



MY STUDENT CLUB

CA INDUSTRIAL TRAINING GUIDE BOOK



ROADMAP TO YOUR DREAM INDUSTRIAL TRAINING

BY CA PADAM BHANSALI

Preface

Thank you for enrolling in the MSC Industrial Training Program. This is not a 6 Day program, it shall run **till your placement**.

The only real goal of this program is the **joining post you will make on your first day at the industrial office.**

We will give our **100% effort** to help you get placed. But what will matter even more is **your effort**. This is **not a placement guarantee program**, but by following the process, students with **10+ attempts, small articleship firms, and even career gaps** have successfully cracked industrial training. If they could do it, there is no reason you can't.

Trust the process explained in the program. Keep applying regularly and keep connecting with people in your **target organisations**. Give your best at every step, and the results will just follow.

I will always be available:

- During **live sessions** for doubt solving
- In **weekly doubt-solving sessions**
- Over **WhatsApp (text or voice notes preferred)**, as it becomes difficult to attend individual calls

Over the next 3 months, you will be connecting with the right people. However, responses usually will come **only in the last 15 days**, so patience is very important. This journey needs only two things:

1. **Consistent effort**
2. **Patience**

If you are currently in your 9th month of articleship, from 9 to 10.5 months, you need to apply for just 5–10 minutes daily, as explained in the lectures. After that, start making applications more actively, as companies usually prefer

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immediate joiners. Keep putting in effort till the last day of your eligibility, without getting exhausted.

Recorded lectures and resources are available here:

mystudentclub.com/learning-management-system

Make sure you:

- Watch all lectures
- Use the provided resources
- Follow the process properly

Trust me, your dream offer is just around the corner.

If you need my help at any point, feel free to reach out.

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1. What is Industrial Training?

As per ICAI regulations, a student is required to undergo a mandatory period of two years of Articleship before appearing for the CA Final examinations.

This two-year period may be completed entirely under a CA firm, or a student may choose to complete one year—the final year—through Industrial Training with an eligible corporate.

Note: An organization is eligible to engage an Industrial Trainee if it satisfies “**any one**” of the following conditions:

- a. Minimum Fixed Assets of ₹10 crore
- b. Minimum Total Turnover of ₹50 crore
- c. Minimum Paid-up Share Capital of ₹1 crore **and** Net Worth of ₹5 crore

2. Should You Opt for Industrial Training?

The question is not whether one can crack a good Industrial Training opportunity. With consistent effort, guidance, and patience, you are capable of cracking a good opportunity.

The more important question is whether opting for Industrial Training is the *right decision*?

Industrial Training can be a big advantage for students who are clear about building a career in corporates in roles of finance, industry roles, or business outside traditional CA practice. In such cases, it can provide early exposure to large corporations, its culture and Industry roles.

However, this decision also depends on the student’s existing articleship experience, career clarity, and the nature of the role chosen during Industrial Training.

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3. Who should NOT go for Industrial Training?

- a. Students who intend to build a career in CA practice or are willing to join a CA Firm or Big 6 post qualification should be continuing their Articleship under a CA firm, where you get an exposure to the traditional work.
- b. Students who are already having articleship with meaningful work exposure, good mentorship, supportive team, good work culture work culture and a steep learning curve—should think carefully before opting out of it, especially if the remaining period is going to continue to offer growth.
- c. If you are doing your Articleship from Big 4, only go for Industrial Training if you are not satisfied with the current work ex, or work culture. You already have a brand on your CV and if you are switching make sure its worth it.

4. Why Students Choose Industrial Training

There are multiple reasons to this but lets discuss the important ones:

- a. Easier Entry into your Dream Domain
- b. Pre Placement Offer
- c. Brand Upgrade
- d. Stipend
- e. Work Life Balance
- f. Entrance into a Target Industry
- g. Exposure to Corporate Culture

Below we have detailed each advantage further, you can skip this if you are clear with it.

a. Easier Entry into your Dream Domain:

Switching domains earlier in your career is easier than attempting the same move after qualification. For students targeting roles in investment banking, consulting, finance, or other non-traditional CA domains, Industrial Training can provide access at a stage where competition is lower and employers are more open to potential than proven specialization.

b. Pre Placement Offer (PPO)

In the current uncertain job market, students who complete Industrial Training often have an added advantage, as companies generally prefer to give job offers to existing trainees post qualifying as CA.

Even where a formal PPO policy does not exist, a trainee is often preferred over an external candidate due to lower hiring risk and past experience working with the organization.

e.g

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a. Amazon offers some interns to join post CA at a pay of 25L CTC for Bangalore Location

b. A friend of mine cleared in multiple attempts her CA Finals but Tata Consumers still offered her 20L+ CTC for Bangalore Location

c. Hindustan Times offers 16L for Delhi Location

c. Brand Upgrade on CV:

If you were unable to secure a Big 4 or Big 6 firm during your articleship hunt, Industrial Training can provide a second opportunity to strengthen your CV with a well-recognised brand and break the small or mid-size firm perception. Organizations such as **BCG, D. E. Shaw, Citi, Goldman Sachs, Morgan Stanley, Amazon**, and many others offer Industrial Training opportunities that can change how your profile is viewed.

However, the value of the brand depends not just on the company name, but equally on the **quality of the role** you perform during Industrial Training.

d. Stipend:

Compared to the low monthly stipend during articleship, Industrial Training offers **significantly better financial support**. The minimum stipend for Industrial Training is 15000, and in some top organizations it can go up to ₹1.5 lakh per month. On average, most Industrial Trainees earn around ₹25,000–30,000 per month, which provides better financial support compared to traditional articleship.

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That said, stipend should be seen as a **supporting benefit**, not the primary reason for choosing Industrial Training. Higher pay cannot compensate for poor role relevance or weak learning exposure.

e. Work Life Balance

Another reason students consider Industrial Training is the perception of better work-life balance. Corporates often follow more structured working hours, typically a five-day workweek, as compared to the 24/7 working pressures during seasons in traditional CA firms.

f. Entrance into a Target Industry

If you have a clear interest in a particular industry—such as e-commerce, manufacturing, or an industry linked to a family business—Industrial Training can provide a direct entry into that. Early, relevant exposure makes it easier to build a career path post-qualification, supported by prior hands-on experience in the same sector.

g. Exposure to Corporate Culture

Regardless of the domain or organization, Industrial Training provides first-hand exposure to corporate working styles, systems, and hierarchies. This familiarity with corporate culture helps students adapt more quickly to full-time roles after qualification and often makes them more comfortable and effective during corporate interviews, giving them an edge over candidates with no industry exposure.

5. Disadvantages:

While Industrial Training offers several advantages, it is important to understand that it also comes with its own limitations.

a. Limited or Narrow Work Exposure

Unlike articleship, which often provides overall exposure, Industrial Training roles are usually **domain-specific**. In some cases, the work may become repetitive or limited to a niche function, reducing overall breadth of learning.

b. Work Pressure

It is rarely the organization which is toxic, it is more about the team you get into. While such situations are uncommon, it is important to be cautious during the initial period and avoid completing form filings until you are reasonably confident about continuing in the role and the organization.

c. ICAI Rules

Opting for Industrial Training involves principal consent, including registration, approvals, and often relocation. Managing this alongside Articleship sometimes becomes difficult for the student.

Honestly, the **Advantages outweigh the Disadvantages** **6. When to Start an Industrial Training Hunt?**

One should start applying for Industrial Training **after completing around 9 months of Articleship**. While most responses will come only when you complete 11.5 months—starting early helps in refining your CV and building connections within target organizations.

Most organizations prefer **immediate joiners**, typically candidates who can join within 15 days. However, larger organizations, such as **HSBC** and **Goldman Sachs**, hire **1–2 months in advance**, as their interview processes and background verification timelines are longer.

7. Notice Period

Before leaving your articleship firm for Industrial Training, you are expected to inform your principal in advance. This advance intimation is referred to as *notice period*.

As per ICAI, giving around **3 months notice period** is considered safe. However, this is **not a guarantee** of approval. ICAI ultimately needs the *principal's consent*, not just the duration of notice served.

There is **no fixed notice period** applicable across firms. The notice period is entirely dependent on your **firm and principal**:

- If your principal agrees to relieve you immediately, even without a formal notice period, that is acceptable.
- If your principal insists on a longer notice (including 2–3 months), that is also valid.

What only matters is **his consent**.

Best approach:

- Speak to seniors in your firm who have previously opted for Industrial Training and follow the same notice period they served.
- If no one else has taken a transfer for IT, give a **3-month notice**.
- If your firm has a formal policy, follow that itself.

Whatsoever, hand out the notice such that you can leave the firm when you complete your 12 Months.

8. How to convince your Firm for Industrial Training?

Note: You cannot go for Industrial Training without your Principal Consent

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For Industrial Training, firms are generally not willing to allow the article as they lose on an available cheap labour option and also with the fear that other articles will also leave seeing you.

While convincing your firm, Timing Matters a lot!

- **Never ask your principal for a transfer during peak season**
- Try to talk about it when his **mood is good**, or you have **delivered some major assignment** or in a season where you have a **lower work load**.
- Don't ask for Industrial just after joining articleship, **work for at least 6-9 months** and then see a good time to talk about it.

Always while talking about it, show that

- You will be searching for it, avoid saying that for sure you will be going for it, sound as if you are **asking for permission**.
- Tell them that you will **hand over your work** so properly that the firm will not face an issue.
- It will really **shape up your career** and is really important for it.

If he **doesn't allow**

- **Ask him for a later period**, that will it be okay if I leave after the 13th month or after the season ends. **Delayed re-ask works better than argument.**
- Wait around a month, afterwards ask for a **transfer** to a different CA Firm stating family is **relocating, health issues, Financial Issues, Personal Issues**.
- If he still does not allow for Industrial Training or Transfer, you will have to do thoda **rona dhona**, or can **take up your parents** to talk with the partner.
- After all this if he is no convinced, **drop the plan** for Industrial Training or Fight - At the end it will all fall in place but fight demands a lot of courage and is lot time consuming so ideally not recommended, what a student did that helped him was talking to CCMs about the issue, saying to clients that partner is not allowing me for my career growth, saying them you will do a LinkedIn

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Post and Police Complaint which may even take away his membership and Form 120 which we will discuss at the last.

See the best case is he gets normally convinced, if not try using the methods till parents, but don't go for the fight part ideally as its important for you to focus on studies, industrial is not end of life, becoming CA is important. So if at all possible drop the idea considering **something better might be planned by God** for you.

9. Right Process to Land Industrial Training

Before discussing *how* to apply, it's important to understand **how Industrial Training hiring actually works**, because most students miss out here — not due to lack of capability, but due to incorrect assumptions.

a. Who Actually Hires Industrial Trainees?

In majority and almost all companies:

- The **existing Industrial Trainee** who is going to go for Exam Leaves is asked by the **manager** to find his replacement himself.
- This happens **after 9-10 months** of their Industrial Training
- HR is involved only at the final documentation process

However In some Companies like Amazon, Goldman Sachs, UBS, Deutsche Bank, HSBC, existing interns play less to zero role in hiring, but managers may have a slight role here. The manager can schedule the interview and give out the offer to join his team

And in companies like Barclays, Morgan Stanley, BCG, DE Shaw, both interns and the management has zero role, its only the HR who does the hiring.

Note: Just for Amazon, HR has very high power in getting an interview scheduled, the candidates who get selected often only reach out to the HR there regularly.

To summarize:

Industrial Training hiring is referral-led, not HR-led.

b. How many people apply?

A good Industrial Training opening receives **500–1000+ applications**.

The 4-Step Process

a. Figure Out Your Dream Roles and Companies

Figuring out the domain you want to work in is **not an easy decision**. Many people are unable to figure it out even after **years of experience**. Articleship mostly teaches us **what we do not want to do**. But the earlier you get clarity, the **smoother and easier your career journey becomes**.

One important thing to remember is that wherever you start, it is **never a full stop**. Careers are not always of fixed path, and **switching domains is always possible**.

Close your eyes and picture where you want to see yourself in the next few years — a **domain**, a **role**, or a **company**. Be realistic.

Note down your **constraints**:

- Location limitations
- Pay expectations
- Work exposure you had in articleship
- Number of attempts

Constraints should not stop you from targeting any organization, it should make you upskill. If you feel you didn't have a good articleship but want to land Investment Banking then learn Financial Modeling, prepare a good model, build the profile that would have got selected and overcome your weakness.

Step 1: Decide the Destination & then the Direction

First, figure out **which domain you want to be in** and understand the **career path** for that domain.

Example:

If your long-term goal is **Front End Investment Banking**, then:

- Yes, UBS or any big Front End IB is great
- But even boutique IB roles can help you reach there

Direction matters a lot!

Step 2: Use the MSCIT Hiring Companies List Smartly

Go to **Day 3 – MSCIT Hiring Companies List** and apply filters logically:

- **Location constraint?**

Open your city sheet → see who hires there → shortlist realistic fits

- **Pay constraint?**

Filter companies based on stipend

- **Domain preference?**

Shortlist companies offering work in that domain

3 Important Points to Keep in Mind

1. Articleship matters

Most calls you receive will usually be related to the domain of your articleship.

2. Keep Expectations Realistic

Some organizations have fixed requirements as also mentioned in the sheet.

Examples:

- BCG needs All India Rankers
- HSBC hires only if graduation is completed
- Barclays hires only in June
- Morgan Stanley needs only Local Candidates

Keep your aim ambitious but realistic.

3. Don't over-filter too early

I always suggest applying to all openings for now.

You can back out later, but this helps you:

- Collect offer letters
- Compare the options in hand
- Then select the best one out

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My Recommendation:

1. Brand (Preferred)

If you get an option, aim for:

- Top IBs: Goldman Sachs, UBS, Morgan Stanley
- Startups: Amazon, Flipkart, Myntra
- FMCG: ITC, Marico, Unilever, Tata Consumer

But remember — **learning and exposure matter more than just the Brand.**

2. Domain (Based on Interest)

My general preference order for roles (not a rule, just guidance):

- Consulting/Strategy Roles
- Front End Investment Banking
- Other IB Roles
- FP&A
- Business Finance
- Core Finance (Treasury, Controllership, MIS, etc.)
- Other Roles (Tax, Internal Audit, etc.)

How Your Choice Helps You in the Future

While choosing a domain, remember these 3 facts:

1. Domain creates preference

Post-qualification, you'll mostly get calls in the same domain where you have experience.

Example: FP&A experience → higher FP&A shortlistings later.

2. Industry creates preference

Working in a specific industry increases chances within that industry.

