

About Madras Management Association

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is "To be the Fountainhead of Worldclass Management Excellence in India".

Over the past 5 decades, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices.

The Madras Management Association is the largest affiliate association of the All India Management Association in the country. MMA has been judged the best Local Management Association continuously for a period of five years in recognition of its excellent all round activities in propagating the message of professional management in all facets of business, commercial and industrial activities. The Association was also awarded the "National Excellence Award" for 2007-08.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice Chancellors of Madras University & Anna University, the Directors of IIT Madras and IFMR and the Chief Secretary, Government of Tamilnadu, as members.

About Konrad Adenauer Foundation

The Konrad Adenauer Foundation (KAF) was established in 1964. In legal terms, it is a registered association and is recognised as a non-profit making organisation with a charitable status. Its work is financed by public funds provided by the German parliament.

In India, since 1968, the Konrad Adenauer Foundation has been joining hands with various organisations in long term partnerships in the field of community development, panchayat raj and strengthening entrepreneurial initiative. Madras Management Association, Chennai is one such partner organisation.

In order to assist the small and medium entrepreneurs upgrade their business management knowledge and skills, particularly in the increasingly competitive and liberalised economic scenario, Madras Management Association started the Entrepreneurship Development Project in 1989 with the support of Konrad Adenauer Foundation.

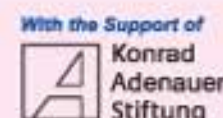
About Trichur Management Association

Trichur Management Association (TMA) affiliated to the All India Management Association (AIMA), New Delhi was established in the year 1990, with an objective of promoting Professional Management mostly in Thrissur District. During the last 18 years of its existence, Trichur Management Association has grown as a body to pool Managerial Thoughts, a Forum to Develop Managerial ethos, and an organization to facilitate furtherance of the profession and to communicate best Business practice to the Industrial and Business Community in and around Thrissur. The changing Industrial and Economic environment has enhanced the Management challenges and TMA has been constantly updating its activities, both in terms of quality and spread, so as to adequately respond to the emerging needs of its members. Trichur Management Association has been conducting various Management Programmes, Seminars, Institute-Industry interactions etc.

Participation complimentary by invitation. Kindly confirm your participation to:



CA. Sony C.L, Hon. Secretary, Trichur Management Association
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**One-Day Seminar
on
SMEs - Managing for Growth**



Date

Saturday, 14 November 2009 (9.15 am - 5.15 pm)

Venue

Casino Hotels
Casino Complex, T B Road, Trichur 680 001

Knowledge Partner



THE PLATFORM

The Indian economy is on the recovery path after being moderately affected by the global recession. This gives tremendous opportunities for SMEs to get back to the growth trajectory after reporting negative growth in the last three quarters mainly in the areas relating to component manufacture arising out low order-book, slackening in demand, high lending rates and skyrocketing input costs.

Hopefully from the next quarter these will be things of the past and the Indian economy will bounce back to a resurgent vibrant economy providing tremendous opportunities for the growth of the SME sector.

But still, Indian SMEs lag far behind their foreign counterparts in several key areas, a scenario that must change if the sector has to grow.

SMEs are considered to be the engine of the Indian economy. To meet the challenges ahead, SMEs need to acquire more customers, achieve greater revenue growth, increase in profits and improvement in liquidity to enable SMEs to meet global competition. The two primary obsessions for SMEs are revenue growth and cost reduction and rightfully so. SMEs, due to various constraints such as finance, infrastructure, human resources and others, find it difficult to adapt modern management tools such as Enterprise Risk Management [ERM], Risk Based Internal Auditing [RBIA], modern pricing and costing methodologies into their strategic ambience.

This Seminar has been designed to generate a discussion among the participants on the need for SMEs to shed this inhibition and use modern management tools adapted to the SME environment, as part of their growth strategy.

The Speakers for this Seminar are Management and Audit professionals on the board of the Madras Chapter of Institute of Internal Auditors (Global Headquarters: Florida, USA).

KEY TAKEAWAYS

- Learning from some of the management practices prevalent in large corporate houses and adapting them to suit SME requirements
- Experience sharing with leading management and internal audit professionals on emerging best practices in industry
- Approaches to evaluate and improve the effectiveness of risk management, control and governance process

PROGRAMME

09.15 hrs	Registration	
	Inaugural Session	
09.45 hrs	Invocation	
09.50 hrs	Welcome Address	CA. T S Anantharaman President, Trichur Management Association
09.55 hrs	Opening Remarks	Mr K M Padmanabhan Member MMA Managing Committee
10.00 hrs	Seminar Overview	Mr K Vidyadharan Partner, Mountbattan & Co Past President, Madras Chapter, IIA
10.05 hrs	Keynote Address	Dr G C Gopala Pillai Managing Director Infrastructures Kerala Ltd (INKEL)
10.25 hrs	Inaugural Address	Adv. Therambil Ramakrishnan MLA and former Speaker Kerala Legislative Assembly
10.45 hrs	Vote of Thanks	Gp Capt R Vijayakumar, VSM (Retd) Executive Director, MMA
10.50 hrs	Tea/Coffee Break	
11.00 hrs	Business Session - 1 Enterprise Risk Management - Seeking Opportunities for Business Growth	Mr P R Loganathan Managing Director, CISMA Consultants Pvt Ltd Advisor to the Board IIA Madras Chapter
12.00 hrs	Business Session - 2 Risk Based Internal Auditing - Adding Value to Business	Mr S Rangarajan Vice President - Internal Audit, Sundaram Clayton Ltd Vice President, IIA Madras Chapter
13.00 hrs	Lunch	
14.00 hrs	Business Session - 3 Information Technology - The most effective driver for SMEs today	Mr R Vittal Raj Partner, Kumar & Raj, Chartered Accountants Past President IIA Madras Chapter
15.00 hrs	Business Session - 4 Costing & Pricing Strategies for SMEs	Mr T Prasankumar Manager - Risk Advisory Services Ernst & Young, Chennai
16.00 hrs	Tea/Coffee Break	
16.15 hrs	Business Session - 5 Central Excise & Service Tax - Are you on the right track?	Mr P C Anand Chakravarthy Associates, Chartered Accountants President, IIA - India
17.15 hrs	Concluding Remarks & Vote of Thanks	CA. Sony C L Hon. Secretary, Trichur Management Association