



B. M. Sharma, President

**Success is not measured by what you accomplish but by the opposition you have encountered, and the courage with which you have maintained the struggle against overwhelming odds – Orison Swett Marden**

My Dear Professional Colleagues,

As the World Economy is grappling with newer methods to tackle the crisis and pave the way for Sustainable Growth, the role of Management Accountants cannot be underestimated. The revised projected growth rate of world is 4.8% by IMF which has reasonable contribution from Emerging Market Economies led by India, and it is likely to grow by around 9.0%. Reserve Bank has also announced its busy season Economic Policy for 2010-11, which I feel should provide the necessary stimulus for higher growth of Indian Economy. This would result in better opportunities for our members both in employment and practice and we should calibrate our efforts to definitely encash this trend.

#### **The Direct Tax Code Bill, 2009**

ICWAI has submitted its response before the Parliamentary Standing Committee on Finance for recognition of its due role in the DTC and various other provisions. The Institute feels that the Transfer Pricing regulations have to be strengthened by adopting the principle of "Cost plus or any other method" to determine the arms' length price for international transactions. While submitting our response, we have sought time from the Committee for presenting our views before the Committee.

#### **Training & Placement**

In my previous communiqué, I mentioned efforts initiated by the Training & Placement Directorate in organizing Campus Placements for final passed candidates (June 2010 Batch) at various places during September 2010 and October 2010. Regional Councils of ICWAI namely WIRC and SIRC have also conducted the Campus Placement of final passed candidates (June 2010 Batch) on 9<sup>th</sup> October 2010 at Mumbai and 10<sup>th</sup> October 2010 at Chennai respectively for the candidates within their jurisdiction. Many corporate houses took part in the Campus Placement. Final passed candidates were placed with these reputed corporates having pay package in the range of Rs. 5.00 - Rs. 13.00 lakhs p.a. Continued efforts are being made by Training & Placement Directorate to approach more and more corporate houses to participate in future campus placements. I thank all the corporates participating in these Campus placements for their continued patronage and wish our students who got jobs a successful journey in their respective careers.

#### **ACES Scheme of CBEC**

Members may be aware that the Institute has entered into an MOU with Central Board of Excise and Customs (CBEC) enabling Cost Accountants in practice to set up Certified Facilitation Centre (CFC) under Automation of Central Excise and Service Tax (ACES) Scheme of CBEC. The Cost Accountants with an experience of One year in whole-time practice are eligible to set up the CFC apart from other eligibility criteria. The interested members are required to apply on-line in the prescribed format hosted at Institute's Website. There are various services under Central Excise and Service Tax which could be offered by Cost Accountants in practice viz. digitization of paper documents and on-line filing/uploading of documents such as Application for Registration, filing of returns, refunds, accounting, disputes resolution, audit, provisional assessment, exports, claims, intimations and permission to assesseees. For more details members may refer to the Institute's website.

#### **Meeting with Various Government Authorities**

I along with other Central Council Members and senior officers of the Institute met many officials of Ministry of Finance and apprised them about the role of CWA profession and also briefed them about the important role of Cost Accountants in effective implementation of various laws under the Ministry.

#### **IT Initiatives**

ICWAI is devising newer methods to use Information Technology to meet the expectations of the members and students. In a unique initiative, ICWAI has renewed its commitment with MCA-21 for Certified Filing Centers to be started by members. As mentioned earlier, registration for setting up ACES help desks by members of ICWAI for Central Excise Department has also been launched. To help the students, on-line submission of Examination forms for CAT course has been put in place. Further, the students and other stakeholders are requested to participate in the on-line survey initiated to get feedback for making the coaching more effective. The response of the survey would help the Council to take further steps. The first of the resultant initiative will be to explore the introduction of Online Coaching Certificate examination, in the e-learning mode as the first step from January 2011. Based on the success of these initiatives, it is also proposed to consider conduct of on-line examination for Foundation course, similar to initiatives taken by our sister institutes. This will also enable the Institute to increase the frequency of examination from bi-annual to quarterly.

#### **Regional Cost Convention of SIRC**

I had the privilege of delivering the Presidential address during Regional Cost Convention - 2010 of SIRC held on 29<sup>th</sup> and 30<sup>th</sup> October, 2010 at Madurai. It was a unique experience to share my thoughts on the theme of the Cost Strategies towards Inclusive Growth and Governance with distinguished guests including various Past Presidents

of ICWAI, members, students and participants during this Convention. I congratulate the leadership of SIRC and my colleagues in Central Council for its meticulous planning.

