

# Pune Book Festival 2025

The Institute participated in the Pune Book Festival 2025, held from 13 to 21 December 2025, organized by the National Book Trust, India under the Ministry of Education, Government of India, at Fergusson College, Pune. The event provided a prominent platform to showcase the Institute's publications and professional initiatives.

The Institute's stall (F-20) was inaugurated on 13 December 2025 by CMA Neeraj Dhananjay Joshi, Vice President, in the presence of CMA Harshad Deshpande, Chairman, Journal & Publications Committee; CMA Chaitanya Mohrir, Secretary, WIRC; CMA Shrikant Ippalpalli, Chairman, Pune Chapter; and CMA Rahul Chincholkar, Vice Chairman, Pune Chapter.

Over the nine-day festival, the stall emerged as a vibrant hub for brand building and creating awareness about the CMA course. It attracted significant interest from students, members from various chapters, academicians, and other visitors.

The initiative effectively promoted the profession, as reflected in meaningful interactions, enquiries related to the CMA course, and the purchase of accounting and professional literature by visiting faculty members.

A notably large number of Institute members and students visited the stall throughout the festival. Their enthusiastic participation, interactions, and active engagement in discussions about the profession added to the overall success of the initiative and reinforced the Institute's strong connect with both aspiring and existing professionals.

Representatives from the Studies, Tax Research, Professional Development, Journal & Publications Departments, along with the Pune Chapter, coordinated the entire event on a regular basis. Their dedicated efforts and seamless coordination played a vital role in making the participation of the Institute at the Pune Book Festival fruitful and successful.

