

CHAIRMAN'S COMMUNIQUÉ



This month I will be completing one year as the Chairman, Research, Journal & IT Committee. First of all I would like to express my sincere thanks to the Directorate of Research and Journal of the Institute for their untiring efforts towards fulfilling the mission and vision of the Institute in particular and the

society at large.

Various research activities have been initiated during last one year with effective outcomes and the monthly journal *The Management Accountant* with its modern layout as well as rich and informative contents is now highly commendable.

The Directorate is dedicated to the goal of connectivity and seeks to establish linkages with socio economic research areas, macro economic analysis and overall economic development with special emphasis on cost management.

Research and allied activities February 2016 onwards

● On February 12, 2016 the Institute was associated as the Knowledge Partner at '5th India Heritage Tourism Conclave-Making Incredible India: Swachh, Sundar & Sanhakt Bharat' organized by the PHDCCI at Jaipur. Knowledge Pack on 'Heritage India: Unveiling the New Phase of Indian tourism' prepared by the Directorate was highly acclaimed.

● One Week Faculty Development Programme (FDP) had been organized for professionals and academicians on 'Business and Financial Market Analysis' held during February 22 to February 28, 2016 at EIRC Premises, Kolkata organized by the Directorate in association with University of Calcutta-Calcutta Stock Exchange -Centre For Excellence in Financial Markets (CUCSE-CEFM).

● The Institute was associated as the Knowledge Partner in third edition of the *PHD Global Rail Convention-2016-'Indian Railways - Transforming into an Engine of Growth'* on April 13, 2016 organized by the PHDCCI at New Delhi. Knowledge Report prepared by the Directorate on the theme of the convention was highly commendable.

● The Directorate of Research & Journal of the Institute in association with National Institute of Securities Markets organized a National Seminar on 'Securities Markets in India-Unleashing Startups Potential' on May 14, 2016 at ICAI Auditorium. Shri Prashant Saran, WTD, SEBI the Chief Guest provided a theoretical framework of Start up in the inaugural session and encouraged the audience approaching them to boost for start ups. In the two technical sessions on 'Indian Economy & Startup Potential' and 'Market Reforms for Startup and SMEs', eminent resource persons from Securities Markets and other relevant fields discussed and made the sessions highly interactive.

● The Directorate organized a discussion meet on 'Strategic Cost Management in Health Care Sector' held on 9 June 2016 at EIRC Auditorium. Dr. Taposh Bhattacharya, Additional Regional Director, Ministry of Health and Family Welfare, Government of India, Dr. A. Selvam, Professor & Principal, Sri Ramachandra College of Management, Sri Ramachandra University, Chennai, Prof. Dr. A. Gandhi, Director, MBA Dept, Saveetha Engineering College, Chennai were the eminent dignitaries on the dais eloquently shared their experiences on the concerned theme.

● Another discussion meet on 'Cost Management Issues in Higher Education Sector' had been organized by the Directorate on June 24, 2016 at EIRC Auditorium, Kolkata. Dr Asitava Jana (PhD, Florida State University, USA), Education Information System and Cost Consultant was the key note speaker, CMA Harijiban Banerjee, Former President of the Institute was the chief guest and Prof Dhruvajyoti Chattopadhyay, Vice Chancellor, Amity University was the moderator of the discussion meet. Cost Management Issues in higher education sector was broadly discussed and the Institute is to act as an integral part of the system to ensure strategic cost management in the arena of higher education, hence rationalizing the cost burden and creating a positive impact on Indian education system.

Publications released

● Edited Volume on 'Contemporary Issues in Companies Act 2013' had been published by the Institute celebrating the 'Corporate Laws Week' during 18 to 24 January, 2016.

● Souvenir on 'CMA Profession-Achieving Excellence in New Horizon' with relevant resources provided by the Directorate was released at the National CMA Practitioners' Convention 2016 organized by the Institute and EIRC on February 21, 2016 at ICAI Auditorium, Kolkata.

● Knowledge Reports on 'Contemporary Issues in Environmental Accounting and Auditing' and 'Contemporary Issues in Sustainability Accounting & Reporting' got released celebrating World Earth Day on April 22, 2016.

● Quarterly publication of Research Bulletin, Volume 42, No. 1 was released on May 14, 2016.

● A Souvenir on 'Benchmark-Journey towards Cost Excellence' was released during the Annual Day Celebration and the Awards Function on May 28, 2016 at New Delhi which contains the grandeur of this Award Function since 2003.

● 'A ready reckoner on Service Tax on services provided by the Government & Local Authorities' also got released on May 28, 2016.

● Edited Volume on 'Contemporary Issues in Environmental and Sustainability Accounting' got released by Shri D.V. Sadananda Gowda, Hon'ble Minister for Law and Justice, Government of India on May 30, 2016 to commemorate the World Environment Week from May 30 to June 5, 2016.

● Knowledge Pack on Internal Audit 'An Insight into Internal Audit' was released by the Directorate to commemorate All India Internal Audit Week in order to build the capacity of members of the Institute in this important area of practice and also to generate awareness among the corporates about the role of Cost Accountants in this field.

Forthcoming Event

The Directorate of Research & Journal is going to organize a National Seminar on 'Issues in Cost Management' in association with Indian Accounting Association Research Foundation on 9 July 2016 at ICAI Auditorium, Kolkata.

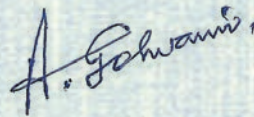
Conclusion

We are incorporating new features and relevant cover stories of national and global importance in our journal regularly.

Distinguished experts and authors contribute quality and relevant articles and case studies for the journal. Research and allied activities are conducted at regular intervals to reach cross sectional people of the society.

We solicit your feedback, suggestions, and concerns for the overall development of the Research and Journal Directorate. Please send us mails at research@icmai.in and/or journal@icmai.in for issues relating to research and/or journal respectively.

With Warm Regards



CMA Avijit Goswami
Chairman, Research, Journal & IT Committee

LETTER TO EDITOR

Sir,

The management accountant has travelled very very far. In the old days it used to be a nondescript also-ran, drab magazine along with many of its fellow professional magazines, with nothing to make it stand out. Today's management accountant is a far cry from the old version. Successive editors have made it the cynosure of all eyes of today. The metamorphosis has been truly phenomenal and amazing, and it is a modern day Pygmalion. It is not just the format or cover, but the contents are truly fantastic in their reach and content. Sharpening our thinking, and exploring all aspects of our specialisation, and honing our thinking. All of us wish the magazine continued grand success.

I submit that, in spite of its comprehensive nature, one thing is sadly lacking. It is humour, laughter. Even if we look at it with a magnifying glass, the magazine is too staid, dry as dust, steeped only in articles exploring the various nooks and corners of costing and management. It is as if humour and laughter are incompatible with costing and management.

It is a well known adage that all work and no play make jack (The Management Accountant) a dull boy. I submit that some humour be woven into the magazine, say, filler material at the foot of each article, like, for example, reader's digest which places a tit bit at the foot of each serious article which brings out a chuckle or a smile from the reader. In our case all the articles in the m a are heavy fare, and something which draws a laugh would be relieving the tedium which is an inevitable consequence after going through an analytical article dealing with subjects of our profession. I exhort you to kindly consider this: let the management accountant not be branded as humourless.

You might raise the bogey that no professional magazine ever gives space to humour or laughter in its pages. I put it to you: can Management Accountant not beat a new path and be a pioneer? Should it be just no more than a copycat and tread only the beaten path?

CMA Ch V Suryanarayana
Secunderabad