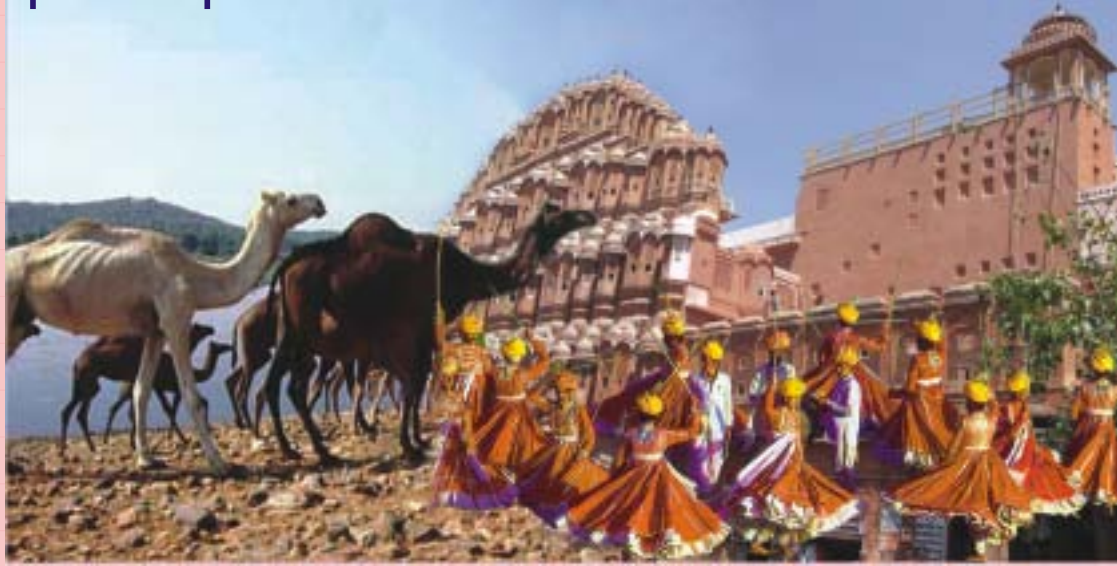


Sponsorship Brochure



35th National Convention of Company Secretaries

Theme : **excellence through business value addition**

Venue : B M Birla Auditorium, Jaipur
Dates : September 20 - 22, 2007

glimpses



The Institute of

Company Secretaries of India

IN PURSUIT OF PROFESSIONAL EXCELLENCE

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ICSI Profile Vision Mission



PROFILE

The Institute of Company Secretaries of India is:

- A Premier National Professional Body
- Established under an Act of Parliament (the Company Secretaries Act, 1980)
- To develop and regulate the profession of Company Secretaries

The ICSI has :

- Its Headquarters at New Delhi.
- Centre for Corporate Research and Training (ICSI-CCRT) at Navi Mumbai
- 4 Regional Councils at Chennai, Delhi, Kolkata and Mumbai
- 45 Chapters and 24 Satellite Chapters all over India.
- 65 Examination Centres across the country and one Overseas Centre at Dubai

OUR VISION

“To be global leader in development of professionals specialising in corporate governance”.

OUR MISSION

“To continuously develop high calibre professionals ensuring good corporate governance and effective management and to carry out proactive research and development activities for protection of interest of all stakeholders, thus contributing to public good”.



35th NATIONAL CONVENTION OF COMPANY SECRETARIES

Theme : Excellence Through Business Value Addition

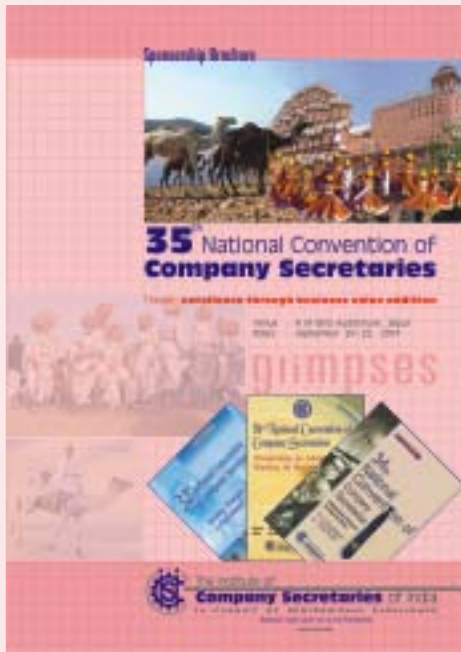
Venue : B M Birla Auditorium, Statue Circle, Jaipur

Dates : Sept. 20-22, 2007

REQUEST FOR SPONSORSHIP / ADVERTISEMENT

Dear Sir,

The Institute of Company Secretaries of India (ICSI) is a **Premier National Professional Body** constituted under the Company Secretaries Act, 1980 for developing and regulating the profession of Company Secretaries in India.



The current studentship of the Institute is about 1,00,000. The Institute has a strong cadre of over 20,000 members occupying key positions in the corporate sector and the Government and also serving the corporates as independent professionals.

