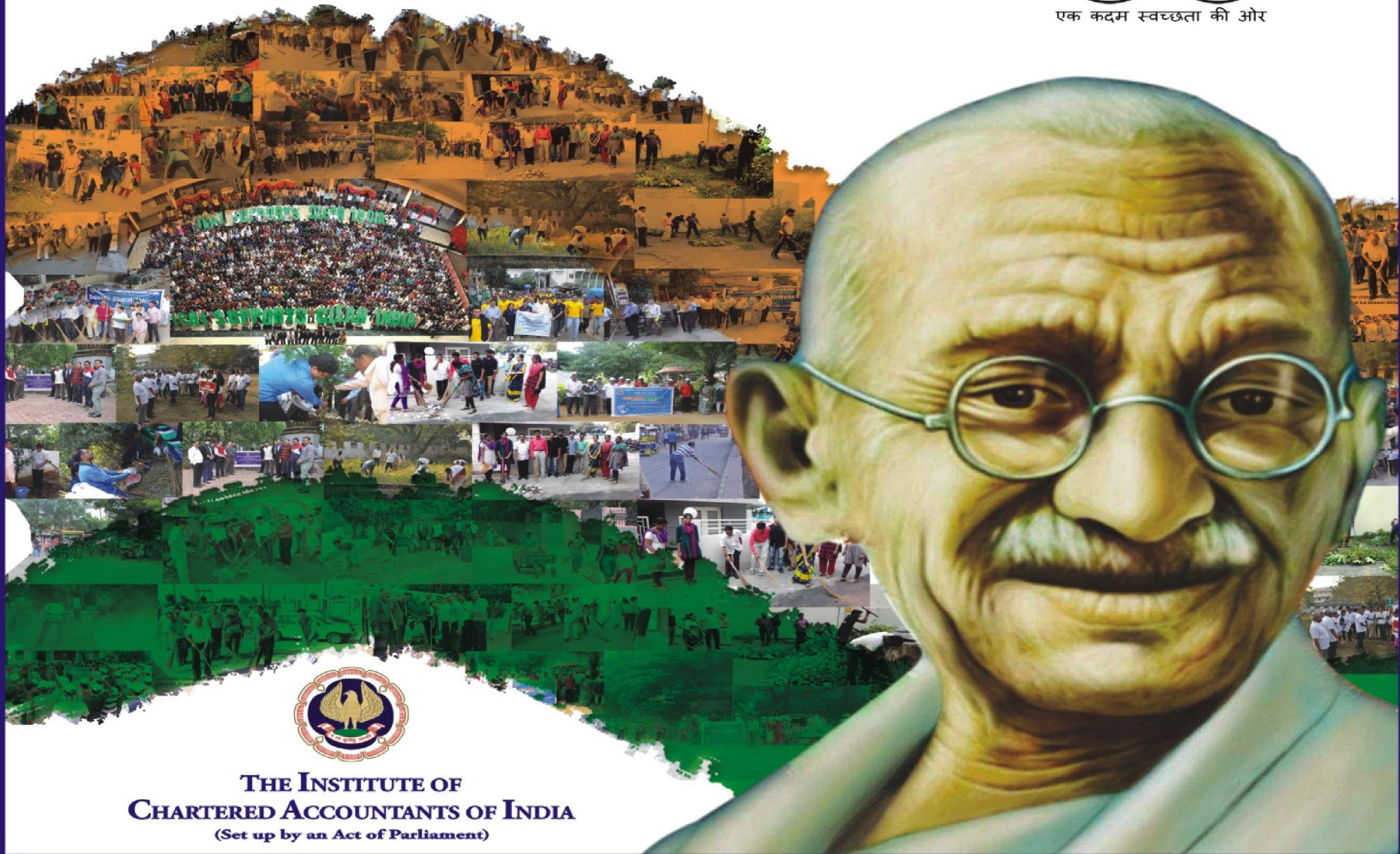


Together we can, together we will...  
Committed to the cause of Clean India.



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



## THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

(Set up by an Act of Parliament)

Social responsibility comes as a very important, integral and natural part of the autonomy bestowed on the accountancy profession by the founding fathers of the nation. Since this calling is a service oriented profession, accountancy professionals are strongly linked with each and every economic and social stream. Given the mandate, everything a CA does as a professional carries paramount social responsibility. "Act as if what you do makes a difference. It does," rightly said William James, the renowned American philosopher. This principle aptly applies to CAs.

There is much more that the accountancy profession can do for society, beyond professional domains and far beyond balance sheets. This report analyses the initiatives taken for the Swachh Bharat Abhiyaan substantiated by the photographs.