Example: Flipkart → higher chances to get calls from Amazon, Meesho, Zepto, Blinkit, Myntra, etc.

3. Company creates retention preference

Many companies prefer retaining their own interns post qualification than hiring outsiders.

Example: Hindustan Times Delhi often absorbs its interns post-qualification at a pay of 16-18 LPA.

Switching is **always possible**, but consistency in a domain will give you an edge. Just imagine yourself as a recruiter — your hiring decision will be largely influenced by the candidates past experience.

Domains Available for a Chartered Accountant

1. Traditional Domains

- Statutory Audit
- Internal Audit
- Direct Tax
 - Corporate Income Tax
 - Transfer Pricing
 - International Tax
 - M&A Tax
- Indirect Tax
 - Compliance
 - Advisory
 - Litigation
 - Subsidies
 - Customs

2. Industry Domains

- Consulting / Strategy
- Investment Banking
 - Front Office
 - Mid Office
 - Back Office
- Equity Research (Buy Side / Sell Side)
- FP&A
- Business Finance
- Supply Chain Finance
- Core Finance
 - Controllership
 - GL / MIS
 - Treasury
 - AR / AP

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- Banking
 - Relationship Manager
 - Credit Analyst

Can categorize banking based on size of clients as Retail, Corporate and Emerging Corporate Group also

- FDD
- Forensics

(All traditional domains also exist within corporate setup)

Final Words

Each domain has its own **career path, growth, and pay standards.**

Industrial Training will not define your entire career, but yes it can give you a significant edge.

The elimination method works best in figuring the domain out. Eliminate the domains you will hate working at, apply everywhere else and then select based on the offers you get

We'll cover every domain in detail during the sessions to help you make the right choice.

b. Crafting a Strong CV (That Actually Gets You Calls)

Thousands of students apply for Industrial Training.

A recruiter is not going to spend more than **a few seconds** on your CV — so that time has to be worth it.

Some of my students have received **offers without interviews** purely because of strong CVs (yes, it happens in companies like HDFC, Adani). Also remember — **70–80% of your interview will be based on what's written in your CV.**

Some students get **zero calls**, while some get **30+ calls**.

The difference is simple: **the CV speaks for itself.**

There's a popular rule — recruiters usually decide in **6 seconds** whether to shortlist or reject. Your CV is your **first impression**. Lets make it the best one.

i) Choose the Right Template (Very Important)

A good template makes even average content look good. A bad template can ruin even strong profiles.

Go to the **LMS** and choose a template where **your content looks the best**. You can also try different layouts using mystudentclub.com/cv-builder.

Which template to choose will depend on:

- Number of attempts
- Whether you had Multiple Domain Exposure or Single.
- What you want to highlight (education, work-ex, articleship, extra-curriculars)

General Guidance:

- **Single-domain exposure + first attempt**
→ Templates 1, 4, 5, 6, 7
- **Multiple domain exposure**
→ Templates 2, 3
- **If you want to push education below work-ex or subtly hide attempts**
→ Two-columnar CV (Template 10 works well)
- **Big 4 articleship + first attempt**
→ Template 2 as you can highlight articleship/attempt on top.

There is **no “best” template**. All the templates provided look good but I personally like Template 2, It's all about **what you want the recruiter to notice first**.

Also, check **company-wise selected CV File** available on LMS — it will give an idea of what actually works for that company.

10. Ground Rules

- a. CV must **not exceed 1 page**
- b. Avoid too much white space — it shows that you don't have enough content
- c. Keep margins low (around **0.5 inch**)
- d. If something looks odd to your eyes, it probably is — fix it. Nothing is unsolvable.
- e. Alignment must be clean and consistent
 - No random left / right / top / bottom alignment
 - Education tables should be center aligned perfectly both vertically and horizontally.
- f. Don't overthink **ATS scores**
 - For Industrial Training, CVs are read by humans, not software

- Focus on readability and clarity, not the scores. Incorporate the feedback given but don't stress too much over it.
-

11. Making the Content

Before writing anything, let's understand **what companies actually want**:

- i. They don't care about academics if you can **solve their problems**
- ii. They want people who can **lead assignments**
 - Show leadership wherever you've demonstrated it
 - Use action words like *Led, Managed, Coordinated*
- iii. They want **impact**, not just work
 - Don't just write what you did
 - Write **what changed or what impact your work brought**.
- iv. They want a **human**, not a robot
 - Show extra-curriculars
 - Don't overload jargons

Drafting Content:

- Sit for **1–2 days**
- Recall **everything** you've done in life

Even small things:

- Certifications you joined randomly
- Dancing, chess, sports
- Audit work, even basic tasks
- College activities, volunteering

Write everything in **simple language**, without worrying about the tone. Then take this content and use ChatGPT to **refine it**.

Key Sections of a Resume

Mandatory Sections:

- Personal Details
- Education
- Work Experience
- Extra-Curricular Activities
- Certifications

Optional Sections (Use Only If Needed):

- Professional Summary
- Projects
- Volunteering
- Languages
- Soft Skills
- Technical Skills

If you're struggling to fill one full page using core sections, then he may use Optional ones. **Projects** is a very good value-adding section.

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Let's now cover each section one by one in detail:

1. Personal Details

Padam Bhansali	Chartered Accountant Flipkart
 capadambhansali@gmail.com	 +91 7228881182
 Mumbai	
	 www.linkedin.com/in/ca-padam-bhansali

What to Include (and How):

a. Name

Write only **First Name + Last Name**

 Padam Bhansali

 Padam Praveen Ganpat Bhansali

b. Email ID

Use a **professional email address**

 padambhansali1@gmail.com

 riderboy123@gmail.com

c. Email Hyperlink

Ensure the email is **clickable** (correct hyperlink, not plain text)

d. Mobile Number

Mention the country code, and double check the number.

 +91 9XXXXXXXXX

e. Location

- Mention location **only if it is Tier 1**

- If not, either skip it or write:

City Name (Ready to Relocate)

f. Address

Don't mention full address or home location

City name is more than enough

g. LinkedIn Profile

- Edit your LinkedIn URL
- Remove unnecessary numbers and text
- ✓ linkedin.com/in/ca-padam-bhansali
- Make sure to hyperlink

h. Photograph

Not required for Industrial Training.

i. Do NOT Mention

- Father's name
- Marital status
- Gender
- Age

These details add **zero value** and only waste space.

2. Education

PROFESSIONAL & EDUCATIONAL QUALIFICATIONS				
EXAMINATION	YEAR	INSTITUTION	PERCENTAGE	REMARKS
CFA Level I	Feb 2026	Institute of Chartered Financial Analyst of India	Pursuing	-
CA Final	Nov 2024	The Institute of Chartered Accountants of India (Cleared all levels in first attempt)	68%	State Rank 1
CA Intermediate	Nov 2021		60%	Exemption in All Group 1 Papers
CA Foundation	Nov 2020		75%	70+ Score in all subjects
B. Com	Mar 2023	RJTCC (Gujarat University)	76%	First Class Distinction
Class XII	Mar 2020	Devasya International School	88%	School Rank 1 (99.56 Percentile)
Class X	Mar 2018	New Vision School	92%	School Rank 1

How to Present Education

a. Show All Relevant Qualifications

Any additional degree just makes you 1 degree hotter, so ensure you show all your qualifications be it CMA, CFA, CS. Don't show MBA as that highlights multiple attempts.

b. Pursuing Degrees Can Be Shown

If you're currently pursuing something, you can (and should) mention it. Can show CFA L1 as Exam, CFA Level I Candidate as Remark, and in Marks can Mention status clearly as *Pursuing* or *Appeared*.

c. Form 112 Mismatch Is Not an Issue

Don't be scared to mention what you've done even if you have not filed 112 for it. ICAI do not even have time to check papers, they won't check this.

d. Use a Tabular Format

Education looks clean and easy to read when shown in a table with these **5 columns**:

- Exam
- Year
- Institute
- Marks
- Remarks

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You can even opt for non tabular but they don't create good visual impression. Not using tables is considered ATS Friendly, but as said earlier don't completely go with the scores and use table itself.

Non Tabular Example:

Education

INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

Foundation | 265/400 | First attempt
Intermediate Group 1 | 241/400 | Exemptions in 3 subjects
Intermediate Group 2 | 113/200

December '21
November '23
May '24

ONKARMAL SOMANI COLLEGE, JODHPUR (JNVU, Jodhpur)

Bachelor of Commerce | Passed First Class

2021 - 2024

SHREE SWAMI NARAYAN GURUKUL SCHOOL, VAPI (CBSE)

12th Standard | Score: 85%

2021

e. What to Mention in “Exam” Column

You can include:

- CA Foundation
- CA Inter
- B.Com
- Class XII
- Class X

Important points:

- Don't mention **SPOM exams**
- CPT can be written as **CA Foundation**
- B.Com (Hons) can simply be written as **B.Com**

Keep it simple. Don't mention anything that makes a negative impact.

f. Order Matters

Always show education in **descending order**

(Most recent qualification on top)

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g. Managing Attempts:

Your CV doesn't need to highlight attempts unnecessarily.

If attempts are high (10+):

- You may remove the “Year” column completely

PROFESSIONAL & EDUCATIONAL QUALIFICATIONS			
EXAMINATION	INSTITUTION	PERCENTAGE	REMARKS
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Class XII	Devasya International School	88%	School Rank 1 (99.56 Percentile)
Class X	New Vision School	92%	School Rank 1

If both groups were cleared in the same year but different attempts:

- Mention only the **year**, not the month

EXAMINATION	YEAR
CA Final	Nov 2024
CA Intermediate G-1	Nov 2021
CA Intermediate G-2	May 2021

EXAMINATION	YEAR
CA Final	2024
CA Intermediate	2021

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If attempts are multiple across levels:

Approach 1: Don't show groups separately. Instead, merge marks of both groups of CA Inter and just show the year when you cleared the pending group. Just like the previous image.

Approach 2: Don't mention CA Foundation and just skip to CA Inter itself with the year without separating groups

PROFESSIONAL & EDUCATIONAL QUALIFICATIONS				
EXAMINATION	YEAR	INSTITUTION	PERCENTAGE	REMARKS
CA Intermediate	Nov 2024	ICAI	60%	Exemption in All Group 1 Papers
B.Com	Mar 2023	RJTCC (Gujarat University)	76%	First Class Distinction
Class XII (GSEB)	Mar 2020	Devasya International School	88%	School Rank 1
Class X (TSEB)	Mar 2018	New Vision School	92%	School Rank 1

Approach 3: Just Show CA Intermediate, no other year.

PROFESSIONAL & EDUCATIONAL QUALIFICATIONS				
EXAMINATION	YEAR	INSTITUTION	PERCENTAGE	REMARKS
CA Intermediate	Nov 2021	ICAI	60%	Exemption in All Group 1 Papers

The idea is simple:

Don't lie, but don't overshare what is not asked. Your job is to present it in a way that **helps shortlisting**, not hurts it.

If something doesn't add value or clarity, it doesn't need extra attention.

h. Institute Column

If the institute name is taking too much space, Shorten the name e.g. ICAI or Remove location details from name & Avoid mentioning city/state unless really required or Merge cells wherever applicable

i. Marks / Scores (Show What Looks Better)

There's no fixed rule — show **what presents you best**, but stay consistent.

- If the percentage is **low**, just show marks or “Passed”, ideally show marks itself.
 - If percentage is **high**, show percentage (or you can add it in brackets along with marks)
 - If you use decimals (e.g. 78.25%), use the **same format (i.e same number of decimals) for all.**
-

j. Remarks Column (Highlight Only Positives)

You can mention:

- First Attempt / Exemptions
- School / City / State / All India Rank
- Top 10 Percentile Holder

Examples of good remarks:

- Exemption in 2 subjects
- Best College for DOL
- Scored 90+ in 3 subjects / Among Top 5 in School
- Secured 1st place in college
- Passed through Self Study
- First Attempt
- School / State / District / City Rank
- Top Scorer in Income Tax

Only show **positives**. If many of them are blank then better skip.

Alignment Is Extremely Important

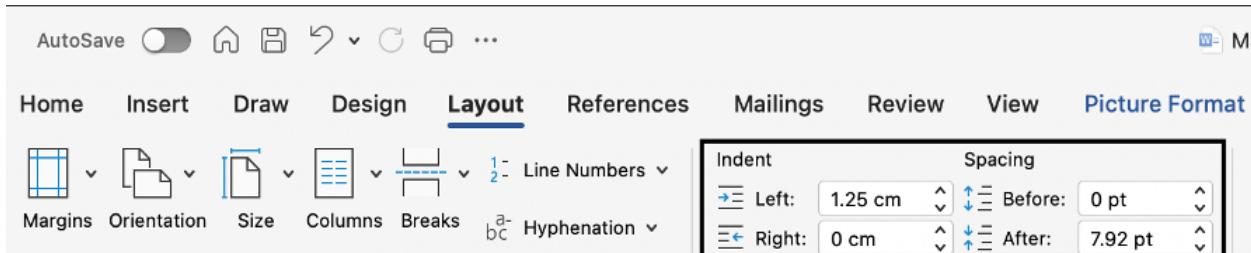
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The education table can look **professional** as shown earlier, or the same education table will look **messy** as below

PROFESSIONAL & EDUCATIONAL QUALIFICATIONS			
EXAMINATION	YEAR	INSTITUTION	PERCENTAGE
B. Com (Hons)	March 2023	RJTCC (Gujarat University)	76.5%
Class XII	Apr 2020	Devasya International School	88.09%
Class X	Mar 18	New Vision School	92.00%
CA Final	Nov 2024	The Institute of Chartered Accountants of India (Cleared all levels in first attempt)	68%
CA Intermediate	Nov 2021		60%
CA Foundation	Nov 2020		75%

How to fix alignment issues:

- Go to **Layout**
- Adjust **Indent** and **Spacing**
- First set everything to **0**
- Then adjust it such that everything gets on the center both vertically and horizontally



3. Work Experience

This is the **most critical section** of your CV.

What you show here decides **what interview calls you'll get**.

- Internal Audit experience → mostly Internal Audit calls
- FMCG audit exposure → advantage when applying to FMCG companies

Your work experience tells the recruiter **where you fit**. So framing it correctly is extremely important.

How to Write Strong Work Experience Points

Your points should reflect:

1. **What you did**
2. **Result of your work**
3. **Value or impact** (wherever possible)

Example:

 *Done Internal Audits*

 *Conducted internal audits for FMCG clients with turnover up to ₹10,000 Cr, identifying critical control gaps and improving process efficiency by ~15%.*

Presentation

- You may show **other job experiences**, but ensure they don't indirectly highlight your attempts, decide subjectively whether to show the experience separately, or together with articleship itself.
- Common format:

Firm Name (Location) – Designation / Role

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- **Transfers can be hidden**

Instead of showing multiple firms separately, we can club them together under one heading.