#### **Investor Awareness Programmes**

Apart from Regional Councils and Chapters of ICWAI, we have roped in our CEP and CAT Directorates also for organizing Investor Awareness programmes in tier two and three cities of country. While CEP directorate will organize these programmes themselves, CAT directorate will be assisted by its ROCCs for the programmes. Further, ICWAI is finalizing the details of "Talk-Shows for Investors" through All India Radio, beginning at Pune being piloted by Mr. Arvind Paranjpe a senior member of the Institute. If successful, we may replicate this in other parts of country. I hope with additional resources made available from the Institute and with the inputs from our Regional Councils, Chapters, CAT ROCCs and senior members, ICWAI would surpass the ambitious target of MCA for the year 2010-11.

#### **International Affairs**

I participated in a workshop on emerging topic of "Sustainability Reporting" at Bangalore on 21<sup>st</sup> October, 2010 organized under the banner of South Asian Federation of Accountants (SAFA). This workshop was aimed at CFOs of big companies to sensitize them on this issue. ICWAI provided the logistic support for this workshop. Mr. R Bandyopadhyay, IAS, Secretary to the Government of India, Ministry of Corporate Affairs was the Chief Guest. Mr. A N Raman, Vice President, SAFA and my colleague in the Central Council, who represented SAFA in this workshop, planned and contributed substantially for its organization. Det Norske Veritas AS (DNV), a leader in the field was the knowledge partner for the seminar. The workshop was a grand success having participation from public and private sector companies including delegates from SAFA member countries. I commend the Bangalore Chapter and SIRC of ICWAI for their untiring effort to make the Workshop a grand success.

#### **UNCTAD Conference at Geneva**

Shri R Bandyopadhyay, IAS, Secretary to the Government of India, Ministry of Corporate Affairs led a delegation of Indian professionals to the 27<sup>th</sup> Session of UNCTAD's Intergovernmental Working Group of Experts on International Standards of Accounting and Reporting (ISAR) and Corporate Governance in the wake of the Financial Crisis held at Geneva, Switzerland in October, 2010. Shri R Bandyopadhyay IAS Secretary Ministry of Corporate Affairs was panel speaker in the plenary session and he deliberated on the various initiatives taken by India on the subject matter. Shri S C Mohanty, my colleague in Central Council of ICWAI and I represented the Institute in the Seminar. During this conclave of International Experts, we deliberated on the various international aspects and shared the insights on relevant issues for our profession.

#### **52<sup>nd</sup> National Cost Convention at Chennai**

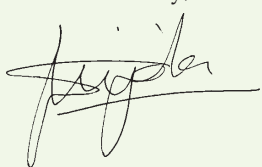
The 52<sup>nd</sup> National Cost Convention is to be held at Chennai from 6<sup>th</sup> to 8<sup>th</sup> January 2011, organized by the Institute and hosted by Southern India Regional Council. This will be preceded by Practitioner's Convention and Students Convention on 5<sup>th</sup> January 2011. The theme of the convention is "NEW ENTERPRISE CHALLENGES-SUSTAINABILITY AND VALUE CREATION". The convention will deliberate on the role of professional accountants in as Creators of value, Enablers of value, Preservers of value and Reporters of value in accelerating sustainable organizational success. Many eminent personalities from the country, abroad, top Government officials and experts have been requested to share their views on the subjects. I am sure that with active participation from all the members and their organization, the convention will lay a roadmap for the profession to emerge stronger and healthier in the coming decade.

#### **Meeting of National Foundation for Corporate Governance**

I attended the meeting of extended Board of Trustees of National Foundation of Corporate Governance (NFCG), chaired by Mr. R Bandyopadhyay, IAS, Secretary to the Government of India, Ministry of Corporate Affairs. During the meeting, deliberations on the various issues including celebration of "India Corporate Week 2010" to be held on 14<sup>th</sup>-21<sup>st</sup> December, 2010 took place. It was our privilege to have been allotted various programmes during this week. I urge my fellow members of the Institute, Regional Councils and Chapters of ICWAI to organise and participate in more number of programmes like last year, when ICWAI took the lead in this endeavour of Ministry of Corporate Affairs, Government of India.

Festival season has made its presence felt and I wish happy Deepawali, Kali Puja, Eid-ul-Zuha and Guru Nanak Birthday to all of you,

Yours sincerely,



(B.M. Sharma)  
President

Date: 1<sup>st</sup> November, 2010