



THE INSTITUTE OF COST ACCOUNTANTS OF INDIA

**INTERNATIONAL  
PROFESSIONAL  
SUMMIT-**  
**NEW APPROACH  
TO SUSTAINABLE  
GROWTH**

THE LEELA KEMPINSKI HOTEL, GURGAON, INDIA  
26<sup>TH</sup>-27<sup>TH</sup> APRIL, 2013



## FROM THE DESK OF THE PRESIDENT

**RAKESH SINGH**

President,  
The Institute of Cost  
Accountants of India

Dear Professional Colleagues,

Best compliments from The Institute of Cost Accountants of India.

I am pleased to inform you that the Institute is organizing an **International Professional Summit - New Approach to Sustainable Growth** at The Leela Kempinski Hotel, Gurgaon on 26<sup>th</sup> - 27<sup>th</sup> April 2013.

The Summit will provide a networking platform for the professionals to interact with International delegates as well as Board Members, CFOs, Financial Controllers and Senior Management spearheading CSR and Sustainability Practices, CMAs in industry and practising CMAs etc.

The technical sessions are designed to reflect the role of Cost and Management Professionals in accelerating sustainable organizational success. The key topics that will be discussed are Emerging Sustainability trends and opportunities, Integrating Sustainability into Strategy, and Sustainable practices with case studies.

I urge upon all the members to participate in the summit in great numbers so that the profession of CMA could be enriched and we could showcase the strength of CMA profession to the world.

With regards,

Rakesh Singh  
President






## ABOUT INSTITUTE OF COST ACCOUNTANTS OF INDIA (ICAI)

The Institute of Cost Accountants of India was established by the Government of India as an autonomous Professional Institute in 1959 to provide training, education and research facilities in Cost and Management Accounting. The Institute is a member of the International Federation of Accountants (IFAC), the Confederation of Asian & Pacific Accountants (CAPA) and the South Asian Federation of Accountants (SAFA). The Institute is the only recognised statutory professional organisation and licensing body in India specialising exclusively in Cost and Management Accountancy.

## OBJECTIVES

- To develop the Cost and Management Accountancy function as a powerful tool of management control in all spheres of economic activities.
  - To promote and develop the adoption of scientific methods in cost and management accountancy.
  - To develop the professional body of members and equip them fully to discharge their functions and fulfill the objectives of the Institute in the context of the developing economy.
  - To keep abreast of the latest developments in the cost and management accounting principles and practices, to incorporate such changes as are essential for sustained vitality of the industry and other economic activities.
  - To exercise supervision for the entrants to the profession and to ensure strict adherence to the best ethical standards by the profession.
  - To organize seminars and conferences on subjects of professional interest in different parts of the country for cross-fertilization of ideas for professional growth.
  - To carry out research and publication activities covering various economic spheres and the publishing of books and booklets for spreading information of professional interest to members in industrial, education and commercial units in India and abroad.
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# INVITATION FROM CHAIRMAN



## **SANJAY GUPTA**

Central Council Member and  
Chairman, WTO & IA Committee  
The Institute of Cost Accountants of India

Dear Professional Colleagues,

I am happy to inform you that the Institute is organising the International Professional Summit-New Approach to Sustainable Growth at The Leela Kempinski Hotel, Gurgaon, India on 26<sup>th</sup>-27<sup>th</sup> April 2013 to highlight the emerging trends on Sustainability.

This Seminar would be addressed by renowned speakers from International professional bodies, academics, industry, management consultants. A large number of foreign & national delegates are expected to participate.

This is a unique opportunity for CMAs to interact with leading experts from around the world in the field of sustainability strategy and action agenda. The Summit will have technical sessions and also present the opportunity to share case studies on the theme of sustainability.

I urge upon you to take advantage of this unique opportunity to experience and be inspired by the excellent program; connect with old friends and meet new ones; enjoy the exhilarating social event and have a great summit experience.

Warm regards,

**SANJAY GUPTA**  
Chairman

SWAGATAM TO INDIA...

