FIRST ALL REGIONAL COUNCILS
JOINT PROGRAM IN NORTHERN REGION
(Joint Participation by EIRC, NIRC, SIRC and WIRC)

&

PUNJAB STATE CONFERENCE
(Host: Jalandhar Chapter of NIRC)

on

"EMPOWERING SME'S & GOING BEYOND"
Saturday, December 15, 2012

Venue:
Hotel Ramada City Centre,
Namdev Chowk, Jalandhar

Program Credit Hours For Members : 04
PDP Hours For Students : 08

Organised by:

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

ICSI-NIRC Building, Plot No 4, Prasad Nagar Institutional Area, New Delhi - 110005
Tel No. 49343000 fax - 011 - 25722662 e-mail : niro@icsi.edu
FIRST ALL REGIONAL COUNCILS
JOINT PROGRAM IN NORTHERN REGION
Joint Participation by EIRC, NIRC, SIRC and WIRC

PUNJAB STATE CONFERENCE

Theme
“EMPOWERING SME’s AND GOING BEYOND”

Introduction

Small- and medium-sized entities (SMEs) have been undisputedly recognized in world economies as engines for growth and employment, and vital to the sustainability of economic development. They are arguably more innovative in bringing new products to market and in creating entirely new markets than larger, more mature companies.

The contribution of SMEs in India is more than 17% in Country’s GDP and 45% to Industrial production. It is also the second largest provider of employment after agriculture. SMEs also contribute to 40% of total exports directly and a significant amount of exports indirectly through large trading houses or third parties. The SMEs are dominant players in some of India’s major export sectors namely Textiles and Garments, Leather products, Sports goods, Gems and jewelry, Handicrafts among others. They also contribute substantially in industrial goods segments in sectors such as electrical, engineering, rubber and plastics. The development of SME sector is the priority agenda of Government of India and numerous measures are being taken by the Government for its organized governance and growth. Formation of SME Exchange is one of the greatest measure in this direction.

SMEs are underserved especially in terms of finance and Governance. They often look for a range of professional services, both to help them comply with regulations and to enhance their business performance. SMEs offers tremendous and varied opportunities for Company Secretaries in practice as well as in service due to their specialized knowledge and skill set. Company Secretaries are acting as catalysts in bringing reforms through restructuring, reengineering, better Governance, enhanced capitalization etc. The immense importance attached to the SME sector has made indispensable for all the professionals to acquaint themselves with the latest developments taking place in this sector as a result of globalization of corporate activities and advancement of Information Technology.

The Objective of the conference is to make the industry aware about the enormous potential in the SME sector and to leverage the entrepreneurial capability in right prospective for growth through professional governance. Company Secretaries having specialized knowledge in Corporate Governance help organizations in creating value, meet challenges and respond to opportunities. The conference will focus to evaluate the areas for improvisation and system to build value, add controls and improve transparency through better corporate governance.

Eminent Speakers from the financial Institutions, regulatory bodies, government and
Specialized agencies will be deliberating issues being faced by SMEs and would suggest areas for the improvement and growth of this sector. Distinguished CEOs and Entrepreneurs from Trade and Industry, Banking and Insurance, Company Secretaries, Advocates, Cost Accountants, Chartered Accountants, from all over India particularly Punjab, Chandigarh, J&K, U.P., Rajasthan, Delhi, Haryana and H.P will be attending the conference. *This will provide you networking opportunity over Lunch and dinner.*

This is a pioneering effort of NIRC to bring together all the Regional Councils on a common platform and invite professionals from all across India to deliberate and discuss the important aspect of improving the SME sector in the Country.

The deliberations at the conference will help Company Secretaries and Trade and Industry in exploring these opportunities.

**Topics for Conference**

**SME revitalization - a call for Partnership**

A look at the combined role of industry, government, professionals and academic actors in SME revitalization, their collaborative effort can go a long way in taking SME's to next level.

**Business process reengineering for SMEs - An innovative success tool for strengthening capabilities for global competition**

Good Growth cannot come without 3rd G - Good Governance. Globalization poses a serious threat to SME segment. Redesigning, restructuring, process reengineering, and change management in the organizational culture through the Company Secretaries in gearing up the SMEs not only to survive this global competition but also tackle it head on.

**Transformation in SME financing from Small Money to Smart Money**

Gone are the days of traditional self financing in SMEs. Its time to go for innovative ways for financial infusion. Also an insight into how SME exchange offers a more comprehensive and elevated platform for financing the SME's through Professional expertise.

**Day, Date & Time:**  
**Saturday, December 15, 2012**  
11.00 A.M. to 7.00 P.M.

**Registration Fee : (Non residential) inclusive of Service Tax**

<table>
<thead>
<tr>
<th>DELEGATE</th>
<th>Registration Fee per person</th>
<th>Early Bird upto Dec. 5, 2012</th>
<th>Registration fee upto Dec. 5, 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members and Participants (Non Residential)</td>
<td>1900/-</td>
<td>Rs. 200/-</td>
<td>1700/-</td>
</tr>
<tr>
<td>Students (Non Residential)</td>
<td>1200/-</td>
<td>Rs. 100/-</td>
<td>1100/-</td>
</tr>
<tr>
<td>Spouse</td>
<td>Rs. 1500/- and Rs. 1100/- (without Cultural Eve/dinner)</td>
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FREE for Corporate Members of EIRC, NIRC, SIRC & WIRC (Self Only).
Application for registration may be sent along with local Cheque/Demand Draft favouring 'NIRC of ICSI' payable at New Delhi OR Jalandhar Chapter of NIRC of ICSI payable at Jalandhar at the addresses given below:

