



**THE INSTITUTE OF
COST ACCOUNTANTS OF INDIA**
(Statutory body under an Act of Parliament)

75
Azadi Ka
Amrit Mahotsav

60th NATIONAL COST CONVENTION 2022



May 27 & 28, 2022

**अध्यात्म से आत्मनिर्भरता की ओर
Self-Reliance through Enlightenment**

Lucknow, Uttar Pradesh

Behind Every Successful Business Decision, There is always a *CMA*

ABOUT THE INSTITUTE



**THE INSTITUTE OF
COST ACCOUNTANTS OF INDIA**
(Statutory body under an Act of Parliament)

The Institute of Cost Accountants of India was first established in 1944 as a registered company under the Companies Act with the objectives of promoting, regulating and developing the profession of Cost Accountancy. On 28th May, 1959, the Institute was established by a special act of Parliament, namely, the Cost and Works Accountants Act, 1959 as a statutory professional body for the regulation of the profession of Cost and Management Accountancy.

The Institute has since been continuously contributing to the growth of the industrial and economic climate of the country. The Institute is the only recognised statutory professional organisation and licensing body in India specialising exclusively in Cost and Management Accountancy.

The Institute of Cost Accountants of India is Founder member of International Federation of

Accountants (IFAC), Confederation of Asian & Pacific Accountants (CAPA) & South Asian Federation of Accountants (SAFA). The Institute is also a member of International Valuation Standards Council (IVSC), UK and International Integrated Reporting Council (IIRC), UK.

Institute's headquarters is situated at Kolkata with administrative office at New Delhi. The Institute operates through four regional councils at Kolkata, Chennai, Delhi and Mumbai as well as through 112 chapters situated in India, 11 Overseas Centres abroad and 2 Centres of Excellence. The Institute has a large base of over 90,000 Cost Accountants either in practice or in employment and around 5,00,000 students pursuing the CMA Course.

VISION STATEMENT

The Institute of Cost Accountants of India would be the preferred source of resources and professionals for the financial leadership of enterprises globally.

MISSION STATEMENT

The Cost and Management Accountant professionals would ethically drive enterprises globally by creating value to stakeholders in the socio-economic context through competencies drawn from the integration of strategy, management and accounting.

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ABOUT THE THEME



60th NATIONAL COST CONVENTION 2022

Atmanirbhar Bharat Abhiyan or Self-reliant India is the new ray of hope for India. The term is used as an umbrella concept with regard to make India a larger and more involved part of the world economy, pursuing policies that are efficient, competitive and resilient, that encourage equity, and being self-sustaining and self-generating. Five pillars of Atmanirbhar Bharat – *Economy, Infrastructure, System, Vibrant Demography and Demand*.

Atmanirbhar Bharat encompasses deepest values and meanings by which people live. Becoming 'Atmanirbhar' is not just a financial and economic dimension, but also cultural and psychological and for this we need spiritual and religious guidance. Faith in God, devotion towards Guru, service towards humanity, and love towards nation are the essential prerequisites of noble character which are also strategic levers for achieving the objectives of Atmanirbhar Bharat.

Building modern infrastructure will serve as a strong foundation for a new and 'Atmanirbhar Bharat'. The multiplier effect of infrastructure development in generating more employments and entrepreneurial opportunities is undoubted. The Total Cost Management is vital for realizing the vision of an efficient infrastructure in the country.

Building a healthcare system that is resilient and sturdy forms the foundation of Prime Minister's vision of Atmanirbhar Bharat, "We are moving ahead to meet the goal of Universal Health Coverage with "Whole of Society" approach with Sahbhagyata and Sankalp. Healthcare can be a very powerful engine for wellbeing of the people and job creation. We need to make our quality healthcare affordable to people.

Tourism sector is a major engine for economic growth and generation of employment opportunities. The Ministry of Tourism has also undertaken a slew of initiatives, such as the Incredible India 2.0 campaign focusing on niche tourism products including wellness and adventure tourism, as well as investment into the



industry through schemes, such as Prashad and Swadesh Darshan. **Uttar Pradesh with its focus on Ayodhya and Kashi is poised to attract large number of tourists.** To give a fillip to tourism we need to develop appropriate tourism packages keeping the affordability aspect in view by applying appropriate cost analysis approaches.

Education also aids in the upliftment of economically underprivileged groups and results in the creation of numerous job and employment opportunities. Education creating literates is easy. Moulding them into scholars should be the objective of education. This should be based on spirituality and values. The National Education Policy and the gradual evolution of education over the years is a step in this direction.