# LET'S MAKE OUR WORLD SUSTAINABLE

SUSTAINABLE BUSINESS IS AN ENTERPRISE THAT HAS NO NEGATIVE IMPACT ON THE ENVIRONMENT, COMMUNITY, SOCIETY OR ECONOMY. IT INCORPORATES PRINCIPLES OF SUSTAINABILITY INTO EACH OF THE BUSINESS DECISIONS. FOR THE PAST DECADE SUSTAINABILITY HAS BEEN AN IMPORTANT DEVELOPMENT ISSUE. CORPORATE BOARD MEMBERS AND SENIOR EXECUTIVES ARE LOOKING AT SUSTAINABILITY AS A CRITICAL BUSINESS ISSUE. SOME COMPANIES ARE TRANSFORMING THE ENTIRE BUSINESS TO BE MORE SUSTAINABLE. AT PRESENT SUSTAINABILITY IS IN VARYING STAGES OF MATURITY IN DIFFERENT COUNTRIES / COMPANIES.

## THE SUMMIT BRIGADE

CMA RAKESH SINGH- PRESIDENT

CMA S.C. MOHANTY - VICE PRESIDENT

CMA ARUNA VILAS SOMAN (MRS.)

CMA AMIT ANAND APTE

CMA A.S. DURGA PRASAD

CMA HARI KRISHAN GOEL

CMA DR. PVS JAGAN MOHAN RAO

CMA MANAS KUMAR THAKUR

CMA M. GOPALAKRISHNAN

CMA P.V. BHATTAD

CMA SANJAY GUPTA

CMA S.R. BHARGAVE

CMA DR. SANJIBAN BANDYOPADHYAYA

CMA T.C.A. SRINIVASA PRASAD





# SUMMIT PROGRAM AT A GLANCE



## 26<sup>th</sup> APRIL 2013, FRIDAY

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18:30 – 19:00 Hours • Registration

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19:00 Hours onwards • Theme Introduction and Global Celebration followed by dinner.

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## 27<sup>th</sup> APRIL 2013, SATURDAY

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10:00 – 10:45 Hours • Inauguration

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10:45 – 12:00 Hours • Session I – Emerging Sustainability trends and opportunities

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12:00 – 12:15 Hours • Twitter Break

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12:15 – 13:30 Hours • Session II – Integrating Sustainability into Strategy

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13:30 – 14:30 Hours • Networking Lunch

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14:30 – 15:45 Hours • Session III – Sustainable practices with case studies

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15:45 – 16:00 Hours • Partnering Break

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16:00 – 17:00 Hours • Open House Session & Valediction

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# SESSION BRIEF

## SESSION I

### **EMERGING SUSTAINABILITY TRENDS AND OPPORTUNITIES:**

The world-wide movement toward sustainability has made significant progress over the past few years as companies and cities have pursued strategies that balance future and current societal needs. Now, sustainable development is entering into a new phase, characterized by greater alignment within and between the public and private sectors.

Business organizations have realized that their partnerships and collaborative initiatives are often the best way to overcome obstacles to sustainability. These partnerships will help in satisfying the green goals of both the partners through carbon reduction and energy generation.

Today many companies disclose their sustainability information in sustainability reports. This encourages others who are not following sustainability practices to undertake it to have good public image. But the challenge for the public is how to measure the effectiveness of these activities. What are the standards needed to be developed, whether they should be having international acceptances or they should be regional. The issues are also about the assurance of the sustainability information. The session will address these issues in detail.

## SESSION II

### **INTEGRATING SUSTAINABILITY INTO STRATEGY:**

“Integrating sustainability” means that the environmental, social and broader economic factors, as well as more traditional financial factors are incorporated into business decision-making, actions and performance. Companies are increasingly integrating sustainability into their key business processes for different reasons, to manage new risks, gain business opportunity, or extend their role in society. They are integrating sustainability strategy into the corporate governance and operating frameworks.

Social and environmental risks are business risk and should be embedded into enterprise risk management processes. As a result, sustainability decisions become an integral part of business decision making, commercialization and capital management processes, the business planning cycle, and customer and supplier relationships.

But there are various issues to be considered before integrating sustainability into the strategy like: Level of integration, maintaining a balance between the profit and sustainability issues etc. The session will address these issues.

