

Chartered accountants can prefix 'CA' before names

Kolkata - Move over Dr. Dependable, chartered accountants can now also use 'CA' as a prefix before their names.

The initiative is part of the brand building exercise undertaken by the Institute of Chartered Accountants of India (ICAI). ICAI has engaged Ahmedabad-based National Institute of Design (NID) to design a new logo for its members.

'The chartered accountants are not allowed to use the institute's logo. We have engaged NID for designing a new logo which can be used by the members in their visiting cards and their firm's letterhead,' ICAI president T.N. Manoharan said here.

'The members may use the logo on the company's visiting card if they are employed in a corporation to differentiate them from other finance professionals,' Manoharan told reporters.

ICAI will spend about Rs.20 million on advertising along with the brand building exercise to popularise its new course. The institute has decided to cut down the duration of the course to four years against the existing one that takes around five years for completion.

Under the new rule, students can enrol for the practical study system after passing out the common proficiency test through which the professionally inclined candidates will be selected.

As part of its Mission 2006 programme, ICAI is trying to contribute towards policy formulation for development of the nation.

The institute has also been assigned by the ministry of human resource development to prepare a performance audit plan of 'Sarvashiksha Aviyan' initiative which will be implemented from the education cess collected from the tax payers.

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