Deputy Director
NIRC of ICSI, ICSI-NIRC Building
Plot No. 4, Prasad Nagar Institutional Area
New Delhi-110005
Ph (011): 49343000
E-mail: niro@icsi.edu

The Chairman
Jalandhar Chapter of NIRC of ICSI
‘Raj Chambers’, Hind Samachar Street
Jalandhar-144 001
Phone: (0181-2280315)
E-mail: jal.chapter@gmail.com
icsi.psc@gmail.com

Sponsorship

The charges for Chief Sponsor are Rs. one lac only:

- Conference Kit (on actual basis) Rs. 60,000/- approx
- Stall Charges at the conference venue Rs. 30,000/-
  (Including inside full page-single colour advertisement)
- Banner at the Conference venue Rs. 10,000/-

Special package to our Chief Sponsors as per the following:
- Stall at the Conference Venue
- Two Banners inside conference hall
- Double Spread Multi Colored Add at front/Back Inside in Souvenir
- Highlighting of Chief Sponsor at the Backdrop

Special Offer upto December 5, 2012
1 Registration to the Conference is free with sponsorship of every Rs. 10,000/-

Special Attractions:
Saturday, December 15, 2012 Evening Dinner with
- Thrilling Rock and Folk Punjabi Cultural Programme

Sunday, December 16, 2012
Complementary Travel to Golden Temple and Wagha Border Amritsar.
Savour the authentic street food delicacies like Amritsari Kulchas (Maqbool Road chungi wale), Giani di Lassi, Mame da Mutton Tikka, Beera’s Flamed Chicken, Makkhan Fish Wala etc.
For Visit to Amritsar Kindly Contact: CS. NEERAJ SHARMA, CHAIRMAN AMRITSAR CHAPTER OF NIRC - ICSI, e-mail: nersha@hotmail.com, Mob.: 9814054585

Souvenir

A souvenir is to be brought out on the occasion of this Conference.
The tariff for advertisement is as under:

- Advertisement in Souvenir Rs. 30,000/-
  - Back (multi coloured)
  - Inside front (multi coloured)
  - Inside back (multi coloured)
  - Inside Full Page (multi coloured)
  - Inside Half Page (Multi Coloured)
  - Inside Full Page (Single colour)
  - Inside Half Page (Single Colour)
  - Rs. 25,000/-
  - Rs. 25,000/-
  - Rs. 15,000/-
  - Rs. 10,000/-
  - Rs. 10,000/-
  - Rs. 6,000/-
Mechanical Data

Full Page 18x24 cm “Half Page 9x24 cm or 18x12cm” Quarter Page 9x12 cm

The cheque/demand draft drawn in favour of 'NIRC of ICSI’ OR Jalandhar Chapter of NIRC of ICSI alongwith advertisement material be sent to NIRC of ICSI office or Jalandhar Chapter office.

Accommodation at Hotel Ramada City Centre, Jalandhar for Dec. 15, 2012

(With Breakfast)

- Twin Sharing Basis - Rs. 2000/- per person per day.
- Double Occupancy - Rs. 4000/- per day
- Single Occupancy - Rs. 3500/- per day

Option for Delegates for travelling from Jalandhar/Amritsar to Delhi

Stay Jalandhar Hotel Ramada on Sunday December 16, 2012 and take Morning Shatabdi on Monday December 17, 2012 Departing Amritsar 5.00 am and Jalandhar 6.00 am Arrives Delhi at 11.00 am. Also the Hotel has agreed for the following rate WITHOUT BREAKFAST FOR 16TH December, 2012

- Twin Sharing Basis - Rs. 1600/- per person per day.
- Double Occupancy - Rs. 3200/- per day
- Single Occupancy - Rs. 2700/- per day

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DELEGATE REGISTRATION FORM

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The Executive Officer
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Raj Chambers, Hind Samachar Street
Jalandhar-144 001
Phone: 0181-2280315
E-mail: jal.chapter@gmail.com
icsi.psc@gmail.com

Dear Sir,

Please register the following person(s) as delegate for attending the Punjab State Conference on “Empowering SME's and Going Beyond” to be held on Saturday, the 15th December, 2012 at Hotel Ramada City Centre, Jalandhar

The particulars of the delegate are as under:

Name (in Block letters): ____________________________________________

Designation _______________________________________________________

Name & Address of the Organization: __________________________________

_________________________________________________________________

FCS/ACS No.: _____________________________________________________

Corporate Membership of EIRC, NIRC, SIRC and WIRC: Yes/No – If yes, Membership No. ________________________________________________

Are you member of CSBF: Yes/No

Phone No. (Office): __________________________ (Residence): _____________

Mobile: __________ Fax No. ___________ E-mail: ________________________

Payment:

(a) A demand Draft/local Cheque No(*) ______________ Dated ___________ for
Rs __________________ drawn on ___________________________ is enclosed.

Payment made by cash vide Receipt No ______________ Dated ___________

Place: ___________________________ Yours truly,

Date: ________________

(Sponsoring Organization/Delegate)

Cheque/Demand Draft may please be issued favouring 'NIRC of ICSI' payable at New Delhi OR Jalandhar Chapter of NIRC of ICSI payable at Jalandhar