## SESSION III

### **SUSTAINABLE PRACTICES WITH CASE STUDIES:**

“Sustainability-focused companies outperform their peers”. They are more stable in times of crises. This is the conclusion of many studies done so far. So enterprises should learn about the good sustainable practices followed worldwide. This will help in incorporating sustainability in the enterprises strategy more effectively. It will help in enriching learning about the technical issues faced by following sustainability practices worldwide.



# PARTICIPANT FEE

Corporate Delegates:	INR 5000 per participant
Practicing Member Delegates:	INR 3000 per participant
International Delegates:	US \$200 per participant

The Seminar is Non-Residential.

The above fee is inclusive of 12.36% Service Tax.

The Fee includes course fee, course material & Kit, refreshments, Global celebrations & Dinner on day 1 and Lunch on day 2.

# TALK TO US

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For further assistance please feel free to contact Chairman, WTO & International Affairs Committee and Central Council Member,  
**CMA Sanjay Gupta** email - [Sanjay@sgaindia.in](mailto:Sanjay@sgaindia.in) M - +91 9810041074

## THE INSTITUTE OF COST ACCOUNTANTS OF INDIA

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**FOR MORE DETAILS LOG ON TO : [www.icmai.in](http://www.icmai.in)**



## SPONSORSHIP

The Summit offers an opportunity to the sponsoring organization to showcase its commitment towards Good Governance and Sustainability. By sponsoring this International Event they shall gain access to the national and international key corporate decision makers. The category-wise sponsorship benefits are given below:

### SEMINAR SPONSORSHIP:

Category /Amount	Benefits		
Platinum Sponsors • INR 5 Lakhs	Logo Display at Backdrop and all promotional materials including Delegate Kit	5 Delegate passes	5 Standee
Gold Sponsors • INR 3 Lakhs	Logo Display at Backdrop and all promotional materials	3 Delegate passes	3 Standee
Silver Sponsors • INR 2 Lakhs	Logo Display at Backdrop	2 Delegate passes	1 Standee

### OTHER SPONSORSHIP:

Category /Amount	Benefits	
Cultural Evening & Dinner on 26 <sup>th</sup> April • INR 3 Lakhs	<ul style="list-style-type: none"> <li>• 2 standees during Cultural evening &amp; dinner</li> <li>• Logo Display in all promotional materials</li> </ul>	3 Delegate passes
Lunch on 27 <sup>th</sup> April • INR 2 Lakhs	<ul style="list-style-type: none"> <li>• 2 standees during Lunch</li> <li>• Logo Display in all promotional materials</li> </ul>	3 Delegate passes
Delegate Kit • INR 1 Lakh	<ul style="list-style-type: none"> <li>• Logo Display in Delegate Kit</li> </ul>	2 Delegate passes

### ADVERTISEMENT IN SOUVENIR / KNOWLEDGE PACK

Category	Tariff (INR)
Back cover	INR 1,00,000
Front inside cover	INR 75,000
Back inside cover	INR 75,000
Special full page (Color)	INR 50,000
Ordinary Full Page	INR 30,000

# TAKE AWAY

## WE ARE CONFIDENT THAT THE PARTICIPANTS WILL TAKE WITH THEM THE FOLLOWING AFTER ATTENDING THE SEMINAR:

- Ways to create, enable, preserve, and report sustainable value for their organizations.
- Examining their roles through organizational sustainability, and requirement to deliver economic, environmental, and social performance.
- Drivers of sustainable organizational success to consider how they can be positioned to support their organizations, and the professional skills and competences they will need.
- The sustainability strategy for improving investor relations, risk management, procurement, facilities, IT, human resources, supply chain, and more.
- An understanding of the emerging concept of sustainable growth.
- New ways of thinking engaging, developing, implementing and monitoring sustainability in the workplace.





## THE LEEA KEMPINSKI HOTEL, GURGAON

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The multi Award winning **The Leela Kempinski Gurgaon Hotel and Residences** is located on the fringe of the Gurgaon Central Business District, 15 minutes comfortable drive from Delhi's New International Airport (5 KMs.) and 23 kilometers from Central Delhi.

- ACCOMODATION OPTIONS NEAR BY
- CAB SUPPORT
- WEATHER UPDATE
- ATTIRE FOR THE SUMMIT



INDIA  
WELCOMES  
YOU

