



CHAIRMAN'S COMMUNIQUÉ

CMA (Dr.) K Ch A V S N Murthy

Chairman

Journal & Publications Committee

The Institute of Cost Accountants of India

Greetings!!!

“The best thermometer to the progress of a nation is its treatment of its women”

- Swami Vivekananda.

First of all, I would like to start by expressing my heartfelt thanks to the President, Vice President and the Council for giving me this great opportunity to serve the Institute as Chairman of the Journal & Publications Committee (2019-2020).

An equal world is an enabled world. Individually, we're all responsible for our own thoughts and actions - all day, every day. We can actively choose to challenge stereotypes, fight bias, broaden perceptions, improve situations and celebrate women's achievements. Collectively, each one of us can help create a gender equal world.

The theme for International Women's Day, 8 March 2020 is, *I am Generation Equality: Realizing Women's Rights*. The theme is aligned with UN Women's new multigenerational campaign, Generation Equality, which marks the 25th anniversary of the Beijing Declaration and Platform for Action. The year 2020 represents an unmissable opportunity to mobilize global action to achieve gender equality and human rights of all women and girls.

International Women's Day 2020 campaign theme is #EachforEqual where Equality is not a women's issue, it's a business issue. Gender equality is essential for economies and communities to thrive. A gender equal world can be healthier, wealthier and more harmonious - so what's not great about that? The race is on for the gender equal boardroom, a gender equal government, gender equal media coverage, gender equal workplaces, gender equal sports coverage, more gender equality in health and wealth ... so let's make it happen. Let's be #EachforEqual.

This is a global day celebrating the social, economic,

cultural and political achievements of women. Although in many countries women are achieving equality in health outcomes and education, the world has not seen the same kind of progress everywhere. Gender inequalities are still deep-rooted in every society. This International Women's Day will celebrate the social, cultural, economic and political achievements of women across the globe. But far from singling out women, the day focuses on unity, equality and advocacy especially in a world where the differences and injustices between women and men are as great as ever.

There has been an increase in women entrepreneurs participating in the growth of local, regional, national, and global economies. While these women showcase crucial skills for strategic leadership and strategy that can advance companies, they face cultural, educational, social, and political barriers that impede their development and participation within the global economy. Women Entrepreneurs and Strategic Decision Making in the Global Economy is a pivotal reference source that provides vital research on understanding the value of women entrepreneurs and the strategies they can use on the economy and examines gender impact on strategic management and entrepreneurship.

Directorate of Journal and Publications of the Institute in March 2020 issue of *The Management Accountant* has dedicated pages to observe International Women's day by incorporating articles relating to ***The Next Gen Women: Equal Rights, Opportunities and Participation***. We firmly believe a better and socio-economic sustainable society includes equal and fair treatment towards women.

To accomplish great things, we must not only act, but also dream; not only plan, but also believe.

With this belief in ourselves, I am sure that our Journal and Publications Department will touch a new high this year and will play its role in helping the society, stakeholders and country effectively.

We solicit your feedback, suggestions, and concerns for the overall development of the Journal and Publications Department. Please send us mails at editor@icmai.in / journal@icmai.in for various issues relating to Journal and Publications.

With Warm Regards

CMA (Dr.) K Ch A V S N Murthy

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