WORK EXPERIENCE		
Goenka Mehta & Associates (Ahmedabad) – Article Assistant (Accounting)		(Jan'23 – Nov'23)
Kantilal Patel & Co. (Ahmedabad) – Article Assistant (Auditing and Assurance)		(Apr'22 – Dec'22)

- **Gaps in experience**

If there are gaps in between of two experiences, mention **duration** instead of exact dates

(e.g. *7 months, 5 months*)

WORK EXPERIENCE		
Goenka Mehta & Associates (Ahmedabad) – Article Assistant (Accounting)		1 Year
Kantilal Patel & Co. (Ahmedabad) – Article Assistant (Auditing and Assurance)		6 Months

Describe Your Firm

Recruiters do not know whether your firm is small or mid-size. You can describe it in one line.

WORK EXPERIENCE	
Article Assistant I Firm Name I Location	(Feb'24 – Present)
(Leading CA Firm with 15 partners in Hyderabad with 300+ clients and 100+ employees, providing a plethora of services for more than 80 years in diverse areas ranging from Statutory Audit, Corporate Taxation, Advisory Services etc.)	

Examples:

1. *Leading CA firm with 6 partners and 4 branch offices, providing corporate taxation, advisory, and international tax services for 38+ years.*
2. *Boutique CA firm focused on personalised tax planning and corporate finance, serving 120+ SMEs and family-owned businesses.*
3. *Associate firm of a Coimbatore-based CA firm with 4 branches, 400+ clients, and a team of 500+ professionals.*

(More examples are available in the **Define Firm PDF – Day 1.**)

Handling Multiple Domain Experience

- If you have worked in **multiple domains**, you can:
- Use a **two-column format**
- Mention **domain names in side boxes**

WORK EXPERIENCE	
Goenka Mehta & Associates (Ahmedabad) – Article Assistant (Accounting)	(Jan'23 – Nov'23)
Kantilal Patel & Co. (Ahmedabad) – Article Assistant (Auditing and Assurance)	(Apr'22 – Dec'22)
Auditing & Assurance	<ul style="list-style-type: none">▪ Assisted in statutory audit of a cooperative bank with over 75 branches, ₹10,000 Cr in deposits, identifying critical areas of improvement.▪ Conducted comprehensive statutory audits, tax audits, GST audits, and internal audits for 30+ clients across industries such as healthcare, construction, VC's, tobacco, ice cream manufacturing, e-commerce, logistics etc.
Accounting	<ul style="list-style-type: none">▪ Managed end-to-end accounting processes for New Zealand based companies, resulting in higher accuracy in their financial records and streamlined accounting workflows.▪ Ensured timely statutory compliance, reducing penalties through efficient GST filing and taxation-related services for offshore clients.
Taxation	<ul style="list-style-type: none">▪ Computed and filed GSTR-1, GSTR-3B, GST 9 & 9C returns ensuring timely and accurate submission during the GST season.▪ Managed the preparation and filing of Professional Tax returns, ensuring full compliance with state regulations and laws.▪ Prepared and filed income tax returns for individuals, trusts, and companies, optimizing tax savings through tax planning and claiming deductions under various sections.▪ Assisted in GST filing for various organizations with 100+ Crores in revenue, ensuring timely and accurate submissions.

- **Audit experience is highly valued**

If you have audit exposure, show it **on top**.

- If you're in a **niche domain you want to exit**, don't highlight it on the head. Present what helps you move forward, not what holds you back.
-

Writing Style Rules

- Never use **I / me / my**

- Start every point with an **action verb**
- Do **not repeat** the same action verb again and again

Example:

-  *I conducted physical verification of fixed assets and inventory.*
-  *Carried out physical verification of fixed assets and inventory worth ₹100 Cr for a leading FMCG company with market cap of ₹7,500 Cr.*
-

Common Action Verbs You Can Use

Assisted, Prepared, Managed, Led, Coordinated, Audited, Performed, Contributed, Handled, Executed, Reviewed, Drafted, Analyzed, Filed, Computed, Supported, Engaged, Detected, Streamlined, Participated, Ensured, Issued, Spearheaded, Collaborated, Verified, Utilized

Formatting of Points

- Always use **bullet points**
 - Keep each point to **2–3 lines**
 - Use bullet symbol (•) — avoid arrows or paragraphs
-

Client Names: Use Smartly

- If the client is **well-known**, you may mention the name
- If not, describe the client instead

Examples:

-  *Assisted in interim audit of Ambuja Cements, verifying revenue recognition under Ind AS 115.*

 Assisted in interim audit of Chowdary Cements...

 Assisted in audit of a listed cement manufacturing company with turnover of ₹800+Cr, verifying revenue recognition under Ind AS 115.

How to Organise Work Experience

You can present work experience:

- **Domain-wise** (preferred for most students)
 - **Client-wise** (useful for Big 4 / Big 6 articles with limited but major clients)
 - **Point-wise** (useful if your experience is in domains you don't want to highlight)
-

Quantify Wherever Possible

Numbers make your work impactful. Quantify using:

- Number of clients
- Turnover / market size
- Percentage improvement
- Value of transactions

Example:

 supported a diagnostic review for a leading media company.

 Supported a diagnostic review for a leading media company, identifying ~10% compliance gaps and recommending corrective actions.

But also be prepared to explain any number you mention.

Practical Drafting Method

1. Write **everything you've done** as plain text
2. Give it to ChatGPT with prompt (action-oriented, result-based)
3. Edit the ChatGPT content such that it sounds **human and natural**, not AI-generated

Also, review **company-wise shortlisted CVs** to see:

- Which points worked
- What kind of experience got shortlisted

Frame Your Work Experience section such that it doesn't just describe your past — but it helps **decide your future interview pipeline**.

4. Extracurriculars & Achievements

You can show almost anything here — achievements, participation, leadership — just ensure it adds value. Just Don't include things that look childish or irrelevant (for example, a lemon spoon race).

What You Can Include

1. Paper presentations (College / MCS / CA Firm)
2. Volunteering experience (National or Regional Conferences)
3. Participation in CASA / WICASA committees
4. Newsletter contributions (you can even publish now)
5. Articles published on platforms like TaxGuru or CAclubindia

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6. Self-employed work or small business initiatives showing leadership
 7. Consistent LinkedIn content creation (Can mention with impressions or followers)
 8. Academic or professional achievements
 - o Example: 4th Rank in MCS Paper Presentation
 9. School or college achievements
 - o Rank 1, merit list, scholarships
 - o Exemptions (if not already mentioned in Education)
 - o SPOM scores can be mentioned, but be prepared for questions
 10. Non-academic achievements
 - o Chess, swimming, dancing, music, sports, cultural activities
 11. Participation or wins in competitions
 - o ICAI Commerce Olympiad
 - o ICAI Talent Search
 12. Courses or qualifications being pursued (like CFA Level I)
-

5. Certifications

Certifications show that you've **invested time in learning a skill**. Recruiters usually won't ask for certificates, but they **will test your knowledge** in interviews. Even **YouTube-based courses** can be mentioned on CV

Make Certifications Stronger with Projects

If you're pursuing or completing a certification:

- Do a **small project related to it**
- Hyperlink the project in your CV
- Attach the project while applying for roles (wherever possible)

Project Ideas by Target Role

- **Investment Banking / Equity Research**
→ Financial model, valuation, deal analysis
- **Business Finance / FP&A (e.g. Flipkart)**
→ Power BI dashboard, SQL analysis, supply chain cost analysis dashboard

Try aligning projects with the **company or industry you're targeting**.

Suggested Certifications You Can Add

1. **NISM Research Analyst Certification**
(or any other NISM series – cost approx. ₹1,500)
 2. **Excel, Power BI, SQL, MS Office, SAP**
 - LinkedIn Learning (free trials)
 - Affordable platforms like be10x / Udemy
 3. **Financial Modelling & Valuation**
 - Parth Verma courses
 - Aswath Damodaran's free YouTube lectures
 4. **Virtual Internships**
 - Forage programs
 5. **Stock Market Certifications**
 - Zerodha Varsity (Fundamental & Technical Analysis modules)
-

OPTIONAL SECTIONS (Use Only If Not Able to Fill 1 Pager CV with Key Sections)

Position of Responsibility / Volunteering

Mention roles that clearly show **ownership, leadership** such as:

- Handling or managing a family business
- WICASA / CASA committee roles

- Leading college fests, conferences, or professional initiatives
-

Skills (Be Specific, Not Generic)

Skills should always align with the **domain you are targeting**.
Avoid vague skills like *attention to detail* or *hardworking*.

Technical Skills (Examples)

- MS Excel, PowerPoint, Word, MS Office
- Power BI, Tableau
- Financial Modelling & Valuation
- SAP
- Equity Research & Derivatives
- SQL, Python
- Google Sheets & Slides
- Genius Software
- Blockchain basics (DeFi, CBDC, DAO)

Other / Soft Skills (Examples)

- Ability to work under pressure and meet deadlines
- Curiosity to learn new things
- Team player and active listener
- Effective presentation skills
- Communication and interpersonal skills
- Analytical thinking and problem-solving
- Time management
- Adaptability

👉 Can **Justify the skills with examples** on CV.

Strengths

Strengths should be added **only if your CV is still not filling one full page** after core sections. Ideally, avoid this section.

If you include it, keep it **relevant**:

E.g. “Disciplined, Diligent, Self-motivated, Goal-driven, Result-oriented, Entrepreneurial mindset, Effective communication, Analytical thinking, Curiosity to learn, Independent thinking, Optimistic attitude, Quick learner & adaptable, Initiative & leadership”

Do not exaggerate.

Interests & Hobbies

Examples:

- **Business Research** → prepared multiple company or industry reports
 - **Stock Markets** → built stock analysis or valuation reports
 - **Sports** → player of the match, team captain, district level
 - **Music / Arts** → competitions, certifications, performances
-

Languages

You may mention languages you are **fluent in speaking and writing**. This gives a small advantage if you are **multilingual**.

Use this section only if:

- Your CV still needs space to complete one page
 - The language adds relevance in your target location. (e.g. Kannada for Karnataka)
-

On ATS

For **Industrial Training**, ATS usually **does not matter** because:

- CVs are shortlisted by **humans**, not software

ATS may matter when applying through Career portals on Companies like HSBC, Goldman Sachs, etc. Don't focus much on ATS Score.

Standout Elements

1. Project

Include **at least one project** relevant to your target role:

- Hyperlink it in your CV
- Attach it while applying with mail

Examples:

- Investment Banking / Equity Research → Financial model or valuation
 - FP&A / Business Finance → Power BI dashboard or SQL project
-

2. E-Resume (Optional)

You may add a **QR code** on the top-right of your CV linking to:

- An AI-based e-resume (created via Gamma or similar tools)

This adds uniqueness but is optional.

Example:

<https://fca-harsh-yadav-h1yd8ha.gamma.site>

Final CV Rules

1. CV must be **one page only**
 - If a second blank page appears, adjust margins to remove it
2. Ensure **100% alignment**
 - Zoom in and check spacing
 - Font type and size must be consistent
3. Use AI smartly
 - Refine AI-generated content so it doesn't look AI Generated

4. **Bold only key impact words**, Don't bold everything and Don't bold action verbs.
 5. **No photograph**
 6. **Do not mention:**
 - Family details
 - Date of birth / age
 - Marital status
 7. Just due to 1 word a sentence should not be moving to the second line, if it is moving then expand or shorten that sentence.
 8. Full stops in bullet points are optional
 - But If used, be consistent throughout
 9. Always share CV in **PDF format**, not DOCX
 10. Name the file correctly Example: **Padam_CV.pdf**
-

What to Do Now (Step-by-Step)

1. Select the right template from LMS
 2. Create your CV
 3. Proofread it **at least three times**
 4. Check it using the **MSC CV Checklist**
 5. Get it **AI CV-reviewed**
 6. Self-review it:
 - *Would I recruit this CV as a HR?*
 - Take feedback from friends
 7. Submit it on the **CV Review Form**
-

Cover Letter

A cover letter should answer **only three questions**:

1. Who are you
2. Why this company
3. Why you

Keep it short. It can be the **same as your mail body**.

Why Make a Cover Letter?

- **Psychological advantage**

A mail with **two attachments** is more likely to be opened than one

- **Career portals & forms**

Often optional, but in large organizations (like Goldman Sachs), it can act as a **filter** as who filled even the optional.

Important:

Do **not** merge CV and cover letter into one file. Always keep them **separate**.

Application (How You Apply Decides Everything)

Crafting the Perfect CV is important — but **how you apply** is much more important.

A Good CV will work **only if a recruiter opens it.**

For some roles, recruiters receive **1,000+ applications.**

In such cases, the chance of your CV being even viewed is **less than 1%.**

At the same time, many good roles go unnoticed with **fewer than 100 applicants** — and these have a much higher chance of a callback.

Your goal while applying is simple:

Make sure the recruiter at least opens your CV.

The Right Way to Apply (4-Step Process)

1. Finding vacancies
2. Applying normally
3. Finding referrals
4. Following up

We'll cover each step one by one.

1. Finding Vacancies

Most Industrial Training roles are:

- Filled **internally**
- Some posted on **LinkedIn**
- Few appear on **ICAI SSP, Naukri, WhatsApp & Telegram Groups**

a) Internal Vacancies (Best Chance)

Internal hiring is the **easiest way** to land an Industrial Training opportunity.

If you have:

- A CA relative who is doing a job.
- A senior doing Industrial Training
- Any employee working in any company

Your probability of selection increases **significantly**.

If you don't have such contacts — don't worry.

We'll learn how to create referrals in **Step 3**.

 Internal referrals **do not work much** in some organizations like:

- BCG
- DE Shaw
- Morgan Stanley
- Barclays

They also work **less effectively** in companies like Amazon and Deutsche Bank. Don't waste much time chasing referrals where they rarely convert.

b) My Student Club Platforms

All vacancies posted across platforms are aggregated on:

- mystudentclub.com
- web.cagenie.in

One limitation:

- These platforms post **2–3 times a day**

- There is a time gap between a vacancy appearing on LinkedIn and being reposted here

👉 To stay ahead of other candidates, always check **LinkedIn directly** as well.

c) LinkedIn (Most Important Platform)

LinkedIn has **two key sections**:

1. LinkedIn Posts
 2. LinkedIn Jobs
-

LinkedIn Posts

Many Industrial Training roles are posted as **normal posts**, not job listings.