As a facet of its professional development activities, the Institute organises every year a National Convention on current trends and policies of relevance to the corporate sector and the profession of Company Secretaries.

We are pleased to inform that the 35th National Convention of Company Secretaries will be held on the theme "Excellence Through Business Value Addition" on 20-22 September, 2007 at Birla Auditorium, Jaipur.

You are cordially invited to attend the National Convention which is expected to be attended by about 1,000 delegates from different parts of the country and abroad. The convention will be addressed by political leaders, eminent persons in trade and industry, academicians, senior civil servants and practising professionals.

In this context, we solicit your support and patronage and seek your indulgence by requesting you to sponsor any of the events given in the brochure (please refer to Sponsorship Packages). A

Souvenir containing theme articles, programme details, messages of good wishes and other interesting features will also be brought out to commemorate this important annual event.

We will be pleased to appropriately acknowledge your contribution at the Convention.

Looking forward to your Sponsorship / Advertising support.

With best regards,

Yours sincerely,

N. K. Jain

Secretary & CEO

For further clarification / details, please contact :

V.K. Aggarwal, Principal Director, The ICSI, 22 Institutional Area, Lodi Road, New Delhi-110 003, Phone : 24645045 (D); Email : drs1@icsi.edu
Dr. Amita Ahuja, Director (Public Relations & Corporate Communication), Phone : 24604756 (D), 41504444, 24617321-24 Extn. 302, 317; Fax : 24604756, Email: dprpp@icsi.edu



SPONSORSHIP PACKAGES

35TH NATIONAL CONVENTION OF COMPANY SECRETARIES

Venue : B M Birla Auditorium, Statue Circle, Jaipur

Dates : Sept. 20-22, 2007

RATES FOR SPONSORSHIP / ADVERTISEMENT

	SPONSORSHIP	RUPEES
1.	Principal Sponsor BENEFITS <ul style="list-style-type: none">• One special full page (coloured printing) advertisement in the Souvenir• Delegate fee(non-residential) exemption for 20 delegates• Display at Convention Backdrop• Special Acknowledgment	10,00,000
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4.	Sponsorship for Lunch BENEFITS <ul style="list-style-type: none">• One special full page advertisement in the Souvenir• Delegate fee(non-residential) exemption for 6 delegates• Display at Convention and Lunch site• Special Acknowledgment	3,00,000
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6.	Platinum Sponsor BENEFITS <ul style="list-style-type: none">• One special full page advertisement in the Souvenir• Delegate fee(non-residential) exemption for 2 delegates• Display at Convention Site• Acknowledging Support	1,00,000



SPONSORSHIP PACKAGES Continued...

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	SPONSORSHIP	RUPEES
7.	Golden Sponsor	75,000
	BENEFITS <ul style="list-style-type: none"> • One special full page advertisement in the Souvenir • Delegate fee(non-residential) exemption for 1 delegate • Display at Convention Site • Acknowledging Support 	
8.	Silver Sponsor	50,000
	BENEFITS <ul style="list-style-type: none"> • One special full page advertisement in the Souvenir • Display at Convention Site • Acknowledging Support 	
9.	Advertisements In Souvenir	Rs.
	<ul style="list-style-type: none"> • Back Cover • Third Cover • Second Cover • Special Full Page (coloured printing) • Full Page • Half Page • Quarter Page 	50,000* 40,000* 40,000* 25,000 15,000 10,000 5,000
10.	Banner	
	<ul style="list-style-type: none"> • 8' x 3' 	15,000
11.	Stall	
	<ul style="list-style-type: none"> • 6' X 6' 	30,000
12.	Distribution of Publicity Material, literature, Pen/Pad etc.	15,000
	MISCELLANEOUS	
1	(A) • For any member who procures advertisements above Rs.	1,00,000
	• Delegate fee (non-residential) exemption for Two Delegates	
	(B) • For any member who procures advertisements above Rs.	50,000
	• Delegate fee (non-residential) exemption for One Delegate	
2.	10% Incentive to the Chapter for procuring any of above sponsorships / advertisements except Host Chapter	
		*Display of One Banner



35th NATIONAL CONVENTION OF COMPANY SECRETARIES

Theme : Excellence Through Business Value Addition

Venue : B M Birla Auditorium, Statue Circle, Jaipur

Dates : Sept. 20-22, 2007

- Change and that too dynamic change is the only constancy we experience today in the world of business. New technologies, new work processes, new thoughts and action, new way of doing things and change in things to be done or abstained from, new institutions, new businesses, new forms of alliances, mergers and acquisitions; all are in a state of constant creative flux.
- Demands for value, value addition, value creation and value absolute have become the order of the day with this rapidity of astonishing change one is forced into consternation to witness. Professional excellence, whether in traditional or the novel forms of professional services, cannot be achieved today unless there is a clear passion for value addition and provision of value through professional services.
- One has to be a champion of business value while rendering services to large or small enterprises; shape value through excellence in compliance management, at domestic or global level; be on the constant lookout for value engineering through professional services; and keep calibrating competencies to render increasing value to business.
- Business is verily a process of creating value. During the process, the resources of the community are converted into a different form by adding value through technology, workmanship, conversion, and other in-process resources. Value is created with the ultimate customer in mind in order to make a decent profit for not only the proprietors or owners but for various other stakeholders, like employees, suppliers, lenders, management, and the society at large.



