

LETTERS TO EDITOR

Dear Sir,

Article published in November issue of Management Accountant is very enlightening & informative . The author, Prof Subramanyam has brought out various facets of telecom Industry in relation to application of various Cost Reduction Techniques, considering high level of competition. This article would become a forerunner towards development of specific tools for attaining sustainability (as already highlighted by the author under `Total cost ownership and cultural change is (read - are) the need(s) of the hour.

Let me supplement, perhaps, we are looking for cost optimization techniques as against cost reduction techniques as Revenue fluctuations have to be dovetailed to costs in a dynamic mode under various scenarios.

As a corollary, focused case studies of the organisations (including culture of the employees), establishing measurable correlation between revenue segments and operational costs, will greatly enhance the possible contributions from management accountants towards sustainability efforts for the Telecom Sector.

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Hi,

The Article named 'An Accountant's perspective on GST in India' by CMA Debnath Mukhopadhyay in September 2015 issue of 'The Management Accountant' is very useful one and the author has done simply great job in helping to understand the GST in simple terms.

The Institute should focus on such topics which are quite useful. Well done.

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Corrigendum

The readers may kindly note that Shri Rintu Nath (Rahul), whose article appeared on page 71 of The Management Accountant journal, December 2015 issue, is affiliated to T H K Jain College, Kolkata