To find them, use the LinkedIn search bar with relevant keywords like:

- *CA Industrial Training*
- *CA Industrial Trainee*

Important Search Tips

1. Use **double quotes " "** for accurate results
2. Use **Boolean operators**:
 - **AND** → both words must be present
 - **OR** → either word can be present
 - **NOT** → excludes a word

Example:

(**"Industrial Training"** OR **"Industrial Trainee"**) NOT **"CMA"**

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This shows posts related to Industrial Training but removes CMA-related posts.

To avoid all these logics, you can simply use the below link to check all Industrial Training Vacancies coming through LinkedIn Posts.

LinkedIn Posts:

https://www.linkedin.com/search/results/content/?keywords=%22CA%20Industrial%20Training%22%20OR%20%22CA%20Industrial%20Trainee%22&sortBy=date_posted

LinkedIn Jobs

Some companies post Industrial Training roles as job listings.

LinkedIn Jobs:

<https://www.linkedin.com/jobs/search/?keywords=%22CA%20Industrial%20Trainee%22>

Check both these sections **daily**.

d) Naukri

Naukri has a limited number of Industrial Training roles, but still worth tracking.

- Check at least **once a week**

<https://www.naukri.com/ca-industrial-trainee-jobs?k=ca%20industrial%20trainee>

Also ensure your **Naukri profile is 100% complete**, because recruiters sometimes reach out directly after viewing profiles



Padam bhansali

Business Finance Intern at Flipkart

[View & Update Profile](#)

e) ICAI SSP Portal

1. Login to ICAI SSP
2. Go to Article Functions
3. Click on Training Opportunities

The screenshot shows the ICAI SSP Portal interface. At the top, there is a header bar with various status details:

- Course Status: Active
- Current Course: NEWFIN23
- Last Registration: 02 - Jul - 2024
- Valid Up To: 02 - Jul - 2034
- Region: CENTRAL
- Intermediate Flag: NA
- Registration Mode: NA
- Date Of Articleship Commencement: 25/Jul/2022
- Date Of End Of Articleship Training: NA
- Articleship Training Deed Status: Registered

The main content area is divided into three columns:

- Student Functions:** Includes links for Form 2 (Fresh Membership Enrolment), Form 112 (Other Engagements Form), Scholarship Application Form, Update Your Contact Details, and Update Your Profile.
- Article Functions:** Includes links for Training opportunities (highlighted in yellow), Termination (Form 105), and Other Engagement Details (Form 112).
- Exam Functions:** Includes links for Verification, Certified Copies and Inspection of Answer Books, and Permanent Exemption Application Form.

Example:

- Barclays hires once a year (usually June) and the vacancy appears **only on SSP**

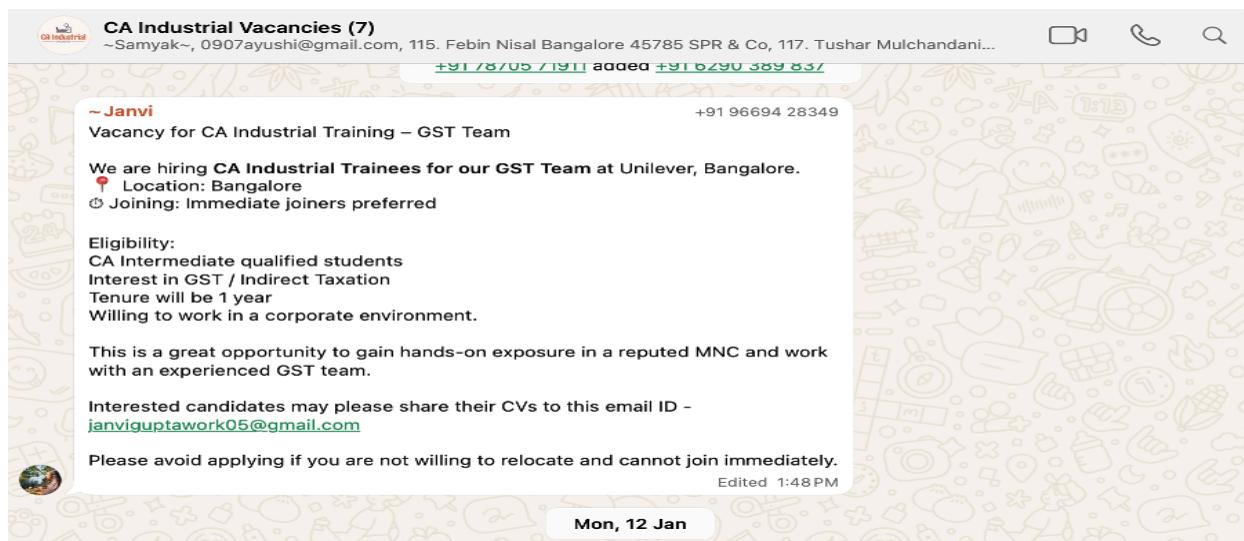
Check SSP at least once a week.

f) WhatsApp & Telegram Groups

Many Industrial Trainees post openings when they are looking for Replacements in these Groups.

Join all relevant WhatsApp & Telegram groups, links are available in **LMS – Day 3**

All such vacancies, along with internal leads, will also be shared in the **MSCIT Program WhatsApp Group**.



Finding the right vacancy is important. The faster you spot a vacancy and apply, the higher your chance of getting a call.

2. Applying Normally (How to Actually Get Your CV Opened)

Finding a vacancy is only half the job. What really matters is **how you apply**.

Most applications happen through:

- Email
- Google Forms
- Career portals

Let's see how to do each **the right way**.

A. Applying via Email

Recruiters receive **hundreds of emails**.

Your goal is simple:

Make the recruiter **open your mail**.

So I will show you 2 kinds of applications I had received recently, Which one you would have selected:)

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Application 1:

Industrial Training | AIR -14 | Deepanshu Aggarwal - KPMG | Ramjas College, DU

de [REDACTED]@gmail.com • 🔍

Mon, 17 Nov 2025 11:16:32 AM +0530

To "padam" <padam@mystudentclub.com>

Tags

Security [Learn more](#)

Hi! I hope this message finds you well.

My name is Deepanshu Aggarwal, a CA Final student and B.Com (Hons) graduate from **Ramjas College**, University of Delhi. I have cleared both groups of the CA Intermediate examination with **AIR-14**. I am pursuing my articleship from **BSR & CO. LLP (KPMG)** in the domain of Statutory Audit.

I am highly interested in pursuing Industrial Training at **to gain valuable experience. I am confident that my academic background, along with my determination to learn and grow, aligns well with your firm's requirements.**

Please find my resume attached for your reference. I would appreciate the opportunity to contribute and grow under your esteemed guidance.

Thank you for your time and consideration.

*Best regards,
Deepanshu Aggarwal
Mobile: [REDACTED]
Email: [REDACTED]@gmail.com*

Application 2:

Applying for CA Industrial Training (Subash Yadav)

su [REDACTED]@gmail.com • 🔍

Tue, 16 Dec 2025 12:39:52 PM +0530 • INBOX

To "padam" <padam@mystudentclub.com>

Tags

Security [Learn more](#)

1 Attachment(s) • Download as Zip

Subash Yadav Resume.pdf
173.3 KB • [Download](#)

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Obviously the first one, see all these things are minor changes which collectively makes a much larger impact, so when it can be done better why not.

1. Basics You Must Get Right

- Use a **professional email ID**
 - Apply as early as possible
 - Early applicants get higher responses
 - If possible, send emails between:
 - **10:00 AM – 12:00 PM**
 - **4:00 PM – 5:00 PM**
 - You can use the **schedule mail** feature
 - But if you spot a vacancy early, apply immediately
-

2. Subject Line (Extremely Important)

The subject line is the **first thing a recruiter sees**.

Make it clear, relevant, and slightly standout.

Good examples:

- *Application for CA Industrial Trainee – Amazon | PwC | Stat Audit*
- *CA Industrial Training Application – Immediate Joinee*
- *CA Industrial Training | PwC | SRCC | Stat Audit | AIR 50*

Avoid vague subjects like:

- *Resume*
 - *Application*
-

3. Mail Body (Keep It Short & Clear)

Ideal mail body = **3 short paragraphs**

Paragraph 1 – Who you are

Brief intro + current status + articleship / exposure

Paragraph 2 – Why this role

Why you're interested + how your background fits the role

Paragraph 3 – Closure

Mention attachments + polite closing line

Don't write long stories. Recruiters don't read essays.

4. Attachments (Psychological Advantage)

A mail with **2 attachments** is more likely to be opened than one.

Best combination:

- Resume
- Cover Letter **or** Project

Projects are even better, attach as per your target field:

- Investment Banking → Financial Modelling project
- FP&A / Business Finance → Power BI or SQL project

Always ensure attachments are clearly named.

5. Email Profile Photo

Adding a **professional profile photo** to your email ID helps you stand out.

How to update in Gmail:

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- Click profile icon (top-right)
 - Manage your Google Account
 - Update profile photo
-

6. Email Signature (Looks Professional)

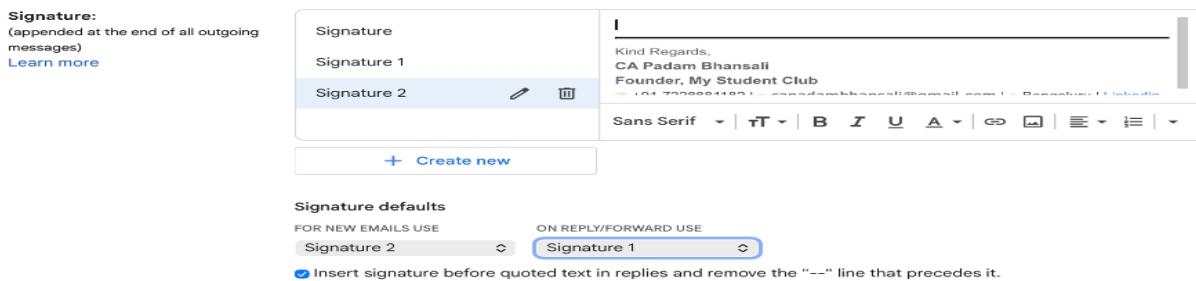
Add a simple signature at the bottom:

- Name
 - Mobile number
 - Email ID
 - LinkedIn (optional)
-

Kind Regards,
CA Padam Bhansali
Founder, My Student Club
✉ +91 7228881182 | ✉ capadambhansali@gmail.com | ▲ Bengaluru | [Linkedin](#)

How to enable:

- Gmail → Settings
- See all settings
- Add signature
- Set as default for new mails & replies
- Save changes



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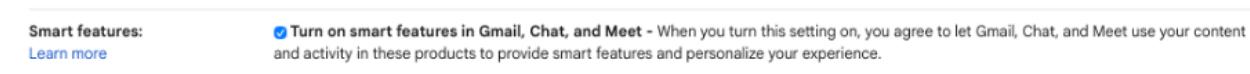
7. Gmail Settings You may Enable

While you're in settings, do this once:

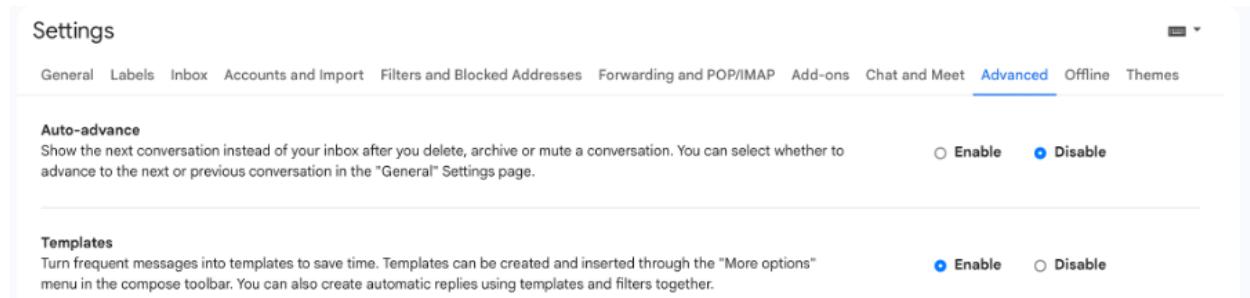
- Increase **Undo Send to 30 seconds**



- Enable **Smart Features**



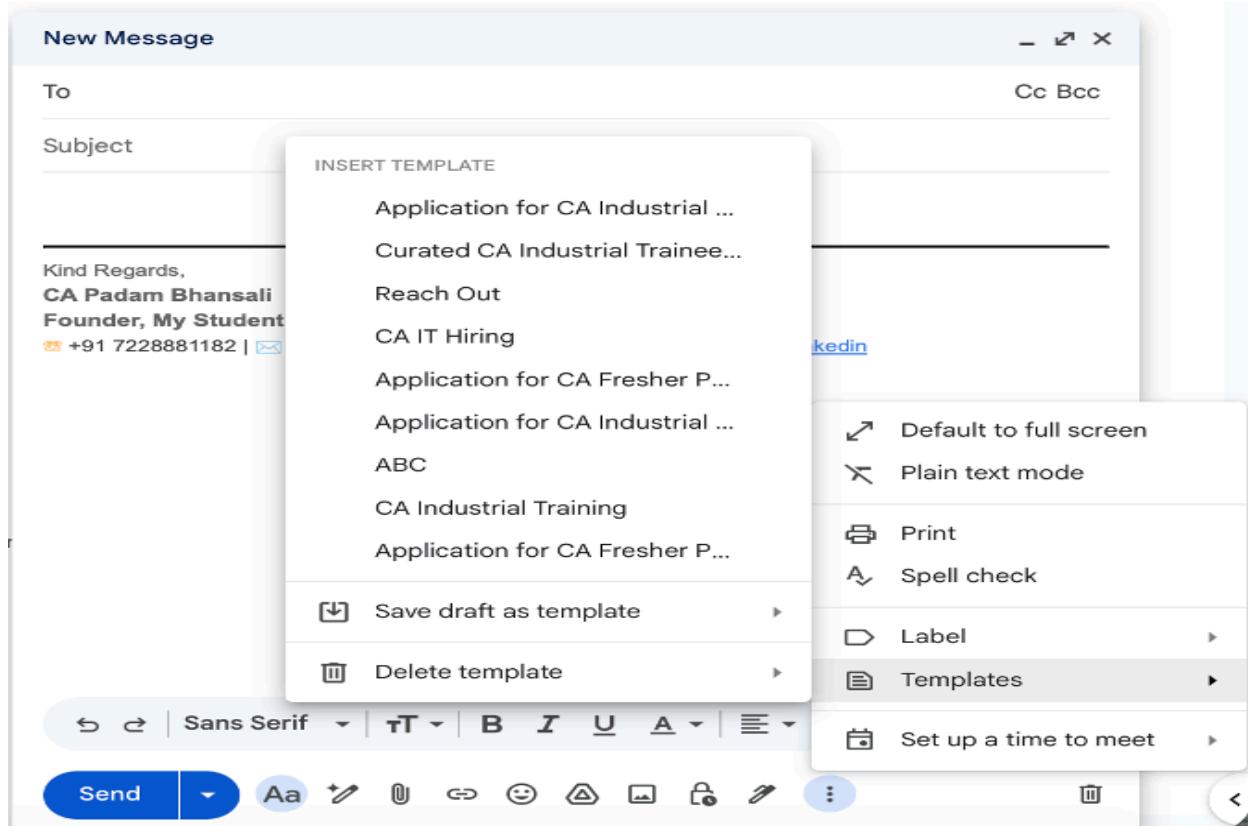
- Enable **Templates** (under Advanced)



Templates help you:

- Save subject + body once
- Reuse with one click
- Avoid copy-paste errors

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8. Cold Mailing Best Practices

To Avoid exposing recruiter email IDs to everyone, use **BCC** when mailing multiple people or use mail merge

You may also use the **MSCIT Auto Mail Tool** (explained in lectures).

