

Indian Society of Management Accountants

CMAs are helping India to achieve sustainable inclusive growth

Press Release / Dated 16th May 2020 / ISMA

Indian Society of Management Accountants (ISMA) in association with its knowledge partner IRE CFO Services www.irecfo.com organized a successful Global CFO Web Conclave on 16th May 2020 having 17 Panelists/ change leaders from 7 countries, holding Finance Head/ CFO/ Director Position. The web conclave was focused on combating challenges of cost and cashflows during Covid19 crisis by Business. Addressing to the topic the panelists of CFO have brought majorly four deliberation points i.e. challenges of cost as today industry is facing, how to handle the cash crisis and liquidity Problem, key suggestions to turnaround with these issues and then the fourth one was CFO magic mantra for corporate success. The four hours session was well attended by almost 100 participants from different countries, as well as participants from India along with representatives of event partners IRECFO, CFO4SME, Young Entrepreneurs Network (YEN) and Noida Management Association (NMA). The program was supported by our digital partner "ekPrint" and by the media partner "The Publicist"

In his opening remarks at the conclave, CMA & CS Pankaj Jain, Founder and CEO of IREcfo, also host and moderator of the web conclave, said "CFO's focus is on finance but their overall perspective is on every key aspect of the business and its sustainable growth. However, every aspect of business has changed with the COVID-19 pandemic. He further emphasized on the role of CFOs as they need to adopt more robust approach with positive mindset and showcase their skills of financial and managerial leadership to embrace new challenges under ongoing global business scenario"

The web conclave was facilitated with the exchange of opinions and expertise by the list of the panelist represented by CA Manoj Jain, Director Finance- Saya Group, India , CMA N V V Chalapathi Rao, CFO- B5 Plus Ltd., Ghana ,CA Sushil Parikh, CFO- INI Farms Pvt. Ltd., India ,CS Ashutosh Kumar Singh, Regional CFO (East Europe), SMR Automotive, Hungary ,CA MK Rustagi, President and CFO-Pioneer Polyleathers Ltd., India ,CA Sandeep Mishra, Finance Head- Prateek Group, India ,CMA Umesh Srivastava, Director- VinMart Group, Dubai CA Sandeep Mittal, CFO- Holistic Group, India ,CS C.J. Kalra, CFO and CS, Frog Cellsat Ltd., India ,CMA TK Peer, CFO- Mahagun Group, India ,CA Srinivas Achar, Group CFO- Novomed Healthcare Group, U.A.E., CS Vinay Gupta, Head Business Planning and CS, ICRA Analytics Ltd, India ,CMA Manoj Krishna, CFO-

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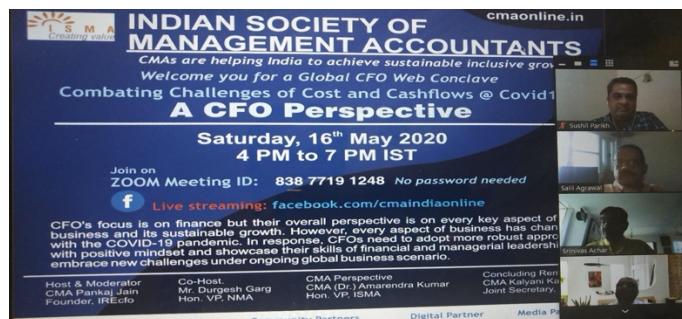
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Asafwah Food and Beverages, Oman, Mr. Abhishek Gupta, IIM Calcutta Alumnus, SVP- MARV Capital, USA, Mr. Salil Agrawal, IIM Ahmedabad Alumnus, Founder- Suvitama, India (Management Consultant).

Participants welcomed the opportunity to exchange views on conclave topic with the panelist of these change leaders. The Speaker of the conclave CA Manoj Jain, Director Finance- Saya Group, emphasized “ We should explore additional opportunities in current scenario to manage the cash problem and clarify the role of bankers, suppliers and Service providers those are main partners of business and advise the business to approach them to renegotiate the contractual terms to overcome with current liquidity crisis.”

