

# TAKING THE CAT COURSE TO UNREACHED AREAS IS AN INNOVATIVE STEP'



Dear Professional Colleagues,

Skilling India is a very important objective of the new Government and I am happy that an initiative by the Institute towards this very objective – the Certificate in Accounting Technicians (CAT) course – has met with much success.

I thank CMA M Gopalakrishnan, CCM & Past President, CMA B R Prabhakar, Past Chairman - SIRC, for initiating the CAT course in Kerala and involving me in the entire process even though I was not associated with the CAT Committee before this. The Council has entrusted me to take the initiatives further in 2014-15 as Chairman, CAT Committee. I thank President & Vice President of the Institute for the same at this juncture. I am as passionate about this as I have been about my stint as Chairman, Journal Committee in 2011-12 and Chairman, T&EF Committee 2012-14.

I also thank CMA Amit Anand Apte, CCM and Past Chairman of CAT for taking the CAT course to new heights specially in the state of Kerala and Rajasthan. My special thanks goes to CMA H Padmanabhan, Chairman SIRC, for his passionate support to establish the CAT Course in Kerala and take it to the position it is now in.

The Institute has innovated by taking the CAT Course to unreached areas of the country. In fact, the Governments of Kerala and Rajasthan have already asked the Institute to offer its Certificate in Accounting Technicians Course to enhance the employability of their youth. The features of the Institute's initiatives in these States are:

## KERALA

The Government of Kerala has introduced the Additional Skill Acquisition Programme (ASAP) for its School (+2) and college students who are studying for BA/BSC/B Com, etc. As a knowledge partner of the Government, we provide Accounting skills through the CAT Course to the students of Kerala. The CAT course has been introduced in cluster centres across the State. Under this model, the Government bears the fees of all the students. More than 4000 students have been enrolled in this course in Kerala.

This year the number will cross 5500.

## RAJASTHAN

The Government of Rajasthan has made all 40 Government Colleges and 29 Private Colleges as Recognised Oral Coaching Centres of the Institute for admitting their students to the CAT Course. In the first year, around 1500 students studying in 69 colleges in Rajasthan became students of CAT. When these students graduate, they will have an additional skill which will open up new employment opportunities.

We have taken several initiatives to enhance the quality of CAT students and some of them are:

- Quality Framework developed to scheduling classes
- Online Monitoring System developed
- Online Self Study & Assessment Module developed for students
- Training of Trainers (TOTs) conducted for CAT ASAP faculty members

*Internship/Placement:* CAT is not also far behind in terms of campus placement. We are committed to the quality delivery of CAT Course and organise internship /placement for the CAT students. We have successfully conducted placement of CAT students in the State of Rajasthan and the MOU signed with Genpact has paved way for CAT students to become interns with Genpact and find placement with them.

These initiatives have taken the Institute to the remotest parts of the country as part of our "Professional Social Responsibility" (to borrow the words of CMA Rakesh Singh, CCM and past President who reposed faith in me at the beginning itself in CAT matters) and we are committed to developing employable skills for the youth of the country in Accounting.

All this would not have been possible without the CAT Directorate, various Institute officials at HQ, Delhi, SIRC and co-ordinators in Kerala and Rajasthan. I thank the officials of the State Governments of both Kerala and Rajasthan too in this regard.

We are talking to other State Governments to replicate these successes in these States too.

**CMA TCA Srinivasa Prasad**  
Chairman, Committee for Accounting Technicians  
The Institute of Cost Accountants of India

# 'RESEARCH AND JOURNAL COMMITTEE COMPLETES MOST OF ITS ASSIGNMENTS'



Dear Professional Colleagues,

I express my sincere thanks to the President, Vice President and the Council for giving me this opportunity to serve the Institute as the Chairman of Research, Innovation and Journal Committee. I firmly believe that the Committee

has tried to deliver most of the tasks bestowed upon it. The little that has not been achieved, I am sure, the Directorate with its proficient manpower would be able to achieve them soon.

## **The Management Accountant**

- From January 2015 the journal has been printed on glossy paper (LWC) to match global magazine standards.
- Improved cover design and layout to match international standards
- New columns such as: Economy Updates (*e-Bulletin*); CMA Dossier; Regular interviews of the top brasses of various Industries; From the Research Desk (Role of CMAs)
- An exclusive, dynamic and vibrant website of the Research & Journal Directorate has been launched.
- DVD of "*The Management Accountant*" to commemorate Golden Jubilee Celebration : 1966 - 2015 (Jan)
- Exclusive theme topics with suggestive subtopics are being announced four months ahead.
- Journal now available on 6 e-commerce portals
- Journal is now enriched with quality articles and rich contents.

## **Other research publications**

- The *Research Bulletin* will become a quarterly from April 2015. It is now a bi-annual. The April issue will be published in collaboration with NISM, an educational initiative of SEBI.
- The other publication initiatives have been: *CMA e-Bulletin* (monthly), *e-News Digest* (weekly), *e-Magazine* on Cost Competitiveness (quarterly)
- The Directorate has prepared knowledge studies on:

Swachh Bharat for Sustainable Growth, Make in India – Role of CMAs, Varanasi – The Hub of Religious and Rural Tourism, Enhancing Cost Competitiveness through the MSME Sector in India and Role of CMAs, Leveraging Jan Dhan Yojana, International Meet on Buddhist Tourism, Madhya Pradesh: A MICE Tourism Destination, Exchanges for SMEs: Emerging Needs vs. Future Challenges, Think Tourism, Think India and Cost Effectiveness through Cost Audit

- The copies of the first edition of *Capital Markets in India* in association with JAICO were exhausted within six months from the date of publication and the Directorate will release a thoroughly revised second edition soon.
- The Directorate is preparing zero draft on the following burning issues: Forensic Audit, Performance Management and Expenditure Management.
- The association with ASSOCHAM, CII, PHD Chambers has become more vibrant.

## **As part of ongoing research and allied activities, the Directorate has/is undertaking the following:**

- Research studies on 'Major Ports in India' as per the direction of the Indian Port Association of India and 'Agriculture and Indian Economy'.
- The Directorate is contacting and building relationships with reputed universities so that members of the Institute can avail Ph.D. registrations through an authorized research centre and collaborate on research activities.
- The Directorate will soon start extensive study and projects in association with Tata-Hitachi, National Skill Development Agency (NSDA) and the Panchayat and Rural Development Department of West Bengal.

**CMA Manas Kumar Thakur**  
Chairman, Research, Innovation & Journal Committee  
The Institute of Cost Accountants of India