Link:

https://docs.google.com/spreadsheets/d/1reLTsbalEYVJa8_9MZSTS5oTTd9dmfjJpbwyNErBy2w/edit?gid=0#gid=0

This is optional — but if you use any automation, test first by sending a mail on personal mail itself to ensure mails are not landing in spam and are actually getting delivered.

B. Forms & Career Portals

Many companies ask you to apply via:

- Google Forms
- Career portals

How to Fill Them Smartly

- Fill **all fields**, even optional ones
 - Use company-wise shortlisted CVs as reference
 - Always fill the **cover letter section**, even if optional
 - Keywords and clarity matter more here than design, so add keywords in your CV as per JD.
-

Important Tips for Forms & Portals

1. Apply fresh for every vacancy

Even if it's the same company and you have applied previously, always apply again for a new opening

2. If rejected, reapply

You can apply again using:

- A different email ID
- A different mobile number

3. Location-sensitive companies

Just while filling an application for Morgan Stanley, mention your current location as Mumbai or Bangalore based on where they are hiring for as they only hire local candidates and call for physical interviews, if you get selected request them for virtual, and in BGV you can mention that family stays there.

3. Finding Referrals (This Is What Gets You the Offer)

Referrals are **the most powerful way** to land an Industrial Training opportunity.

No matter:

- How strong your CV is
- Whether you have a rank
- How well you apply

👉 **The right referral can open doors instantly.**

A strong CV and smart application are important too and they **increase chances**, and If something can be done the best way, **why not do it?** But right referral will make your way to the company.

Sources of Referrals

1. Seniors, Friends & Relatives

Nearly **60% of Chartered Accountants** are doing Job.
Every one of them is a **potential referrer** for you.

Be shameless here — this is your career.

What you should do:

- Ask your family about:
 - Chartered Accountants
 - Family friends in senior roles
- Make a list
- Reach out one by one
- Follow up until you get a response

Also:

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- Seniors from your **articleship firm** who opted for Industrial Training are your biggest help.
- Connect with them and ask about openings or replacements

How to Find Seniors on LinkedIn

To find Industrial Trainees:

<https://www.linkedin.com/search/results/people/?keywords=%22Industrial%20Trainee%22%20OR%20%22Industrial%20Training%22>

Use **Past Company filter** → enter your **Articleship Firm Name**

You'll see seniors who moved to Industrial Training.

The screenshot shows the LinkedIn search interface for the keyword 'CA'. On the right side, there is a sidebar with various filters. A green box highlights the 'Past companies' section, which contains a list of companies with checkboxes. One checkbox is checked for 'Kantilal Patel & Co.'.

Past companies
<input checked="" type="checkbox"/> Kantilal Patel & Co.
<input type="checkbox"/> EY
<input type="checkbox"/> Deloitte
<input type="checkbox"/> Taj Hotels
<input type="checkbox"/> ITC Hotels Limited
<input type="checkbox"/> Marriott International

To find Chartered Accountants:

<https://www.linkedin.com/search/results/people/?keywords=%22CA%22>

Again, use filters.

2. Random People

Have one clear mindset:

There should be **no person working in my target company or location** whom I haven't reached out to.

See all come from humble backgrounds and we don't have out Chachas as Vidyayaks but that is not at all a restriction, we can still land our dream opportunity and the referral, just with following the right **process + applying consistency**.

That's why we start **3 months early**.

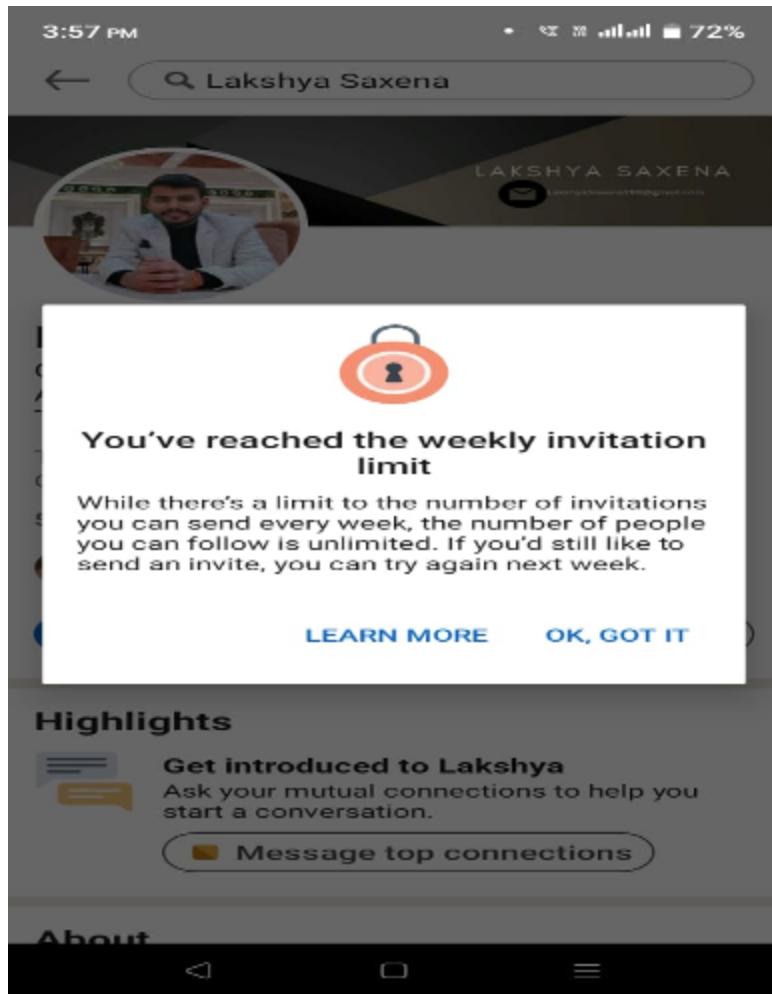
LinkedIn is a professional platform where you can connect with:

- CA freshers
- Industrial Trainees
- Managers
- Directors
- CFOs

Anyone.

Weekly Target (Must)

LinkedIn allows you to send **200 connection requests per week** (Monday to Sunday, limit refreshes every Monday). Once you touch the limit you will get the following message:



If you're serious hit this **200 limit every week** without fail

Over 3 months:

- $200 \times 10\text{--}12 \text{ weeks} = 2,000\text{+ connections}$
- All working in your **target domain / company / location**

You need **just one response** out of all that to land your dream offer.

The best part of reaching out is, if they have a vacancy they will refer you and even if they don't they will let you know once they have a vacancy.

Who Exactly Should You Connect With?

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1. Industrial Trainees (Most Important)

In most companies **except**:

- Goldman Sachs
- UBS
- Morgan Stanley
- Deutsche Bank
- Barclays
- Amazon
- DE Shaw
- BCG

 **Industrial Trainees themselves hire their replacements.**

When?

- Around their **10th–11th month**

If you reach them early:

- Vacancy will never go public
- Competition will be eliminated
- You directly will get a call

How to Search Industrial Trainees

Search keywords:

“Industrial Trainee” OR “Industrial Training”

Add **School filter** → ICAI

This gives you a clean list of CA Industrial Trainees.

Direct link:

<https://www.linkedin.com/search/results/people/?keywords=%22Industrial%20>

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[Trainee%22%20OR%20%22Industrial%20Training%22&schoolFilter=%5B%21968486%22%2C%22272365%22%5D](#)

You can further filter:

- **Location** (e.g. Pune)
 - **Current Company** (e.g. Goldman Sachs)
-

2. Senior CAs (Directors, VPs, CFOs)

You should also connect with:

- Directors
- Vice Presidents
- CFOs

Helps in Two Ways:

If HR receives your CV from a senior position employee — it *will* mostly be considered.

If the person has a vacancy within his team, he will directly schedule up your interview.

How to find them:

- Search: “**CA**” OR “**Chartered Accountant**” (VP, Director etc.)
 - Add **School filter** → ICAI
 - Add **Current Company** → **Target Company**
-

3. People Who Reposted the Vacancy

Whenever a vacancy is posted:

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- Click on **Reposts**
- These people are usually:
 - Hiring managers
 - HR team
 - Team members involved in hiring

They are **highly relevant** people to the hiring.

Example:

- HR posts vacancy
- Manager reposts it
- Another HR reposts it

👉 Connect with **all of them**, not just the original poster.

2 reposts X

 **Nitin Dobriyal** reposted this ...

 **Swati Verma**  · 2nd
HRBP | DE&I | 7+ Years of experience
1d · 

+ Follow

Hi Connections

We are hiring for an CA Industrial Trainee for Internal Audit team at  ...more

 PRACHI PRIYA and 31 others 2 reposts

 Like  Comment

 **Shivani Joshi** reposted this ...

 **Swati Verma**  · 2nd
HRBP | DE&I | 7+ Years of experience
1d · 

+ Follow

Hi Connections

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Like in a vacancy posted by Swati Verma who is hr hiring for industrial trainee at Sterlite Power, Nitin Dobriyal and Shivani Joshi have reposted the vacancy. Lets see who they are

Nitin Dobriyal – Manager at Sterlite under whom Hiring is being done probably



Nitin Dobriyal  He/Him · 2nd

Associate - Banking & Treasury • Corporate Finance Sterlite • Resonia • Serentica || Ex- RKCA & Co. LLP International taxation || MBA-finance ||

Gurugram, Haryana, India · [Contact info](#)

 **Sterlite**

 **DR. D. Y. Patil Vidyapeeth (DPU)**

Shivani Joshi – Another HR Probably Concerned with the hiring



Shivani Joshi · 2nd

HRBP - Corporate Functions

Gurugram, Haryana, India · [Contact info](#)

500+ connections

 Hardik Gupta, CA Archit Agarwal, and 11 other mutual connections

[+ Connect](#) [Message](#) [More](#)

 **Sterlite Power**

 **SVKM's Narsee Monjee Institute of Management...**



4. “More Profiles for You” Section

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The image shows a LinkedIn profile page for Swati Verma. At the top left is her circular profile picture. To the right, there's a sidebar with a banner for 'Sterlite Power' and a section titled 'More profiles for you' highlighted with a green box. Below the profile picture, Swati's details are listed: She/Her - 2nd, HRBP | DE&I | 7+ Years of experience, Gurugram, Haryana, India, with a 'Contact info' link. She has 500+ connections. A note says 'Ayush Kumawat, CA Sahil Rohra, and 12 other mutual connections'. Below this are three buttons: 'Connect', 'Message', and 'More'. Under the 'Highlights' section, there's a 'Get introduced to Swati' card with a message icon and a 'Message top connections' button. The 'About' section describes her as an HR professional with 7+ years of experience in Talent Acquisition, Onboarding/Off boarding, Induction, Exit Management, Compensation & Benefits Administration, Leave & Attendance Management, MIS, HR generalist activities, employee engagement & relation, Stake holder management, Compliance, and client management. Working experience in the IT services & Power industry. The 'Activity' section shows 7,760 followers. The sidebar on the right lists recommended profiles: Shivani Joshi (HRBP - Corporate Functions), Mehak Chutani (Sr. Executive – HR Operations | Empowering...), Kanishka Arora (Assistant Manager- TA @ Sterlite Electric | Ex-...), and Ruhie Pande (Group Chief Human Resources officer and...). Each profile includes a 'Connect' or 'Follow' button.

LinkedIn often shows here:

- Colleagues of the hiring team
- People from the same department

These are **hidden opportunities**.

Always connect with:

- Team members
- HR colleagues
- People in the same vertical

Finding HRs

Finding HRs — especially those **actually hiring Industrial Trainees** — is important, but also tricky.

In corporates, HR work is **divided by function**:

- One HR may handle **Tech hiring**
- Another may handle **Finance hiring**
- Another may handle **Campus or early careers**

Our goal is **not to message every HR** — our goal is to find the **right HR**.

How to Find the Right HRs

1. Using Joining Posts (**Very Effective**)

Whenever a student joins a company, they usually post:

- A joining update
- A thank-you note
- And tag or mention:
 - HR
 - Hiring manager
 - Team members who helped in recruitment

These posts clearly show **who was involved in hiring**.