A significant achievement in this sphere in 2014 has been our Prime Minister Shri Narendra Modi nominating ICAI to take forward the Swachh Bharat Abhiyaan. It is for the first time that any professional body has been nominated by the Prime Minister for this important national initiative. This is the result of ICAI's deep commitment and proactive actions with respect to the new Government's growth agenda and its flagship programmes.

As such, ICAI launched 'Clean India Campaign of its own from Bengaluru and has also developed a detailed action-plan on how ICAI can associate with these programmes. ICAI committed itself to the Clean India pledge delivered by Prime Minister to devote at least one hundred hours every year and two hours every week towards cleanliness of our offices and surroundings with Institute's employees across India joining this campaign by taking the Cleanliness Pledge.

## Harnessing Endeavours in Service of Nation

Various steps have been undertaken directing all our functionaries, the 5 Regional Offices and 150 Branches spread across the length and the breadth of the country to effectively associate with Swachh Bharat Abhiyaan.

Display Sign Boards and display boards carrying the message of Swachh Bharat Abhiyaan.

ICAI committed itself to the Clean India pledge delivered by Prime Minister to devote at least one hundred hours every year and two hours every week towards cleanliness of our offices and surroundings with Institute's employees across India joining this campaign by taking the Cleanliness Pledge.



**ICAI**  
**LIVING BY THE CODE OF CLEANLINESS**

Participating in  
**Swachh Bharat Abhiyaan**  
ICAI is all geared up to make  
India clean, green and healthy.

ICAI - Committed to be a  
Partner in Nation building.

  
The Institute of Chartered Accountants of India  
(Set up by an Act of Parliament)  
[www.icaai.org](http://www.icaai.org)

The poster features a yellow background with a green silhouette of the Indian skyline at the bottom. It includes three small photographs showing groups of people participating in the campaign. The text is in bold, black and green fonts.



## Harnessing Endeavours in Service of Nation



The Institute had issued Guidelines to its various offices across the country to clean staircases, corridors, sale counters, libraries, toilets, parking lots and roads adjoining the ICAI office area. We as brand ambassador of the noble cause of Swachh Bharat Abhiyaan have put all inclusive efforts to bring in a genuine outcome, thus facilitating filth free and a clean India.

Besides the above measures, all the officers and staff at all levels have been sensitised to put their respective work stations and desk area in order. They were also motivated to reduce the paper consumption including proper handling of loose papers. They were also encouraged to use technology while communicating inter departments, thus minimising the usage of paper.

## Swachh Vidyalaya Abhiyaan



Swachh Vidyalaya Abhiyaan has been launched to provide separate toilets for boys and girls in all the government schools throughout the country. The construction of new toilets as well as repairs of dysfunctional toilets has been undertaken by the Central Public Sector Undertakings (CPSUs) under the Ministry of Power, Coal, New and Renewable Energy (MoP) and will spend their CSR funds for construction/repair of the said toilets in schools that are having in-adequate toilets.

Further, the Ministry of Power has desired that the services of Chartered Accountants be utilized to physically verify/assess the project of construction of new toilets as well as repairs of dysfunctional toilets undertaken on Pro Bono basis. The said initiative has been launched on 28th June, 2015 at Karimnagar district in Telangana.



The society and the nation has reposed absolute trust on the profession and this respect and recognition showered on the profession by society should to be paid back by professionals so that the benevolent cycle of give-and-take continues in the larger mutual interest of the accountancy profession, the society and the nation.

As of date, more than 650 members have already expressed their interest and confirmed their commitment to the Institute.

## 1<sup>st</sup> School Toilet Physically Verified under Swachh Vidyalaya Abhiyaan



On July 1, the ICAI celebrated its 66<sup>th</sup> Chartered Accountants Day. CA. Piyush Goyal, Hon'ble Minister of State (I/C) of Power, Coal and New & Renewable Energy congratulated the profession.

He quoted that "It is a moment of truth for the profession to be a fundamental edifice to be overall process of national development. The profession has developed itself as an enabling instrumentality for businesses, governments, regulators and the stakeholders"



CA. Manoj Fadnis, President, ICAI had launched the said noble drive by physically verifying the 1<sup>st</sup> school toilet block in Karimnagar district in Telangana on June 28, 2015.

## 1<sup>st</sup> School Toilet Physically Verified under Swachh Vidyalaya Abhiyaan



“Chartered Accountants are the guardians of financial probity. In the growth and development of India, the accounting profession, perceptibly is playing a dynamic role in ensuring stability and sustainability of the National growth. I am fully confident that the Institute and its members would continue to meet the expectation of the Government.”

Further, he complimented the Institute for having accepted his request to help in the audit of sanitation programme that the Government of India has embarked upon. He urged the members to register for this project on pro bono basis.





## ICAI launched 'Clean India Campaign'



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