

Your Chance to Shine: Compete at SAFA Bodies Level Public Speaking Contest 2025

Dear Students,

The **South Asian Federation of Accountants (SAFA)**, a Network Partner of IFAC, comprises 11 accountancy bodies from South Asian countries, including **India, Pakistan, Bangladesh, Sri Lanka, Nepal, Maldives, and Afghanistan**. With over 475,000 members across the region, SAFA leads the development of the accountancy profession.

Mr. Shehzad Ahmed Malik, President ICMA, SAFA Board Member and Member SAFA Education, Trainings & CPD Committee is proud to actively contribute to initiatives that promote academic excellence and professional growth across South Asia. His role has been instrumental in shaping programs that nurture talent, foster regional collaboration, and uphold the highest standards of education. Together, we aim to inspire the next generation of professionals and drive meaningful progress in our region.

Event Details

Date: Campus-Level Contest: February 10, 2025
National-Level Contest: February 16, 2025
SAFA - Level Contest: Date To Be Announced

Venue: All Campuses.

Winners at the Campus Level will qualify to compete in the National Level Contest, and **Top 2 Winners** at the National Level will qualify to compete in the prestigious SAFA Contest.

Contest Themes

Participants can choose from the following dynamic

- The impact of technology on the accounting profession
- The impact of climate change on South Asian economies and businesses
- Strategies to be a successful Start-up Entrepreneur

Eligibility Criteria

- The contest is open to all students currently enrolled in the institute.

Contest Guidelines

1. Participants will deliver a speech on the specified theme.
2. Speeches must not exceed [Insert Time Limit, e.g., 5–7 minutes].
3. Judging will be based on content, delivery, originality, and adherence to the theme.
4. **Language:** Presentations must be delivered in English, with the option to include relatable phrases or quotes in other languages for engagement.
5. **Visuals:** Utilize clear and effective visuals, including charts, graphs, and multimedia, to enhance comprehension and engagement.
6. **Professionalism:** Adherence to formal dress code and punctuality is mandatory.

Presentation Format

- Time Limit: 7–10 minutes.
- Structure:
 - o Prelude: Introduce yourself, outline the theme, and explain its relevance to the audience.
 - o Core: Discuss the topic in detail, supported by statistics, real-world examples, and analysis.
 - o Conclusion: Offer insights into future prospects and provide actionable recommendations.

We strongly encourage all students to participate in this enriching experience. This is your chance to showcase your talent, inspire others, and gain recognition!

Let's make this event a memorable one. We look forward to seeing you all participate enthusiastically!

For further details;
Ms. Naila Khan
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Joint Director, Education ICMA

ICMA;
One of the Founding
Members of SAFA



With Warm Regards:

Shahida Ibrahim Khan

Director Education
ICMA

Asim Husain Khan

Sr. Director Members' Professional Development
& Corporate Trainings (MPD & CT), ICMA