How to Search Joining Posts

You can visit my profile and check reposts or search:

- My name (example: CA Padam Bhansali)
- Or use keywords like:

“Joined” AND “Industrial Training” AND “CA”

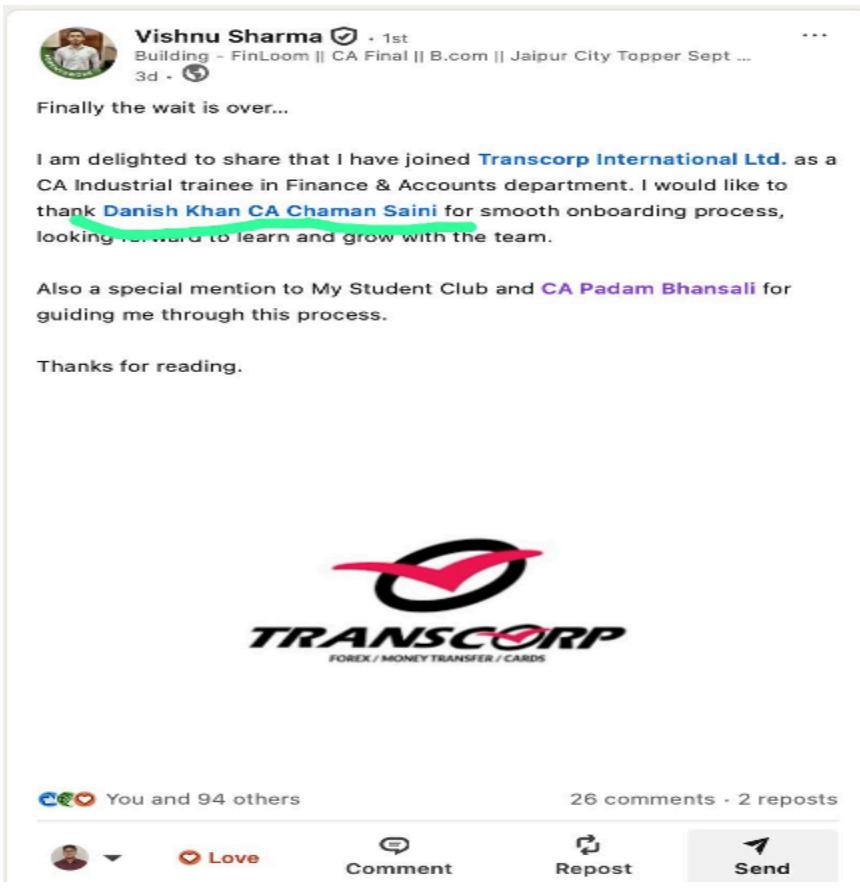
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Direct link:

<https://www.linkedin.com/search/results/content/?keywords=%22Joined%22%20AND%20%22Industrial%20Training%22%20AND%20%22CA%22&sortBy=date Posted>

From these posts:

- Identify who the student thanked
- That person is usually:
 - HR
 - Manager
 - Or part of the hiring team



Vishnu Sharma  1st
Building - FinLoom || CA Final || B.com || Jaipur City Tapper Sept ...
3d - 

Finally the wait is over...

I am delighted to share that I have joined **Transcorp International Ltd.** as a CA Industrial trainee in Finance & Accounts department. I would like to thank **Danish Khan CA Chaman Saini** for smooth onboarding process, looking forward to learn and grow with the team.

Also a special mention to My Student Club and **CA Padam Bhansali** for guiding me through this process.

Thanks for reading.

TRANS CORP
FOREX / MONEY TRANSFER / CARDS

You and 94 others 26 comments · 2 reposts

 Love Comment Repost Send

2. Searching HRs Directly on LinkedIn

You can also search HRs using role-based keywords:

- Human Resources
- HR
- HRBP
- Campus Recruiter
- Talent Acquisition

To make it more relevant:

- Add “**Finance**” or “**Corporate**” in the search
- Filter by **current company**

This helps you avoid HRs who are only hiring for tech or other functions.
Check who has higher mutual connections, they may be relevant.

Understand How Hiring Actually Works

- In **most organizations**, Industrial Trainees:
 - Hire or shortlist their **own replacements**
- HRs:
 - Coordinate the process
 - Schedule interviews
 - Handle documentation

However:

- In companies like **Amazon**, HRs play a **much bigger role**
- In companies like **UBS, Goldman Sachs, HSBC, senior CAs** influence hiring decisions

So your outreach should always include:

- Industrial Trainees

- Relevant HRs
 - Senior-position Chartered Accountants
-

Where Referrals Matter (and Where They Don't)

Referrals are:

- **Very effective** in most corporates
- **Less useful** in Amazon and Deutsche Bank
- **Not useful** in organizations like:
 - Barclays
 - Morgan Stanley

So don't waste time pushing referrals where the system doesn't support it.

Final Rule to Follow

Whenever you apply to any organization, ensure you:

- Reach out to **at least 10 people** from that company asking for referral, including:
 - Industrial Trainees
 - HRs (Finance / Campus / Corporate)
 - Senior-position CAs
-

Connecting with Them (Improve Response Rate)

Most people **won't reply** to your connection request or message — and that's normal. Don't take it negatively.

Remember:

You need **just one response** to get an offer letter.

There are ways to **increase your response rate**.

Before connecting with anyone, make sure your **profile is worth accepting**.

When you send a connection request, only **three things are visible**:

- Profile photo
- Name
- Tagline

That's it.

See the below pic and think which one you would have accepted and why?

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CA Aaradhyा Agarwal  follows you and is inviting you to connect
Chartered Accountant | Trained Kathak Dancer | Indirect Taxation | E...
 Himanshu Nishikant and 270 other mutual connections
Today

[Message](#) [Ignore](#) [Accept](#)



Lavanya venkatesan follows you and is inviting you to connect
CA Inter student
 Shravya J and 32 other mutual connections
Today

[Message](#) [Ignore](#) [Accept](#)



SOURAV KUMAR  follows you and is inviting you to connect
CA Finalist | Seeking Articleship
 Jaspreet Bedi and 31 other mutual connections
Today

[Message](#) [Ignore](#) [Accept](#)

Step 1: Make Your Profile Worth Connecting With

1. Professional Profile Photo (Very Important)

Your photo decides whether your request gets accepted.

What a good profile photo looks like:

- Clear face, straight angle
- Decent smile
- Simple background
- Professional clothing
- High quality and well-lit

One study of 800 profile pictures found that people view you as more likable, competent, and influential if you smile in your pic.

Avoid:

- Group photos (even cropped ones)
- Selfies, sunglasses, caps, filters
- Casual or “cool” poses
- Blurry or over-edited photos
- Old photos that don’t match how you look now

👉 No need to add “Open to Work” on your photo.



2. Tagline (Decides Whether They Click Your Profile)

A tagline decides:

- Whether you show up in search
- Whether someone opens your profile

“Student at ICAI” is boring. Something specific or achievement-based works much better.

Most important:

The **first 40–50 characters** matter the most.

Use pipe symbols (|) to keep it clean.

Ideal Tagline Format (CA Finalist):

CA Finalist | AIR (if any) | Articleship Firm | Achievement | College | Domain

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Example:

CA Finalist | AIR 14 | PwC | SRCC | Vice Chairperson | Stat Audit

3. Name (Keep It Simple)

- First Name + Last Name
 - Capitalize first letters
 - No father's name
-

Step 2: Keep Your Profile Ready (Even If They Click)

Most people won't open your profile — but **some will**. Your LinkedIn should act like your **e-resume**.

Cover Photo

You can add:

- A speaking photo
- Or a clean banner with your details

Make sure the cover photo **does not hide** your profile photo.



Useful templates:

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- <https://www.canva.com/templates/EAFlldmg8b0-white-minimalist-corporate-personal-profile-linkedin-banner/>
 - <https://www.canva.com/linkedin-banners/templates/>
-

About Section (Your Pitch)

The About section is extremely important.

Key rules:

- First 2–3 lines should hook the reader
- Write in **first person (I)**
- Use keywords related to your domain
- Keep paragraphs short (2–4 lines)
- Use bullet points, not arrows

Ideal Structure:

1. **Opening hook** – best achievement or strength
 2. **Your story** – who you are and what you're doing
 3. **Skills** – technical + relevant soft skills
 4. **Projects** – if any, mention briefly
 5. **Call to action** – how to reach you
-

Featured Section (Helps You Stand Out)

Add:

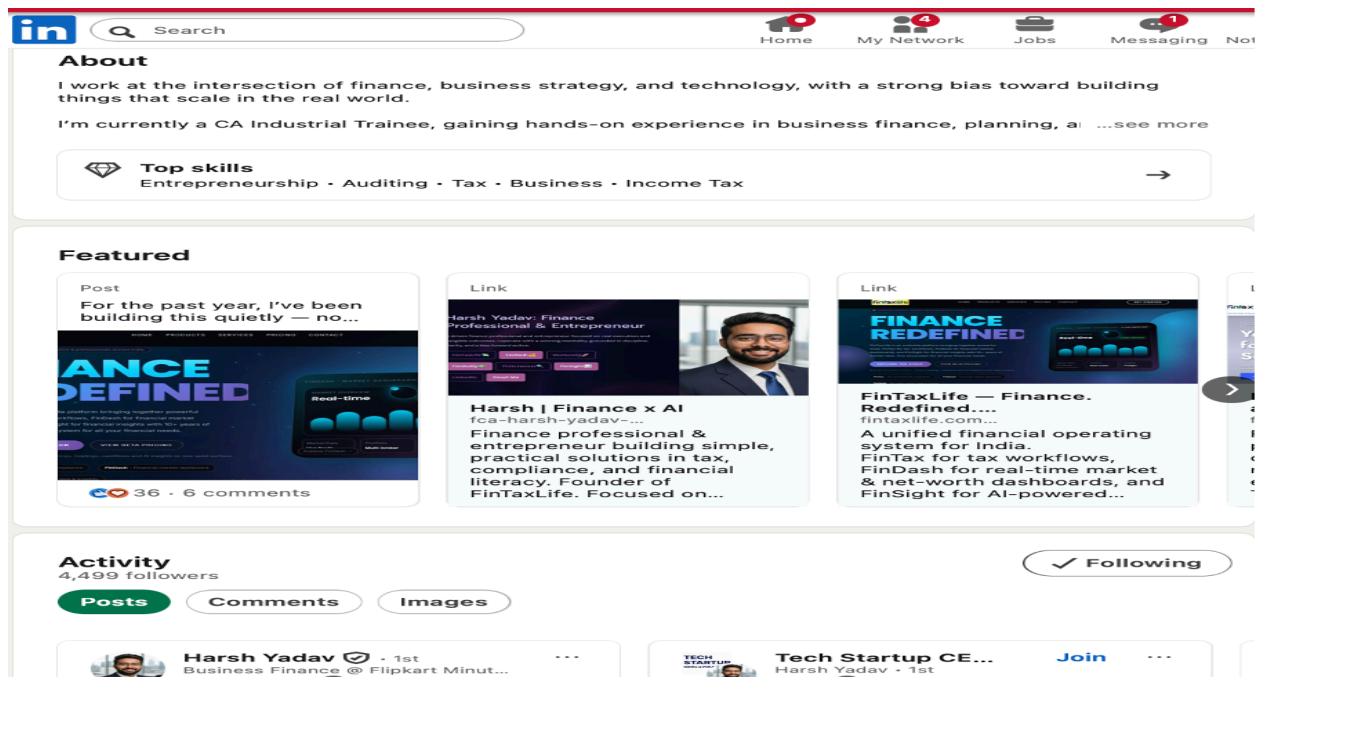
- Your CV (PDF)
- Or an e-resume link

E-resumes can be created using Gamma.

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Example:

<https://fca-harsh-yadav-h1yd8ha.gamma.site>



Experience

- Add your **Articleship**
- Mention:
 - Firm name
 - Location
 - Start date
- In description, paste your **work experience points** (same as CV)

Education

- Mention education from **Class X to CA Inter**
- Add:
 - Institute names

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- Achievements or ranks
 - You can also upload result screenshots if relevant
-

Skills

Add skills relevant to your target role — similar to Naukri. This helps your profile appear in searches.

Certifications

Mention all certifications you've done or are pursuing. This improves profile credibility.

Posts (Optional, But Powerful)

Posting is not mandatory, but helps visibility.

What to post:

- Finance or domain-related content
- Learnings from articleship
- Projects you've worked on
- Subject-wise preparation insights

For higher engagement:

- Add a personal photo
- First line must be catchy
- Best posting time: **around 10 AM**
- Avoid late-night posts

Always make a **joining post** with:

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- Your photo
- Company logo visible in the background

Helps you build network in the company.

Interests

Your “Interests” section shows whom you follow. Follow people relevant to:

- Your domain
- Your target companies

Avoid random or meaningless follows.

Recommendations & Verification (Optional Boost)

- Ask:
 - Principal
 - Colleagues
 - Seniors
- to give you LinkedIn recommendations

Recommendations

Received Given

Recommend Sahil

Received	Given
1	0

CA Padam Bhansali  Founder My Student Club | Biz Fin Flipkart | NISM Research Analyst December 10, 2025, CA Padam managed Sahil directly

Sahil interned with us as a Graphic Designing Intern at My Student Club. He delivered professional-quality designs, handled multiple tasks efficiently, and consistently met deadlines. He quickly understood project requirements, added creative value, and showed strong ownership of his work. His reliability, communication skills, and problem-solving approach make him an excellent fit for future roles in design or any professional environment. I am confident he will contribute meaningfully to any team he joins.

CA Isha Verma · 1st CA (May'23) | Business Analyst| 23K+ Followers |Public Speaker 20+Talks| Trained Kathak Visharad May 18, 2023, CA Isha was Sahil's client

I had the pleasure of working with Sahil, collaborating on several Youtube projects and was particularly impressed by his ability to design Youtube Thumbnails effortlessly.

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- Add the **LinkedIn verification badge** (via Aadhaar, if possible)
- Use **LinkedIn Premium free trial** during:
 - 10th–11th month of articleship

This is when outreach matters the most.

Connecting with People (The Right Way)

Once your profile is ready and you've identified the right people, the question is: **Do we just click “Connect” and wait?** Absolutely not.

You will:

- Connect on LinkedIn
- Follow up there
- Ensure the request is accepted
- Reach out via **professional email**
- If needed, via **personal email**
- As a last resort, via **phone**

All of this is done using information available on **LinkedIn**. This approach **improves response rates significantly**.

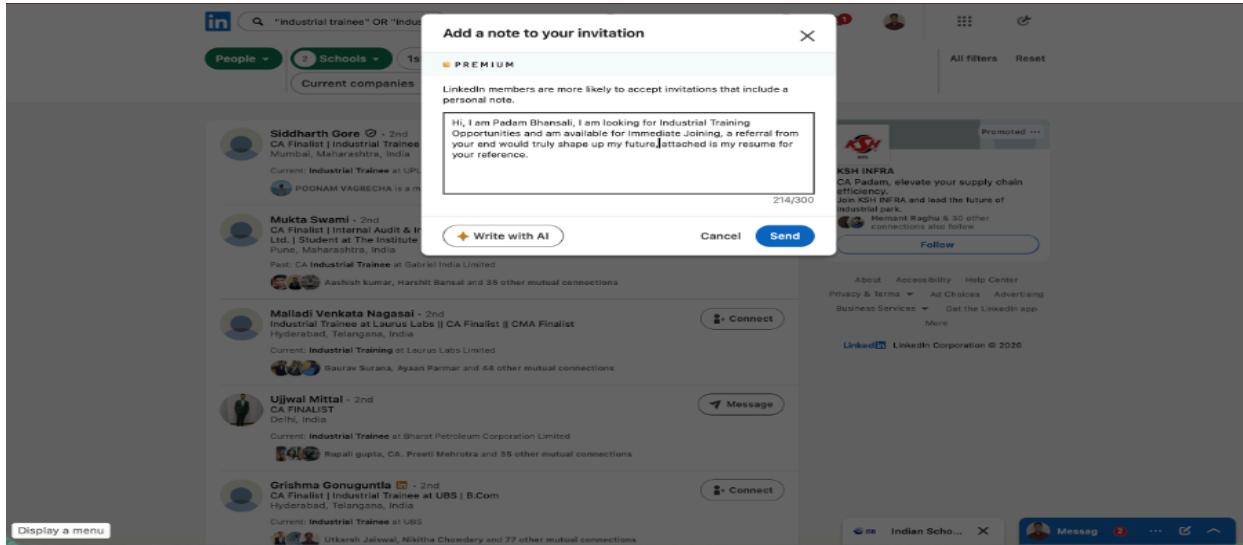
First: Fix the Mindset

Low response is normal. You just need **one response** that converts into an offer.

