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ISMA is dedicated to promoting best practices in area of cost & management accounting. ISMA represents open forum of professionals working in area of Cost & Management accounting who integrate accounting expertise with advanced management skills to achieve business success.

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FROM THE DESK OF EDITORIAL

Dear Reader,

The journey towards the fulfillment of ISMA vision of development of CMA Profession is moving to an inflection point. ISMA has successfully organized evening program on the topic achieving Breakthrough in Profits and Cash Flows in association of Noida Management Association.

We are planning to conduct few more knowledge sessions in coming months.

ISMA also realized need of qualitative research in area of management accounting for development of CMA profession. To achieve this objective we invite proposals from CMA/MBA students or Academicians of reputed Management Institutes/ Colleges to carry out joint study/ research projects with specific focus to the application of Management Accounting tools and techniques.

We are also looking local Volunteers / Coordinators who could act as a local chapter organizer of ISMA to conduct professional activities in their respective areas. ISMA would provide them necessary knowledge & functional support. Please bring this notice to the attention of who-so-ever Finance professionals to be interested to take up this activity. Interested person should drop a mail on cmaindiaonline@gmail.com

We wish to share the IV edition of ISMA Newsletter and await your feedback to make it more interesting and informative.

Let's transform CMA Profession together.



GST And Road Ahead:

To read full coverage please click on [Hyperlink](#)

GST and the Road Ahead

By Dr Sunil Gupta

Role of CMAs in GST (Goods and Services Tax) in India Source <http://gst.caknowledge.in/>

The Road MAP - All About GST in India

Source : <http://www.ey.com/>

Role of CA and CMA in GST

By CMA Harshad S Deshpande

ISMA Jt. Secretary CMA Manish Kandpal addressing Session on GST organized by ICAI



ISMA President CMA Pankaj Jain has conducted Session on Financial Analysis & Decision making for Entrepreneurs



ISMA Advisory Board Member CMA N.V.V.Chalapathi Rao conferred Award By Ghana Club 100 Award Ceremony.



ISMA conducted evening talk

Indian Society of Management Accountants (ISMA) in association with Noida Management Association organized an evening talk on the topic "Achieving Breakthroughs in Profits and Cash Flows" on 20th Aug at NMA House , Sector 62 , Noida.

Mr Vinay Agarwal , Alumnus of IIT Kanpur and IIM Kolkata & Managing Partner of PGT Partners addressed the topic . Addressing the topic he emphasized the importance of Theory of constraints and its application on achieving Breakthrough in Profits and Cash Flows.



As we often struggle to identify constraints in our work environment. . Many of us find it difficult to pinpoint the ACTIVE CONSTRAINT, that is, the "weakest link" that governs the productivity of entire value chain. Implementing the Theory of Constraints has yielded remarkable results for companies around the world in achieving higher return and free cash flow.

The very presence of the honorable President of Noida Management Association Sh. S.K. Tomar, President of ISMA CMA Pankaj Jain in today's program in spite of their busy schedule was a reflection of importance of this evening talk.

S K Tomar, President NMA, in his welcome address , talked about importance of Financial objective of Business and expressed the need of Management tools in achieving the business objective.

Aprox. Hundreds participants from professionals' background, Students and industry representatives attended the event and benefited from the program. The event was also supported by Channel partners and with their representatives of CFO4SME , Noida chapter of ICSI , IIT-IIM Alumni, Ek Print and YEN Shaping Future . Lastly event was concluded by Secretary of ISMA Dr Amarendra Kumar with his closing remarks and Vote of Thanks.