Mr Durgesh Garg Hon. VP of NMA, while addressing during welcome message he emphasized that “Role of CFO’s are vital to an organization’s functioning. Given the current COVID19 scenario, their role has become the most important as they are the ones who have the daunting task of keeping costs under control while managing cashflows for the organizations in the most effective manner”

“The role of CMA is not limited now as a “business partner” they must pivot to “crisis manager” and become actively involved in the company’s crisis management” shared as CMA Perspective by Hon. VP of ISMA Dr. (CMA) Amarendra Kumar; thereafter followed by CMA Kalyani Karna , Joint Secretaty, ISMA with Vote of Thanks.

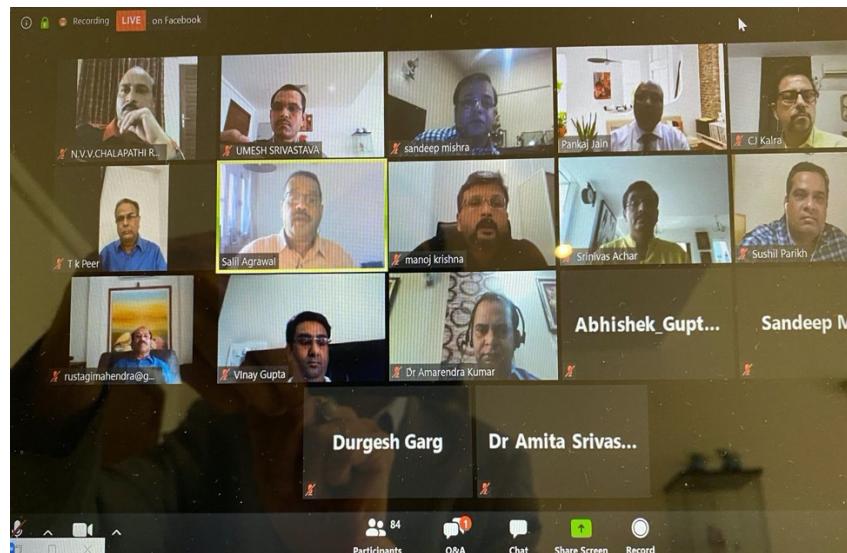


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Video Link www.facebook.com/cmaindiaonline

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Indian Society of Management Accountants (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.

Knowledge has no limits learning has no end. Inspired with this guiding principle ISMA has been organizing workshop, seminars and webinar in regular interval. “Achieving Breakthroughs in Profits and Cash Flows , Demonetization - Its Impacts on Business and Way Forward , Financial Analysis and Decision Making for Entrepreneurs , Driving Business Performance During Covid19 Recovery and Discussion on Indian Budgets were few successful events organized by ISMA in past. During these events a meaningful interaction among Finance Professional Fraternity, industry leaders and academician has been initiated by ISMA with an aim to promote management Accounting profession.

In near future ISMA is planning to organize many more Web Conclaves/ Webinars in areas of MSME, Realty, Business Opportunities, Leadership, Management Accounting Topics and other Cross Functional areas.

Pankaj Jain

Pankaj Jain is a seasoned CMA, CS and alumnus of IIM, Calcutta with vibrant spirit of entrepreneurship, having over 30 years of diversified experience across wide spectrum of industries while working at India and overseas with proven track record of aligning strategies with business and building trust based relationships globally. **While working at top corporate level positions like VP, CFO, CEO, Director, he has successfully managed the reputed business houses such as Super Seals, IAP, ERA Infra, Logix Group.** Currently, he is engaged as Founder & Mentor of IRE CFO Services LLP which provides Solutions for Infra & Real Estate with Speciality in RERA / IBC Consulting and Project Funding.

IRE CFO Services

IRECFO Services is a leading company engaged in RERA Consulting with prime focus on U.P. and Haryana and so far, has successfully handled more than 108 real estate projects under its Rera Consulting Vertical.

IRECFO has a team of diverse professionals having rich and strong multi-dimensional experience of Real Estate Business while working at Top Corporate Level positions with unique competency of taking Deep Dive into such complex matters having multi-level cascading long term impacts on Real Estate Business.

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