



# CMA CONNECT

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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.

### ISMA Governing Council

- CMA Pankaj Jain ; President
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- CMA ( Dr.) Amarendra Kumar ; Vice President
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- CMA Kalyani Karnia; Jt. Secretary
- CMA N K Gupta ; Treasurer
- CMA Dr S K Tayal ; Member
- Mr Hardik Dholakiya ; Student Member

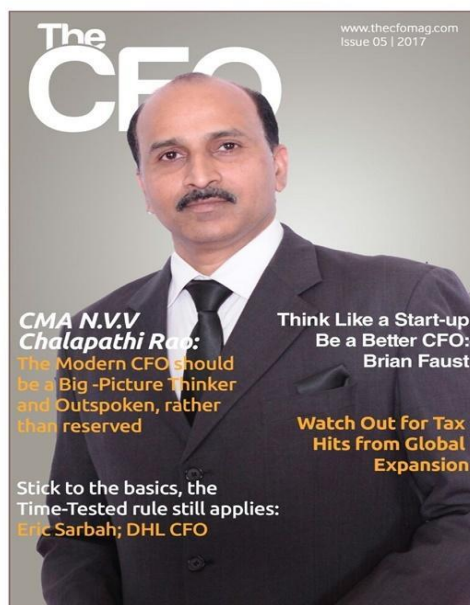
### ISMA Advisory Board

- Prof. (Dr.) Paresh Shah
- CMA Jamila Lokhandwala
- President ,Sr. Vice president & Vice president

### International Advisory Board

- Gary Cokins , USA
- CMA Jon Jon Tay , Malaysia
- CMA N.V.V.Chalapathi Rao , South Africa
- CMA Umesh Kumar Srivastava , Dubai

The CFO Magazine of South Africa provided an attention to CMA N.V.V.Chalapathi Rao on Cover page of its latest Issue 5 | 2017.



The magazine also covered his outlook about Modern CFO . Mr Rao is currently Group CFO for a Diversified Group based at Ghana and also acting Advisory Board Member of ISMA

### ISMA welcome Gary Cokins to its Advisory Board



ISMA is extremely excited to extend its global presence through association with World renowned Management Accounting Professionals. In pursuit to achieve this objective ISMA has recently inducted **Gary Cokins** in its International Advisory Board.

We are very pleased to welcome Mr Gary Cokins to Advisory Board of ISMA. We anticipate that his skills and expertise will be Resourceful Asset to our CMA Professional spread across all over INDIA.

Gary Cokins is an internationally recognized expert, speaker and author in advanced cost management and performance improvement systems. Gary received a BS degree with honors in Industrial Engineering/Operations Research from Cornell University in 1971. He received his MBA with honors (Beta Gamma Sigma) from Northwestern University's Kellogg School of Management in 1974.

He is the founder of Analytics-Based Performance Management LLC. Gary began his career with Deloitte Consulting. Next with KPMG Peat Marwick, Gary was trained on ABC by Robert S. Kaplan and Robin Cooper. Gary headed the National Cost Management Consulting Services for Electronic Data Systems from 1996 to 2012 he was a Principal Consultant with SAS, a global leader in analytics software.

Mr. Cokins has participated and served on committees including: CAM-I, the Supply Chain Council, the International Federation of Accountants (IFAC), the Institute of Management Accountants, the AICPA, and the American Association of Accountants (AAA).

For his detailed biography please visit below website link <http://www.garycokins.com> , Contact him at [gcokins@garycokins.com](mailto:gcokins@garycokins.com) for a free consultation on which one or more EPM method can most improve your organization to more effectively reach your goals.

[Download Links of Articles written by Gary:-](#)

[What's Broken About Budgeting?](#)

[Is it Better to Have No Costing than Bad Costing?](#)

[The Best Part of the Budget is When it is Over](#)

[CFO Leadership with Business Analytics – Nature or Nurture?](#)

[Frustrations of a mover and shaker for managerial accounting](#)

[CFOs - Vanguards or Villains?](#)

[Are CPAs Joining the Dark Side?](#)

[Some Accountants are the Blind Leading the Blind](#)

[A Passionate Appeal for Activity-Based Costing \(ABC\)](#)

[How Marketing and Finance Think Differently](#)

[How Many Types of Key Performance Indicators \(KPIs\) are There?](#)

[Put Your Money Where Your Strategy Is](#)

[The CFOs Expanding Role - Reality or Delusion?](#)

[Measuring and Managing Customer Profitability](#)

### New Chapters Chairman of ISMA

#### CMA Geetha Varadarajan - Chairperson Bangalore

CMA Geetha Varadarajan ACMA, ACS is Founder of Ind Tax Consultants, Bangalore. She is EX. Member of the Indian Cost Accounts Service of India and Ex Advisor of the Ministry of Corporate Affairs. CMA Geetha possess more than 25 years of professional service in different capacities in the Central and State Government Organisations..Out of this 10 years experience in the Central Excise and Service Tax Department at senior level in Audit and solving complex issues. She acted as member in the governing council of educational Institutes like CIPET, NIPER etc run by Central Government and was director in number of PSUs like IDPL, Hindustan Insecticides Limited, Karnataka Antibiotics Ltd, Bengal Chemical and Pharmaceutical Ltd etc. She has authored of books in area of Service Tax , FDI and Money Laundering

#### CMA Narayan Jha - Chairman Noida

CMA Narayan Jha is as associate Member of Institute of Cost Accountants of India, fellow member of Institute of Company Secretaries of India and Law graduate from Delhi University with more than 18 years of diversified experience across wide spectrum of industries. Presently he is working as General Manager (Post Sales) with Noida based Wave Group which has interests in Residential Townships, Retail Malls, and Hotels.

#### CMA Jitendra D Deshmukh - Chairman Pune

CMA Jitendra D Deshmukh is member of Institute of Cost Accountants of India, having 14 years of rich professional experience in Public as well as private such as FMGC, Service, Furniture, Chemical industries, Engineering, Scientific equipment manufacturing, etc. He worked in the areas of Monthly Reporting and Analysis, Supervision of Finance dept., Internal Controls and Management assessment, Budget Preparation and Financial Planning, Compliance etc.

#### CMA (Dr.) Vipin Agrawal - Chairman Modinagar

CMA Dr. Vipin Agrawal treasures over 20 Years of in-depth exposure of Industry-Oriented Research with a focus on Higher Education. He is an enthusiastic and self-motivated Management Research Practitioner. Dr. Vipin is the Fellow Member of the Institute of Cost Accountants of India (FCMA - ICAI) and the Associate Member of the Institute of Company Secretaries of India (ACS - ICSI). Besides, Doctorate (Ph.D.) in Finance,

### ISMA looking Local Volunteers

Wanted Local Volunteers / Coordinators acting as a Chapter Chairman 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.

### Invitation from Thought leaders

ISMA invites experts and thought leaders in management accounting to share their real life recognized contributions in area of cost & management accounting to publish in ISMA newsletter. The same are reviewed in a two-stage process by ISMA Advisory and governing council to determine if these are appropriate for consideration. Best contribution after evaluation will also be consider to cover in ISMA website under section of ISMA Management Accounting resource person to build up their own personnel brand and recognitions among corporate world. For more details please email us [cmaindiaonline@gmail.com](mailto:cmaindiaonline@gmail.com)