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1. Connection Notes (Never Skip This)

When you click **Connect**, always add a note.

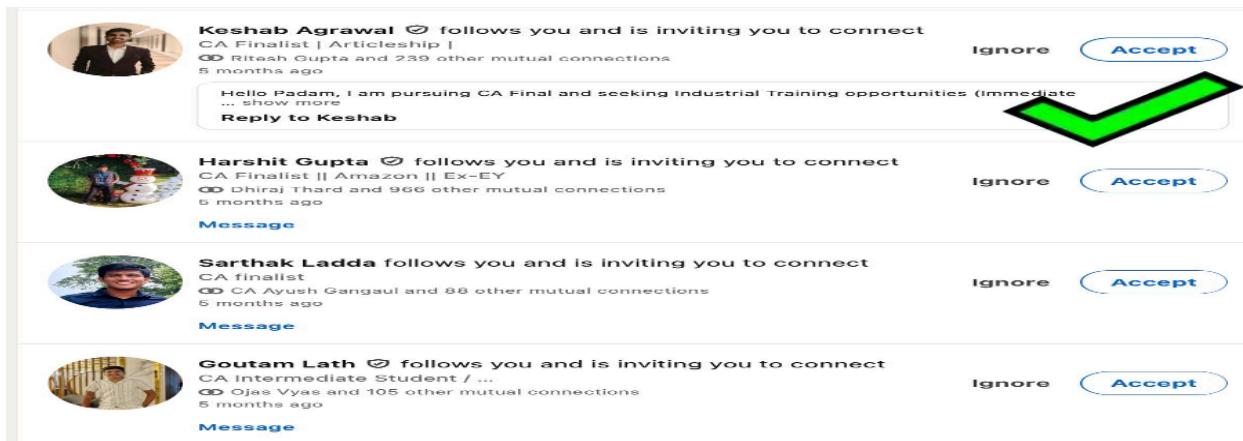


Think of this as:

Your first message — even before the connection is accepted.

A connection note instantly:

- Makes you stand out
- Improves acceptance rate



Two Proven Approaches

My Student Club | CA Padam Bhansali

Approach 1: Direct Referral Ask

- Straightforward
- Works well when time is limited

Approach 2: Conversation First

- Start with appreciation or curiosity
- Build relations
- Ask for referral later
- Takes more effort but gives **higher conversion**

Both approaches work. Choose based on what works well for you.



You can personalize notes by:

- Opening their profile
- Clicking **More** → **Save as PDF**
- Uploading it to ChatGPT and asking for a custom note

Diksha Bhardwaj She/Her · 2nd
CA Industrial Trainee @ HSBC || CA Finalist || Ex-Haribhakti & Co. LLP || B.Com (DU) || Enthusiastic learner
Faridabad, Haryana, India · [Contact info](#)
6,128 followers · 500+ connections

Accept **Ignore** **More**

Highlights

Diksha follows you
Diksha has been followed by 2025

More

- Send profile in a message
- Save to PDF**
- Message Diksha
- Follow
- Report / Block
- About this profile

Get introduced to Diksha
Ask your mutual connections to help you start a conversation.
Message top connections

(Templates are available in LMS — use them, but personalize.)

2. If They Don't Accept Your Request

Don't sit idle. You can:

- Like and comment on their recent posts
- Endorse a relevant skill
- Engage naturally to catch attention

If you have **LinkedIn Premium**, use **InMail** for urgent outreach.

3. Message Without Being Connected (Hidden Tricks)

Common Groups

If you share a **LinkedIn group**, you can message them without connecting.

- Check groups under **Interests → Groups** on their profilex

Interests

Top Voices Companies Groups Newsletters Schools

 WOMEN STARTUP SPECIALISTS in Tech Entrepreneurs AI Startups Founders Female Small Business Leaders 98,300 members [Join](#)

 Chartered Accountant Firms in India (Largest CA Firms Group) 49,998 members [Join](#)

[Show all groups →](#)

Contact Details on Profile

Often you'll find:

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- Email ID
 - Mobile number
- in:
- Cover photo

Activity
4,389 followers

[Posts](#) [Comments](#) [Images](#)

CA Pratham Bagrecha commented on a post • 3w
Congratulations 😊

CA Pratham Bagrecha commented on a post • 2mo
Prathamdbagrecha@gmail.com

CA Pratham Bagrecha commented on a post • 2mo
Congratulations! 🎉

- About section
- Contact Info (once connected)
- Comment Section

Activity
4,389 followers

[Posts](#) [Comments](#) [Images](#)

CA Pratham Bagrecha commented on a post • 3w
Congratulations 😊

CA Pratham Bagrecha commented on a post • 2mo
Prathamdbagrecha@gmail.com

CA Pratham Bagrecha commented on a post • 2mo
Congratulations! 🎉

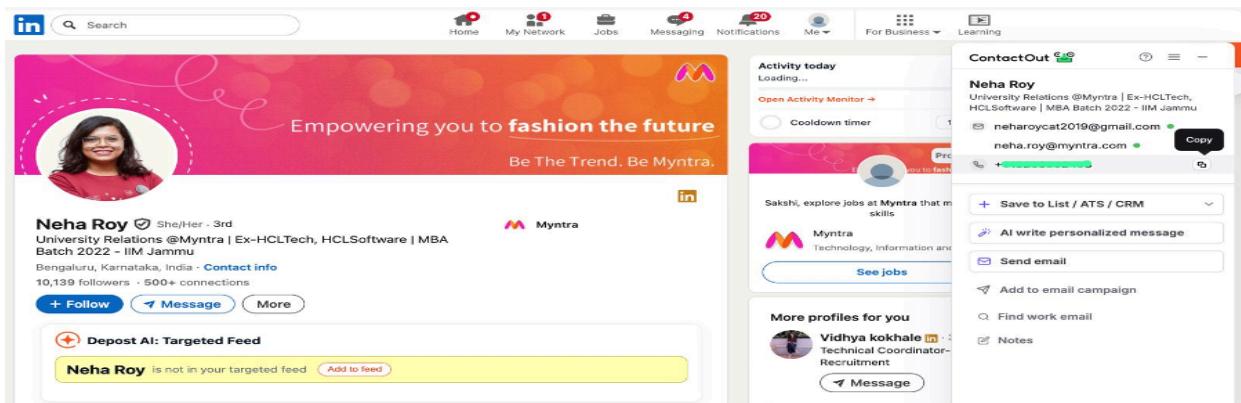
4. Finding Email IDs & Phone Numbers

You can use:

- Chrome extensions
- Professional databases

Useful tools:

- <https://rocketreach.co>
- <https://www.apollo.io>
- Email Finder by ContactOut (Chrome extension)



📌 Also, observe patterns:

- If company emails follow `firstname.lastname@company.com`, you can predict email IDs easily.

Cold mailing sheets shared in LMS also help here.

5. After Connection Is Accepted

Once connected:

- Click **Contact Info**

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Siddharth Awasthi He/Him · 1st

CA Finalist | Flipkart-Industrial Trainee| Ex-Protiviti | Project Ahilya Co-Founder

Bengaluru, Karnataka, India · [Contact info](#)

5,552 followers · 500+ connections



The Institute of Chartered Accountants of India

 vivek Anand, Heli Shah, and 1,212 other mutual connections

 [Message](#)

[More](#)

- Note:
- Email ID
- Phone number (if available)

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The screenshot shows a LinkedIn profile for 'Siddharth Awasthi'. A modal window is open, displaying a green checkmark icon and the text 'Verified phone number'. Below this, it says 'A phone number associated with this account has been verified. Learn more about [account verification](#)'. The main profile page in the background shows basic information like 'CA Finalist | Flipkart-Industrial Trainee', 'Ahilya Co-Founder', location 'Bengaluru, Karnataka, India', and 'Contact'. It also lists '5,552 followers' and '500+ connections'. A message button and a 'More' button are visible. To the right, there's a sidebar with a promoted post for 'CA Padam, explore jobs at Flipkart that match your skills' and another profile for 'Shivaang Mishra'.

Now your follow-up options expand.

6. WhatsApp Groups (Shortcut Access)

Many Industrial Trainees and professionals are active in:

- Industrial Training WhatsApp groups

These make it easier to:

- Find contacts
- Ask for referrals
- Get quick responses

(All group links are shared in LMS.)

7. Follow-Up Is Non-Negotiable

If someone accepts your connection and you **don't follow up**, that's your mistake.

Also remember:

- People who are working rarely open LinkedIn
- When they do reply, **respond immediately**

If you reply after 15 minutes,
your next reply may come after **one week**.

📌 Pro tip:

Set a **custom notification sound** for LinkedIn messages so you don't miss replies.

<https://www.youtube.com/watch?v=ykuy-xVlub0>

8. Cold Mailing (Advanced but Powerful)

Cold mailing means:

- Mailing people who hired in the past
- Even if no vacancy is currently posted

Purpose:

- Check if an opening exists
- Get referred before the vacancy goes public

You can find emails from:

- Past LinkedIn posts
- LMS sheets
- Comment sections of old posts

Some students commented email IDs on posts months ago — today they may already be working in corporates and can refer you.

Tools like Apify and PhantomBuster (explained in class) help extract such data.

9. Automation (Optional)

You may use tools like **Waalaxy** to:

- Automate follow-ups
- Send personalized messages at scale

Use it **only** with the class-provided setup and links (to avoid account restrictions and get free access).

Why All This Matters (The Math)

- No profile work + no note → **<1% response**
 - Good profile + no note → **~10% response**
 - Good profile + custom note → **~25% response**
 - Profile + custom note + follow-ups + multi-channel → **up to 70–75% response**
-

Real Scenario (Think About This)

A vacancy is posted at Flipkart.
1,000+ people apply.

Your CV chance = **<1%**

Now imagine:

- Strong CV
- Early application
- You message the person who posted the vacancy
- You message:
 - 3–4 Industrial Trainees in Flipkart
 - 3–4 Senior Position CA
 - HR

To forward your CV to the person who posted the vacancy.

- You follow up via:
 - LinkedIn
 - Email
 - Call (last resort)

Your probability increases **100x**.

Worst case? Rejection. Silence already means rejection.

Timing Reality

Majority calls you will receive will be in the last 20 days before you complete 1 year, basically when you are done with 11 months 10 days of your articleship you will be receiving calls from companies. Our goal is simple, till then you have to make connections with the right people in your target organization.

Once you turn eligible, you message all of those 2000 people that hey I am looking for an opportunity and am available for immediate joining, even if 1 respond back you have got closer to your offer letter.

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Connection Notes, LinkedIn Messages, Follow Up Messages, Application Templates, Everything are attached in LMS. But try making it unique, and personalized, that will improve conversion

The screenshot shows a messaging app interface with the following exchange:

- Shruti Ratra** (She/Her) • 6:45 PM: How are you?
- Shruti Ratra** (She/Her) • 6:47 PM: Also don't mind me texting just my feed has been full of people mentioning you in their industrial training post and it pulled me right in as to how come? Like if you have some super powers or something
- CA Padam Bhansali** • 7:34 PM: Heheheheh
- CA Padam Bhansali** • 7:34 PM: Good one 😂
- Shruti Ratra** (She/Her) • 8:13 PM: Hahahaha ikr So how come ?

At the bottom right of the message from CA Padam Bhansali, there is a checkmark icon.

The Simple Formula to Get Interviews

1. Find vacancies early
2. Apply normally
3. Message the person who posted
4. Message Industrial Trainees in that company
5. Message senior CAs
6. Message HR
7. Use LinkedIn → Email → Call (in that order)
8. Follow up until you get a **response or rejection**

Final Rule

The hardest part of Industrial Training is **getting the interview scheduled**.

And the rule is simple:

It takes **one response** to change everything.

Stay consistent.

Stay shameless (but respectful).

Interviews

After all the effort — CV, applications, referrals — when you finally get an interview, **this is your moment**. And the truth is: **cracking interviews is not difficult**.

“I am not ready for interviews” is **not a valid reason** to delay applications.

You will hesitate in your first 1–2 interviews — that’s normal.
So hesitate in **non-target companies**, not your dream ones.

- 👉 Apply everywhere.
- 👉 Don’t wait for all lights to turn green.

Interviews are **largely predictable**. If you prepare properly and stay confident, you’ll do well.

Worst case? Rejection.

And rejection only makes you better for the next interview.

Interview Structure

Most interviews follow this order:

1. Tell me about yourself
2. Questions on your resume & work experience
3. Why this company? Why this domain?
4. Excel-related questions
5. Behavioural questions
6. Domain Based Questions
7. Case studies / Guesstimates
8. Technical questions
9. Do you have any questions for me?

Let's break this down.

1. Tell Me About Yourself

- Sound **natural**
- Sound **confident**
- Sound **clear**

This sets the tone of the entire interview. Practice this well — it will be the first question and will be asked in **every round**.

2. Questions on Resume & Work Experience

Everything written on your CV **will be questioned**.

I personally faced a **2-hour interview** at ITC — every single line of my resume was questioned.

Rule:

If it's on your resume, you must be able to defend it.

Examples:

- Mentioned tax audit → expect questions on tax audit clauses
- Mentioned manufacturing audit → expect questions like top expenses of a manufacturing company P&L
- Mentioned badminton → expect "Who's your favourite player and why?"

Fake only what you can justify.

3. Why This Company / Why This Domain?

This question is **almost compulsory**. There is no single correct answer, but you must:

- Know what the company does
- Read Annual report, Recent news
- Understand the **job description**

Good reasons can be:

- Exposure
- Brand
- Learning curve
- Growth opportunities
- Strong culture (you can mention that you had LinkedIn conversations with existing interns about the culture)

 Avoid saying “I want to explore”.