All this and much more constitutes the agenda of the 60th National Cost Convention (NCC-2022) on the theme **अध्यात्म से आत्मनिर्भरता की ओर (Self-Reliance through Enlightenment)** to be held in Lucknow during 27th and 28th May 2022. There will be Technical Sessions with focussed discussions on the role of CMAs in the prevailing and emerging economic and regulatory environment of the Country, to enrich the knowledge of the participants and enhance the skill set of the professionals.

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MESSAGE OF THE PRESIDENT



**THE INSTITUTE OF
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CMA P Raju Iyer
President



Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. The Prime Minister raised a clarion call to the nation giving a kick start to the Atmanirbhar Bharat Abhiyaan and announced the Special economic and comprehensive package of INR 20 lakh crores - equivalent to 10% of India's GDP. The aim of this movement is to make the country and its citizens independent and self-reliant in all senses.

Health and well-being is on the top of the prominent pillars of Atmanirbhar Bharat. The challenge for any country around the world today is to keep good health for its citizens at affordable cost. While many factors contribute to success in the global economy, no country can be competitive without a healthy and productive population.

Tourism is the lifeline of the Country and serves as an important sector in the economic development of India. Considering the unique role tourism plays in providing livelihood opportunities outside big cities while preserving cultural and natural heritage of the country, Rural Tourism has been identified as one of the niche tourism areas for development.

Education is the right of every Indian citizen, regardless of gender or social status. It promotes a democracy that comprises a civilized and well-mannered society. Over the years, awareness has increased in India about the need to ensure that quality education reaches children from all social backgrounds.

Sustainable Development requires infrastructural, social and technological support by the government in implementing various schemes and projects. Apart from being a critical driver of economic growth, global inward

investment is a major source of non-debt financial resource for the economic development of India.

CMA techniques are instrumental in controlling cost in all areas of a manufacturing business to attract foreign investors to invest in manufacturing business leading to employment generation, improvement in purchasing power for consumers, which eventually would help industry realize the potential of India as the great bazaar. CMAs with foresight and appropriate strategic planning assist the competent authority in legal, regulatory and tax considerations consequently promote the investor's interest regarding investment to overcome the challenges and generate favourable returns. Cost control is critical for competitiveness in the export market.

To celebrate the spirit of Atmanirbhar Bharat and to propagate the contribution of the Cost and Management Accounting Profession towards the same, we are coming to Uttar Pradesh, the land of spirituality, education and enlightenment, for the first time to organise the 60th National Cost Convention of the Institute. The historical city of Lucknow will host the 60th NCC 2022 on the theme **अध्यात्म से आत्मनिर्भरता की ओर**. The region serves as a confluence of high class education with the assemblage of IIM, IIT, Universities, Law Colleges, Professional Bodies, Management, Medical and Engineering Institutions flavoured with spirituality and cultural heritage. We are sure that this unique blending of spirituality, education and culture will guide us towards knowledge, enlightenment and self-belief. This is the essence of the 60th NCC 2022 to be organised by the Institute of Cost Accountants of India.

We are confident that with the participation of Industrial leaders, valuable guidance of esteemed speakers, gracious presence of distinguished guests and delegates from profession, industry, regulators and government the 60th National Cost Convention 2022 will be a hugely successful event of the Institute and the CMA profession.

Wishing all of the participants a very happy, healthy and enlightening stay at Lucknow.

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MESSAGE OF THE CHAIRMAN



**60th NATIONAL COST
CONVENTION 2022**

The Aatmanirbhar Bharat Mission is expected to be a game-changer for the Indian economy in the coming decades. Being Aatmanirbhar does not mean cutting off from the outside world, isolation, or solidarity; it is more or less about self-sustaining and self-generation. In no way a self-reliant scheme aims to be protectionist. Intent, Inclusion, Investment, Infrastructure, and Innovation are critical factors for India in responding to a high growth trajectory which requires reforms which are systemic, planned, integrated, inter-connected, and futuristic for the Nation's overall development.

The agenda of the 60th National Cost Convention 2022 on the theme of Adhyatm Se Atmanirbharta Kee Ore will be to organise thought provoking deliberations during the sessions on the subthemes like Sustainable Businesses through Cost Excellence, Cost Audit in new technological perspective, Integrated Reporting, ESG etc., Make In India and Production Linked Incentive (PLI), Sharing the Vision and Post COVID Recovery, Social Care – Nation Care, Imperatives and Role of CMAs in Affordable Health Care, New Education Policy and Affordable Education, IBC: Panacea for distressed Companies to name a few. The idea is to showcase the strength of the CMA profession to the world and highlight the importance of spirituality to attain the objectives of Self Reliant India.

