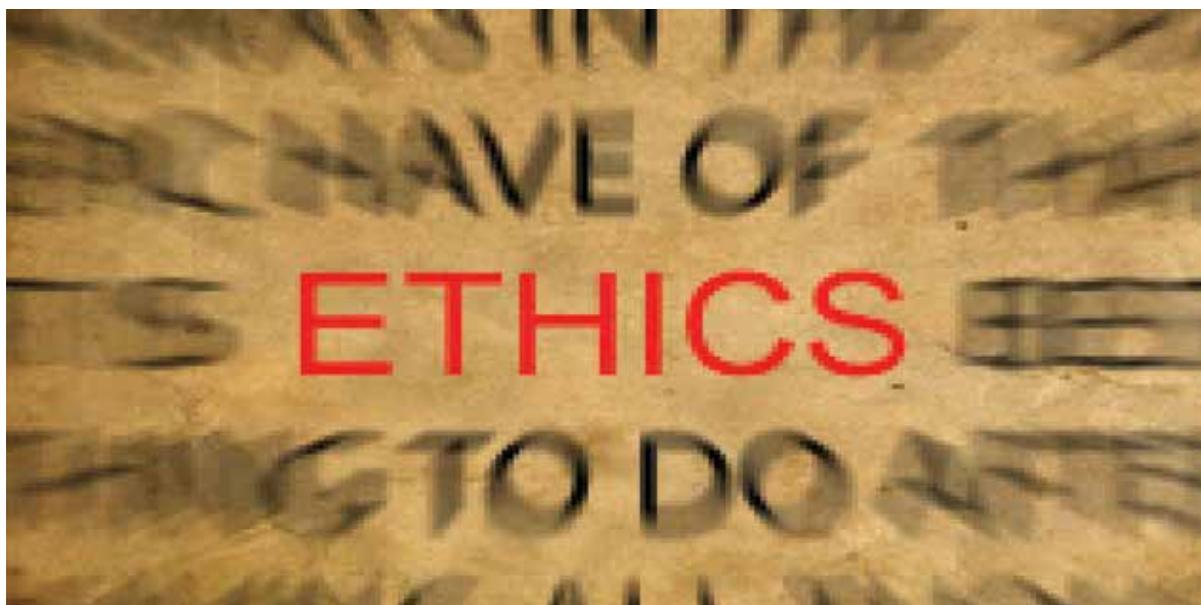


Know Your Ethics



Books, Articles and Presentation

Q1. Whether a member in practice may mention his name, along with the prefix “CA” in a book or an article published by him, or a presentation made by him?

A. Yes, a member in practice may mention his name, along with the prefix “CA” in a book or an article published by him, or a presentation made by him.

Q2. Whether a member may mention his name along with the prefix “CA” in a book or an article published by him, or a presentation made by him, along with the name of Chartered Accountants Firm, wherein he is a partner ?

A. Yes, the name of member can be mentioned along with the prefix “CA” in a book or article published by him, or a presentation made by him, along with the name of Chartered Accountants Firm, wherein he is a partner. The member may also choose to use only his name, or only the name of the said Chartered Accountants Firm.

Q.3 Whether the same rule would apply to a member running a presentation at the platform of the Institute (e.g. in a

Programme conducted by a Committee of the Institute) and at other platforms?

A. Yes, the same rule as mentioned above would apply to running a presentation at the platform of the Institute (e.g. in a Programme conducted by a Committee of the Institute) and at other platforms.

Q4. Whether the member may mention other details of the Firm on the presentation, besides the name of the Firm?

A. No, only the name of the Firm of Chartered Accountants may be mentioned. No other details, whatsoever, are permissible.

Q5. Can a member use his photograph on the Book or Article published by him, or a presentation made by him?

A. No, it is not permitted for a member to use his photograph on the Book or Article published by him, or a presentation made by him.

Q6. Can a member indicate his designation other than “CA” (like “Associate Director”, “coordinator” etc.), or his association with private company in a book, article or presentation contributed or published by him?

Follow us on: www.esb.icai.org | esb@icai.in | @BoardEthical

Know Your Ethics

A. No, it is not permissible for a member to indicate his designation (other than “CA” like “Associate Director”, “coordinator” etc.), or his association with private company in a book, article or presentation contributed or published by him, as it would be violative of Section 7 of Part-I of First Schedule to The Chartered Accountants Act, 1949.

Q7. Whether the names of other partners of the Chartered Accountants Firm can be mentioned on the Presentation?

A. No, the names of other partners of the Chartered Accountants Firm cannot be mentioned on the Presentation.

Q8. Whether the presentation with the name of an individual member along with the prefix “CA” along with the name of Chartered Accountants Firm would be permissible in physical Programmes only, or also through online mode?

A. The presentation with the name of an individual member along with the prefix “CA” along with the name of Chartered Accountants Firm would be permissible in physical Programmes as well as through

online mode. It must however be noted that files with .pptx extension will only be reckoned as presentation.

Q9. Whether a presentation can be part of an online educational video uploaded by member in practice?

A. As per the revised Volume-II of Code of Ethics, 2020, while the videos of educational nature may be uploaded on the internet by members, no reference should be made to the Chartered Accountants Firm wherein the member is a partner/ proprietor.

Accordingly, a presentation may be a part of an online educational video only in so far as it does not depict the name of Firm of Chartered Accountants, wherein he is a partner/proprietor.

Q10. Whether the Logo of Firm of Chartered Accountants can be used on the presentation?

A. No, the use of logo/monogram of any kind/form/ style/design/colour etc. is prohibited. Use/printing of member/firm name in any other manner tantamounting to logo/monogram is also prohibited.