Also ensure, reading through the job description provided, that will help you predict questions or topics that the interview will go around, like if the JD stresses over excel, its highly likely questions will be around excel or an excel test may be conducted.

4. Excel-Related Questions (Very Important)

Excel is the **lifeline of corporate roles**.

Expect questions on:

1. VLOOKUP / HLOOKUP / XLOOKUP
2. SUM vs SUBTOTAL
3. Pivot Tables

4. Slicers
5. Data Tables
6. Named Ranges
7. Goal Seek
8. SUMIF / SUMIFS
9. INDEX MATCH
10. Data Validation
11. Conditional Formatting
12. IFERROR
13. INDIRECT
14. Basic idea of Macros / VBA

Some companies conduct **Excel tests** in Round 1. Practice using **Day 6 Excel files from LMS**.

Common question:

Rate yourself in Excel out of 10

Best answer: **7 or 8**

- 10 → overconfidence
 - Below 5 → underconfidence
-

5. Behavioural Questions

These test **how you think and react**.

Examples:

- What would you do in this situation?
- Strengths and weaknesses

At Amazon, interviews are based on **Leadership Principles** — mostly behavioural.

For strengths:

- Mention something real (leadership, public speaking, team building)
- Always back it with an example

For weaknesses:

- Never say a strength as a weakness
- Always mention what you're doing to improve

Example:

"I am not very comfortable with new tech, so I'm doing an AI-for-Finance course to improve."

6. Case Studies / Guesstimates (Common in Startups)

There is **no right or wrong answer** here.

They only judge **your thinking process**.

Examples:

- Estimate airport traffic
- Number of iPhone users in India

Be logical.

The thing they want to check is the way or approach of you thinking, there is no right or wrong answer to this, but if you say something completely illogical you are eliminated like if you go about the answer of Iphone saying lets assume Indian Population is 300 Crores, then you lost them there itself, as Indian Population is 150 Cr which you have mistakened to be double.

7. Technical Questions

In companies like:

- Goldman Sachs
- DE Shaw

Technical depth matters more.

Many Company interviews may have **zero technical questions**. But mostly the technical questions weight in an interview shall be around 20%.

Prepare as per **MSCIT syllabus file in Day 5**.

8. Do You Have Any Questions for Me?

This is a **great opportunity**.

You can ask:

- About learning in the role
- Career progression post qualification
- Feedback on interview

Interviewers like thoughtful questions.

If You Don't Know an Answer

Do one of the two:

1. Say honestly:

"I'm not aware of this currently, but I'll read up on it."

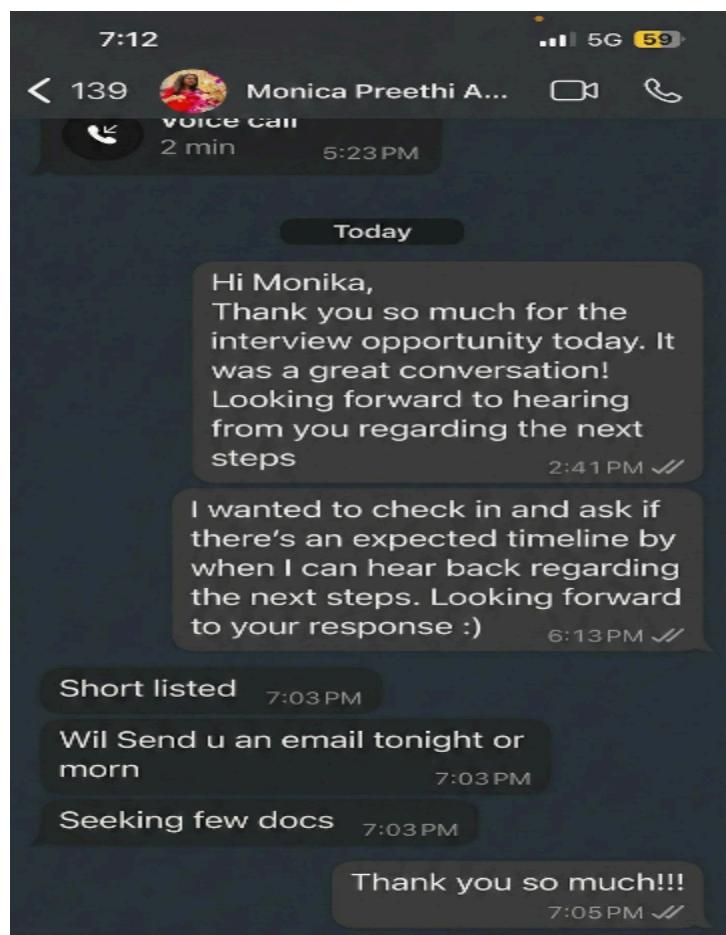
2. Or say:

"I'm not fully sure, but I'd like to give it a try."

Post-interview hack:

Send a thank-you email explaining the concept you missed.

This has helped students crack interviews (even at Amazon).



Good Way to Prep:

A student **Khushi** interviewed at Morgan Stanley.

She prepared an Interview Prep File by:

- Predicting interview structure
- Preparing answers for every possible question
- Refining them repeatedly

She converted the interview.

Her prep file is shared in **LMS – Interview Prep Day 5**.

Interview Day Basics (Non-Negotiable)

- Accept invite professionally over email
- Check interviewer's LinkedIn profile
- Dress formally
- Have Good lighting
- Have Stable internet
- Keep Camera ON
- Check your Audio is clear
- Join **5 minutes early**
- Maintain eye contact
- Keep a slight smile
- End with:

"Thank you for this opportunity, really looking forward to hearing back."

1. Pre-Screening Call (Extremely Important)

This is the **first filter** — and many candidates lose the opportunity here itself.

Golden Rule

Never miss an HR call. They will **not call back** if you miss it.

Even if you are:

- In an office meeting
- Busy with work
- In the middle of something urgent

Pick the call and say politely:

“Ma’am, I’m currently occupied. May I call you back in 5 minutes?”

Also:

- Pick **spam calls**
- Pick **international numbers**

Many MNC HRs (Amazon, global banks) call from international numbers.

About the Pre-Screening Call

- Usually handled by **HR or the hiring intern**
 - Duration: **3–5 minutes**
 - Very predictable questions
-

Common Questions Asked

a. Tell Me About Yourself

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(Prepare this well — this decides the tone)

b. Why This Company / Why This Domain

(As discussed earlier — know the company and JD)

c. Articleship Experience

Smart move: Ask this question immediately after picking the call when HR says that this call is for an Industrial Trainee Vacancy.

“May I know which domain the hiring is for?”

Then align your answer **only to that domain**.

This significantly improves your chances.

d. Preferred Domain

- If you have asked for the domain they are hiring for → say the same
- If not → say:

“I’m inclined towards the finance domain, but I’m very keen on this company, so I’m open to any opportunities.”

e. When Can You Join?

HRs **love immediate joiners**.

- If immediate → say you can join **from the next day**
- If notice period → say just **1–2 weeks Notice will be required**
- If not yet eligible → say:

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“Ma’am, I’ll be eligible from March. I commit that I’ll join the very next day I turn eligible and won’t back out.”

If they say it won’t work:

“Would it be okay if I reach out again in March if any opportunity opens up?”

If they agree, **send a message on their number confirming this.**

f. Excel Skills

(As discussed earlier — be confident)

g. Interview Availability

Best answer:

“I respect the recruiter’s time and will be available as per your convenience. I’d really appreciate the opportunity.”

h. Attempts

Phrase it smartly.

Example (5 attempts):

“I cleared Group 1 in my second attempt and Group 2 in my third attempt.”

Be honest.

If needed, briefly explain genuine reasons (health, family).

If the call starts going negative:

"I understand attempts are a shortlisting parameter, but I assure you my efforts, performance and learning curve will be strong."

i. Offers in Hand

HR's fear = candidate backing out.

Best answer:

"I don't have any confirmed offers. I did interview earlier but didn't proceed as the roles weren't aligned. I'm genuinely interested in this opportunity and won't back out."

j. Any Questions for Me?

You can ask:

- Next steps in the process
 - Thank them for the call and opportunity
-

2. Assessment Test (If Applicable)

Some organizations conduct **online assessments**, such as:

- HSBC
- UBS
- Reliance
- IPV
- Ares
- 1 Finance

Nature of Tests

- Mostly **behavioural and situational**
- No right or wrong answers
- Same questions will repeat, they will test whether the answers are consistent
- Prioritise:
 - Leadership
 - Ownership
 - Teamwork

You can use AI tools for assistance (usually no proctoring is done).

Exceptions

- **Reliance & UBS** may test CA Inter technical concepts
 - UBS usually has a **70% cutoff**, Prepare well using LMS resources.
-

3. HR Round

HR rounds are usually **formalities**, as technical selection is mostly done.

Expect questions like:

- Tell me about yourself
- Why this company
- Strengths & weaknesses

Stipend Negotiation

This is where negotiation can happen.

Students have successfully negotiated:

₹25,000 → ₹40,000 per month
by mentioning:

- Cost of living
- Competing offers
- Location constraints

Be polite and logical — not aggressive.

4. Pre & Post Interview Etiquette (Very Important)

Before Interview

- Accept interview invite **professionally**
 - Reply thanking them for the opportunity
 - Confirm availability
-

After Interview

Sending a **thank-you mail works.**

Real example:

A student, **Priya**, sent a polite thank-you email after her interview — she received a **selection confirmation shortly after**.

In your mail:

- Thank them for their time
- Mention it was a good learning experience
- If you missed an answer, you can add:
 - What you learned later
 - The correct explanation

Templates are available in **LMS – Day 2.**

Summary: What You Need to Do (Step-by-Step)

1. Day 1: CV Preparation

Watch **Day 1 Lecture** and prepare a **perfect CV**.

- Choose the right template
 - Create your CV
 - Check it using **MSC CV Checklist**
 - Get **AI CV Review**
 - Proofread carefully and get it reviewed by your friends
 - Send it for **my review**
-

2. Day 2 & Day 3: Application & Outreach Setup

Watch **Day 2 and Day 3 Lectures** and prepare the following:

- Perfect LinkedIn Profile
- Application Email
- LinkedIn Connection Note
- LinkedIn Message
- Follow-up Messages
- Thank You Email

Also, **set up your Waalaxy campaigns** if required.

3. Day 4: Interview Preparation

Watch **Day 4 Lecture** and prepare a **master interview document** (like Khushi):

- Tell Me About Yourself
- Resume-based questions

- Behavioural questions

Refine this document repeatedly.

4. Day 5 & Day 6: Clarity

Watch **Day 5 & 6 Lectures** and clearly decide:

- Your **target domain**
 - Your **target companies**
-

Process to Follow (Non-Negotiable)

1. Weekly Networking Target

- Every week, send **200 new LinkedIn connection requests**
 - Only to **right people** in target organizations
 - Asking for **referrals**
 - Send me a **weekly screenshot** showing limit reached
-

2. Vacancy Tracking

- **Daily:** LinkedIn, My Student Club
 - **Weekly:** ICAI SSP Portal, Naukri
-

3. When a Vacancy Comes Up

Do **all** of the following:

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- a. Apply normally (using normal or customised CV)
- b. Message the person who posted the vacancy on LinkedIn, Email (WhatsApp/Call in Last Resort)
- c. Message your **first-degree connections in that company** asking them to forward your CV to the person who posted vacancy
- d. Connect with:
 - Industrial Trainees
 - Chartered Accountants
 - HRs
 - “Other Profiles for You” in that organization
- e. **Follow up continuously** until you get:
 - Interview invite, or
 - Rejection

No Response doesn't mean rejection — so keep following up.

4. Once You Get an Interview

Prepare **fully** as per interview guidance.

- Apply everywhere
- Give as many interviews as possible
- Accept offers
- Back out if needed

Every interview makes you better.

Your best performance should come when it matters most.

Important Reality Check

Industrial Training is **not the end of life.**

If you don't get Industrial Training, it doesn't mean:

- You won't get a good job
- Your career is over

Ultimately, the "**CA**" prefix holds the real value.

Every additional degree only makes you **1 Degree Hotter.**

Trust the process.

Give your **100% effort.**

Results will follow automatically.

I can confidently say this:

If you genuinely follow this process, there is **no chance** you end up without an offer letter.

No shortcuts. No half hearted work.

Be it CV, application, outreach, or interview —
everything must be done perfectly.

When It Gets Demotivating

It will get tough. You will feel low.

At that time manifest:

- The offer letter
- The first stipend
- Gifts for your family and loved ones

- Your joining post

At the end, it will all feel worth it.

Just keep going.

Over the Next 3 Months

- Keep connecting with the **right people**
- Hit the weekly connection limit
- Share screenshots
- Keep following up

Two outcomes:

1. If there's a vacancy → they refer you
2. If not → they inform you when one opens

Both are wins.

Offer Letters, Forms:

- You can accept **multiple offers**
- You can back out of offers **any number of times** until **Form 104 is filed**
- Once **Form 104** is filed → you are bound to the company

About Form 109:

- It *may* work with a different offer, but **not recommended**
- Avoid complications

If unsure whether you will continue at same organization:

- Do **not** rush filing Form 109
- 109 can be filed **backdated**
- Take stamp paper within 30 days of Joining (format shared in Day 6)
- Complete formalities only once you're fully sure

If you get a better offer **after joining**:

- You can leave freely **if 104 is not filed**
 - If 104 is filed → exit process becomes long and complex
-

After Joining Industrial Training

- Save a good part of your stipend
 - Ideally, let family handle expenses
 - Save the entire stipend
 - So that By end of Industrial Training, your savings can be **₹3–8 lakhs**
- Network with interns
- Travel, plan trips, create memories
- Enjoy this phase — it's special

This period will stay with you forever.

Post-Industrial Training Life

- Maintain a **learning attitude**
- Listen more than you speak
- Network genuinely

Many people around you will be:

- Managers
- Directors

- CXOs

very soon.

Build relationships **before** you need them.

If you feel troubled at your office, try adjusting but if its too much raise your voice, ask for a team change and request for different work, you are not a slave. Everything is solvable.

Don't Forget Your Studies

Industrial Training ≠ end of studies.

- Ultimate goal = “**CA**” prefix
- Complete lectures early
- Watch at least **3 hours daily**
- Revise consistently

One thing that works well:

- Study **after office hours in office meeting rooms**

Lectures are a formality.

Learning happens in revision.

Final Words

Keep upskilling.

Never get demotivated.

Problems will always exist —

Someone else is facing a bigger problem and still moving forward.

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Trust the process.

Trust yourself.

God has the best plans for you.

Also, once you qualify as CA —

enrol in the MSC CA Freshers Program 😊