



THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

(Set up by an Act of Parliament)



50:50 TECHNOLOGY

**Introducing the "50:50 Technology Initiative" –
A Capacity-Building Initiative for Senior
Professionals (50 Years & Above)**

**50 Key Areas to Learn in
Computers, Digital Practice
& Information Technology**

**“It's Never Too Late to Go Digital.
It's Time to Lead the Digital Future.”**



WHY THIS INITIATIVE?

- Exclusively designed for CAs aged 50+
- Focus on practical office applications
- Demonstrations, illustrations & real-life use cases
- Build confidence in using digital tools
- From digital comfort to technology-enabled professional practice



LEARNING RESOURCE HIGHLIGHTS

- Step-by-step guidance
- Screenshots & Illustrations
- Flowcharts for easy understanding
- Real-life office examples
- Practical implementation guidance



BENEFITS TO PARTICIPANTS



IMPROVE PRODUCTIVITY

Leverage digital tools to work smarter and save time.



ENHANCE CLIENT SERVICE

Improve communication, responsiveness and service delivery.



STRENGTHEN SECURITY

Protect professional and client information through safe digital practices.



FUTURE-PROOF YOUR PRACTICE

Stay relevant and competitive in a technology-driven environment.



Computer & Digital Fundamentals



Smart File & Document Management



Professional Email & Client Communication



Online Meetings & Virtual Collaboration



Cloud Storage & Data Sharing



Digital Signatures & E-Office Practices



Cybersecurity & Online Safety



Data Handling Productivity tools



Artificial Intelligence (AI) for CAs



Mobile Productivity Applications



Digital Practice Management



Technology-Enabled Client Services

...and many more!



Scan or click to know more about the initiative



For Queries
cmp@icai.in

**EMPOWERING
EXPERIENCE WITH
TECHNOLOGY**

<https://cmp.icai.org/fifty-fifty-technology#>

Members in Practice Committee (MPC)

The Institute of Chartered Accountants of India
Serving Members | Strengthening Practice | Enabling Transformation

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