



The Institute of Chartered Accountants of India
(Set up by an Act of Parliament)



Pune Branch of WIRC of ICAI

NEWSLETTER : NOVEMBER 2024





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2024 - 2025



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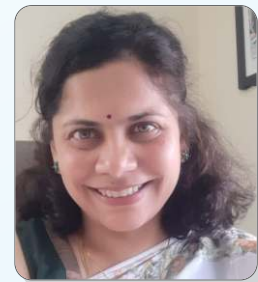
Our Torch Bearer



CA. Chandrashekhar V. Chitale
CCM, ICAI



CA. Yashwant Kasar
RCM, WIRC of ICAI



CA. Ruta Chitale
RCM, WIRC of ICAI



Upcoming Events / Seminars

Date	Name	CPE Hrs.	Venue
5 th to 7 th Nov. 2024	Certificate Course on AI for Chartered Accountants Level 1 (Batch 67)	18 Hrs.	ICAI Bhawan, Bibwewadi, Pune
10 th to 12 th Nov. 2024	Certificate Course on AI for Chartered Accountants Level 1 (Batch 64)	18 Hrs.	ICAI Bhawan, Bibwewadi, Pune
11 th to 13 th Nov. 2024	Certificate Course on AI for Chartered Accountants Level 1 (Batch 51)	18 Hrs.	ICAI Bhawan, Bibwewadi, Pune
25 th to 27 th Nov. 2024	Certificate Course on AI for Chartered Accountants Level 1 (Batch 68)	18 Hrs.	ICAI Bhawan, Bibwewadi, Pune



Yoga Therapy Session on Managing Stress

2nd October 2024





One Day Seminar on "AI in ICAI"
5th October 2024





ICAI MSME & Startup Yatra 2024 (MSME-Bus)

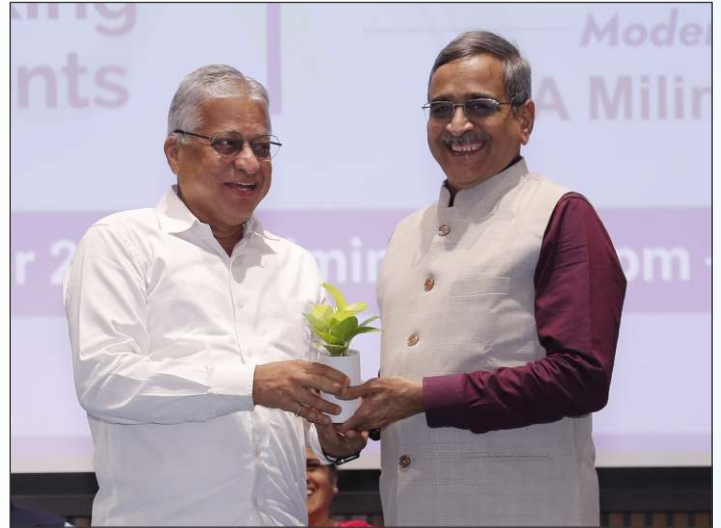
10th October 2024





Chartered Accountants Summit

18th October 2024





Chartered Accountants Summit

18th October 2024





THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA
(Set up by an Act of Parliament)

ICAI CALL SAHAYATA



99975 99975



One Stop Support For
Students
Members &
Stakeholders

Monday to Saturday - 9 A.M. to 9 P.M.



New Logo Guidelines



Incorporation of Tricolor:

The incorporation of the tricolor into the logo is a powerful symbol of the Institute's connection to India. The three colors of the Indian flag represent unity, diversity, and sovereignty, and they reflect the brand's commitment to serving the people of India and contributing to the nation's development. The tricolor has been used in such a fashion that it hints at motion, a flight, and a journey toward progress, showcasing the Institute's forward-thinking approach.

Significance of blue color:

The primary color of the new logo is blue, which has been culled from the ICAI logo. Blue is a color that is associated with divinity, immortality, bravery, and determination. It reflects vastness, being the colour of the sky and ocean, and has been an integral part of the Indian cultural, political, and social landscape over the years. Blue is also culturally significant, as it has been a part of the Indian tradition for more than 5,000 years.

In a nutshell:

The new logo of CA India reflects the brand's connection to India while retaining its existing identity. The incorporation of the tricolor, the significance of the blue color, and adaptability on all platforms are all essential elements of the new logo. The design is intended to be aesthetically pleasing and culturally significant, making it a strong representation of the Institute's values and commitment to serving the people of India.

Colour Palette

- #F37920
CO M62 Y91 K0
- #145886
C93 M61 Y24 K9
- #55B848
C67 M0 Y88 K0

Guidelines (2023)
for using the new CA India logo for CA members

- The logo consists of the letters 'CA' in blue colour with a tri colour tick mark (upside down) with white background. The blue colour not only stands out on any background but also denotes creativity, innovativeness, knowledge, integrity, trust, truth, stability, and depth. The upside-down tick mark, typically used by Chartered Accountants, has been included to symbolise the wisdom and value of the professional.

'India' is also added in the logo, as it epitomizes the Institute's connection to India First approach and commitment to the serve the Indian economy in public interest.

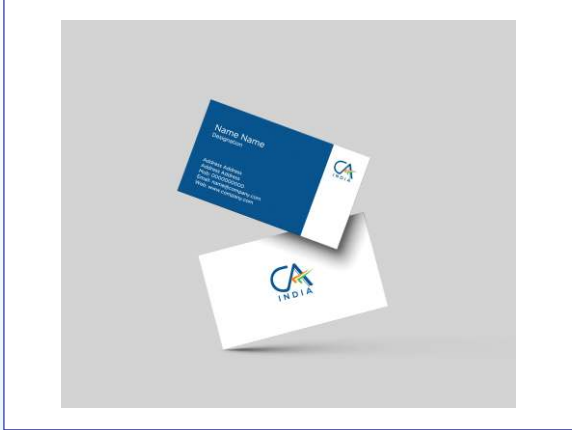
- There should be no alteration of the font (colour, bold/unbold, size). Moreover, there should be no change in spacing and dimensions.
- The colour palette is

- Do not change the design and colours including the white background.
- Refrain from rotating or tilting the logo clockwise and anti-clockwise.
- The logo should not be shrunk or distorted changing the original proportion.
- While members are encouraged to use the new CA India Logo as published on letterheads, visiting cards, website etc, a transition time of one year has been provided to use existing stationary/signage replacement etc.

*Effective from 24th November, 2023.

Correct Logo

Do not change background	Do not change the colours
Do not Rotate	Do not Rotate
Do not crop	Do not shrink, shear or distort





Invitation to Write Articles



Dear Member,

Your contribution for Pune Branch E-newsletters is welcome in following ways:
Contribute your own articles in areas of Professional Interest; the article may cover any topics relevant to auditing, finance, laws, strategy, taxation, technology and so on.

While submitting articles.

Please keep following aspects in mind:
The length of articles should be about 2500 words
Articles should be original in nature

Please send articles with:

A Photograph, your full name, membership number etc.
Editable soft copy of file
Declaration of originality of articles

Please send in your articles to : editor@puneicai.org ; cpe@puneicai.org

latest by 25th of every month.
All contributions are subject to approval by the editorial board.



Pune Branch of WIRC of ICAI

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Full Page (A4) Color	15,000/-
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3 to 6 Insertions	: 10 %
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