The 60th NCC 2022 will be inaugurated on 27th May 2022 at Lucknow and will have full day technical sessions and CFO Forum. The event will have a cultural evening followed by dinner. On the second day i.e. 28th May the Institute will celebrate the contribution of the CMA profession to mark the Foundation Day. This will be followed by a technical session and valedictory session. We are expecting a host of resource persons to express their thoughts during the event to enlighten the participants.

We are looking forward to welcome you at Lucknow and making this a historic event for the Institute and the profession.

Join us and celebrate the spirit of the CMA to showcase the world the power and strength of the CMA Profession.

CMA Vijender Sharma
Chairman – NCC



CMA (Dr) Balwinder Singh
Convener – NCC



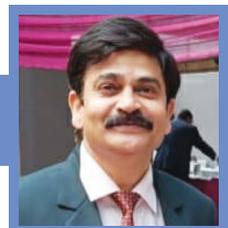
CMA Rakesh Bhalla
Program Coordinator – NCC



CMA Shailendra Paliwal
Co-Chairman – NCC



CMA Rajneesh Bhatnagar
Co-Convener – NCC



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CONVENTION COMMITTEES



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Convener

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Program Co-ordinator

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CMA Yogesh Gupta, Cost Accountant

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60th NATIONAL COST CONVENTION 2022

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CMA Bashir Masoudi, Chairman, Srinagar Chapter
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CMA Debasish Mitra, Council Member

Members

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CCM Ashwin G Dalwadi, Council Member
CMA Rajeev Mehrotra, Past Chairman, NIRC
CMA Ashok Kumar Jethalia, Chairman, Kota Chapter
CMA Monika Duggal, Chairperson, Ludhiana Chapter

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PROGRAM STRUCTURE



**THE INSTITUTE OF
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27th May 2022

Registration (0830 to 0930 hours)

Inaugural Session (0930 to 1100 hours)

Plenary Session: (1130 to 1300 hours)

अध्यात्म से आत्मनिर्भरता की ओर (Self Reliance through Enlightenment)

- Professional Success through Spirituality
- Self-Reliant India and Skill development- Government perspective
- Tourism - Monetizing the heritage and diversity of India
- Infrastructure - Towards Cost Effective infrastructure building

TECHNICAL SESSION 1

Sustainable Businesses through Cost Excellence (1400 to 1530 hours)

- Cost Audit in new technological perspective
- Integrated Reporting, ESG etc.
- Make In India and Production Linked Incentive (PLI)

TECHNICAL SESSION 2

Leadership: Sharing the Vision and Post COVID Recovery (CFO Forum) (1600 to 1730 hours)

- Theme Self Reliant India

Cultural Evening followed by Dinner

(1900 hours onwards)

28th May 2022

TECHNICAL SESSION 3

CMA Day Celebrations: (0930 to 1030 hours)

TECHNICAL SESSION 4

Social Care - Nation Care (1100 to 1300 hours)

- IBC: Game changer for EODB Rankings of India
- Imperatives and Role of CMAs in Affordable Health Care
- New Education Policy and Affordable Education - Need of the Hour

Valedictory Session

(1300 to 1400 hours)

DAY 1

Tea Break (1100 to 1130 hours & 1530 to 1600 hours)

Lunch Break (1300 to 1400 Hours)

DAY 2

Tea Break (1030 to 1100 hours)

Lunch Break (1400 Hours onwards)

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REGISTRATION PROCESS



**60th NATIONAL COST
CONVENTION 2022**

Who can attend?

Cost and Management Accountants, Company Secretaries, Chartered Accountants, Legal Professionals, MBAs, Directors and other Senior Management Executives in the Corporate & Services Sector and other Professionals working in Costing, Financial, Management and Academic Disciplines would benefit from participating in the Convention.

Who will address?

Eminent persons from the Government and Industry, including Professionals & Management Experts will address the delegates.

DELEGATE FEE

Particulars	Delegate fee
Corporate Delegate	INR 6,000 + 18% GST
Cost Accountant-in-Practice / Self Sponsored Member	INR 4,000 + 18% GST
Accompanying Spouse	INR 2,500 + 18% GST
Students	INR 1,500 + 18% GST
Foreign Delegate	USD 250

Note:

- In case 5 or more delegates are registered by a Company, a discount of 10% in corporate delegate fees will be available.
- Accompanying Spouse and Students shall not be entitled for the Delegate/ Convention Kit.
- The entire fee is payable in advance and is not refundable once the nomination / delegation fee is received.
- The members of the Institute of Cost Accountants of India will be given 8 CEP hours for attending the Convention.

