be on first come basis.

Complete details are available at www.icai.org

CONFERENCE FEE

For Women Chartered Accountants	Rs. 500
For Women Students	Rs. 350
For Women Non Members	Rs. 550

PAYMENT OPTIONS

Cheque/ Demand Draft Drawn in favor "SIRC of ICAI" payable at Chennai.

CONTACT FOR REGISTRATION

CA. Priya Bhansali
CA. S. Rajeshwari
CA. Ruchika Bachchani
CA. Shalini Jindal

priya@bhansali.in
rajesh@pkfindia.in
ruchika.bachchani@icai.in
wsg@icai.in

09442635213
09841024530
011-30110403
011-30110490

All India Mega Conference of Women Steering Group of ICAI

Coinciding with the ICAI's Corporate Forum, Women Steering Group of ICAI is organizing an All India Mega Conference on the theme "***Inspiring Today, For Tomorrow***" on 30th January 2009 in Mumbai, to emphasize the importance of women obtaining the CA credential and highlighting the flexibility and various career paths of the accounting profession. Session topics will focus on the importance of networking and mentoring. Professionals with an array of expertise in public accounting, private industry, and academia will take part in discussion forums and give presentations focusing on the development of strong leadership skills.

The theme "***Inspiring Today, For Tomorrow***" emphasizes the opportunities the profession provides, and confirms the Institute's commitment to attracting female talents to a profession vital to the world's economy. The conference will focus on teaching women life-coping strategies to manage stress, conduct career planning, as well as develop positive relationships and mental health awareness. In addition to bringing together women of all lifestyles to develop a network of communication, the conference proposes to increase the awareness of the resources available to women, demonstrate support for issues of concern and enhance awareness of how women can improve their quality of life.

The All India Conference will serve as the flagship event for the Women Steering Group. WSG is holding this conference for the first time in the Diamond Jubilee Year of ICAI which will draw participation from all over the country. The Conference will offer a wide variety of session formats, including panel sessions, special symposia, as well as various opportunities to networking.

Complete details for the said event shall be hosted on the website shortly.

Contact Us

WSG Secretariat

CA. Ruchika Bachchani (ruchika.bachani@icai.in)
Secreatry,
Women Steering Group

CA. Shalini Jindal
Women Steering Group wsg@icai.in