For more details, please visit the website: www.icmai.in

ABOUT LUCKNOW

Lucknow is the capital and largest city of the Indian state of Uttar Pradesh. It is the eleventh most populous city and the twelfth most populous urban agglomeration of India. Lucknow has always been known as a multicultural city that flourished as a North Indian cultural and artistic hub and the seat of power of Nawabs in the 18th and 19th centuries. It has been listed as the 17th fastest growing city in India and 74th in the world. Lucknow is easily accessible from all major cities in the country. Bounded on the east by Barabanki, on the west by Unnao, on the south by Raebareli and on the north by Sitapur and Hardoi, Lucknow sits on the North-Western shore of the Gomti River. Hindi is the main language of the city and Urdu is also widely spoken.

Prominent places to visit near Lucknow are Naimisharanya which is a revered Hindu temple enshrined by the God Vishnu, located on the banks of Gomti River in Sitapur district. Bithoor is a quaint little town nestled away in the Kanpur district of Uttar Pradesh, acclaimed for being an important hub of pilgrimage for Hindus. Ayodhya: Assumed to be the birthplace of Lord Rama, Ayodhya has so much colour and spirituality to see for its tourists taking the form of various attractions here including Ram janmabhoomi and various other temples. Dewa or Dewa Sharif situated in the Barabanki district is a small town which is renowned worldwide for the shrine of Haji Waris Ali Shah.

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SPONSORSHIP & ADVERTISEMENT TARIFF



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PLATINUM SPONSOR (Rs. 10 Lacs)

(Add GST @ 18%)

- Prominent Display on the convention backdrop as Platinum Sponsor.
- Acknowledgment on National Convention website as Platinum Sponsor.
- Display as the Platinum Sponsor on the banners and signage.
- Full Page Colour Advertisement in the Convention Souvenir and ICAI's Journal.
- Sponsor Logo in delegate badges, cover page of the writing pad of Convention.
- Delegate Fee exemption for 10 delegates.

GOLD SPONSOR (Rs. 5 Lacs)

(Add GST @ 18%)

- Prominent Display on the convention backdrop as Gold Sponsor.
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- Full Page Colour Advertisement in the Convention Souvenir and ICAI's Journal
- Sponsor Logo in delegate badges, cover page of the writing pad of Convention.
- Delegate Fee exemption for 6 delegates.

SILVER SPONSOR (Rs. 3 Lacs)

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- Display as the Silver Sponsor on the banners and signage.
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SPONSOR FOR LUNCH/DINNER (Rs. 3 Lacs)

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SPONSORSHIP & ADVERTISEMENT TARIFF



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SPONSOR FOR CONVENTION KIT (Rs. 3 Lacs)

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- Sponsor Logo printed on Convention Kit.
- Full Page Colour Advertisement in the Convention Souvenir and ICAI's Journal.
- Delegate Fee exemption for 4 delegates.

OTHER SPONSORSHIPS AVENUES

(Add GST @ 18%)

• Tea-Coffee Break (3 Qty)	Rs. 1,00,000 each
• Cultural Event	Rs. 1,00,000
• Mementoes	Rs. 1,00,000
• Others (Banners/Publicity Material)	Rs. 75,000

ADVERTISEMENT TARIFF FOR SOUVENIR

(Add GST @ 18%)

• Back Cover	Rs. 2,00,000
• Front / Back Cover Inside	Rs. 1,50,000
• Colour Full Page	Rs. 1,00,000
• Colour Half Page	Rs. 75,000
• Black & White Full Page	Rs. 75,000
• Black & White Half Page	Rs. 50,000

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Venue:

Indira Gandhi Pratishthan

Kathauta Chauraha Road, Vibhuti Khand,
Gomti Nagar, Lucknow-226010, Uttar Pradesh

CONTACT DETAILS

HEADQUARTERS

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Ph: +91-11-24666124/103/127/151

E-mail: ncc2022@icmai.in | Website: www.icmai.in

● Lucknow Chapter of Cost Accountants: ●

CMA Bhawan, Vikas Khand-1, Gomti Nagar, Institutional Area,
Lucknow-226010, Uttar Pradesh



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