B M Birla Auditorium, Jaipur



35th NATIONAL CONVENTION OF COMPANY SECRETARIES Continued...

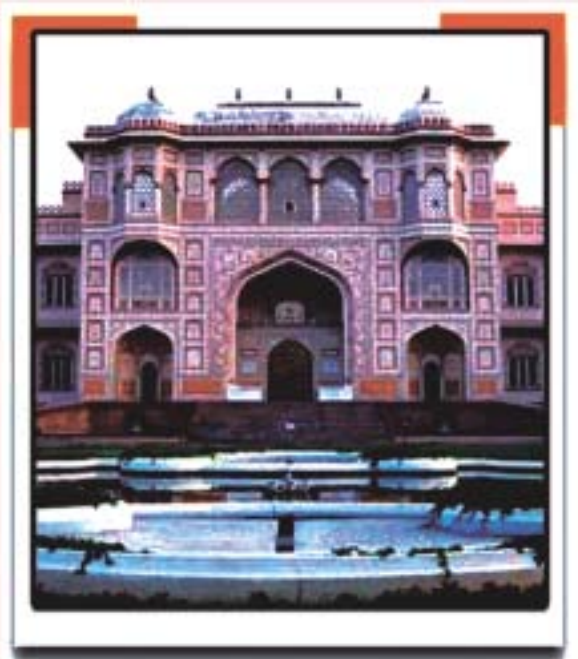
- In the context of increasing market competition, the process of creation of value has become more customer-focused and customer-oriented. Customer, again, is judged from the context of the process at the end of which he is supposed to benefit. Therefore, there are external customers as well as internal customers. The idea has, therefore, changed from creation of value to co-creation of value. Further, this is done during and at the end of each smallest process in the link of processes that the business consists of.
- By enriching the content, the process and the cultivated perception at the beginning, during and at the end of each business process, a business creates excellence. Excellence is again further carried to perfectionism through the improvement of quality. For this purpose, the end-result or the purpose of each process is clearly defined. The enrichment continues even after the customer, internal or external, has received the product or service created for him. Thus, continuous enrichment of the value that is conceived, invented, processed and created is what leads to excellence and the continuous excelling the excellence.
- A Company Secretary who would aim for excelling the excellence and a continuous improvement towards perfectionism is the one who will recognize the preciousness and surpassing propriety of the process of value creation. **The theme of the 2007 Convention of Company Secretaries therefore centers on the process of creation of value for business for the achievement of the coveted excellence.** Provision of professional services needs to be immaculately drenched in perpetual continuity in the depth of enriching value creation. A profound approach to nudge creative and beautiful solutions to various kinds of business problems will require the excellence of professional mind that is continuously generating energy, cheer and positive attitude. To understand business problems from the point of view of the customer and to co-create value by finding out the best and cost effective solutions to those problems will require a high quality of knowledgeable interactive skills. Doing this from a customer-centric focus, will call for a re-training and constant cultivation of the professional mind. **The sub-themes of the Convention for discussion and deliberation are designed with**

the end in view that the process of constant upgradation of professional mindset will further accelerate into a speedy, creative dynamism.

- In this context, the Institute has decided to organize its 35th National Convention of the theme **Excellence through Business Value Addition**, to discuss and deliberate upon the process of creation of value for business for achieving coveted excellence. The theme has been capsuled in the following four sub themes:
 1. Championing Business Excellence
 2. Corporate Compliance Management
 3. Calibrating Compliance for Professional Excellence
 4. Global Dimensions of Business Value

Participants : Company Secretaries, Directors and other senior management executives in the corporate and services sector, Chartered Accountants, Cost Accountants and professional in secretarial, financial, legal, management academic disciplines would benefit from participation in the Convention.

Faculty : Eminent persons from the Government and industry, including professionals and management experts will address the participants and there would be brainstorming sessions and interactions.





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- **Shri G S Pathak**
H. E. Vice President of India (1973)
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- **Shri Sadiq Ali**
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- **Shri G Ramanujam**
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- **Shri Ashok Sen**
Minister of Law & Justice (1985)
- **Shri Jagan Nath Kaushal**
Minister of Law, Justice & Company Affairs (1983)
- **Shri J Vengala Rao**
Minister of Industry (1987)
- **Shri Ram Jethmalani**
Minister of Law, Justice & Company Affairs (1999)
- **Shri Prem Chand Gupta**
Minister of Company Affairs (2006)
- **Shri Arun Jaitley**
Minister of Information & Broadcasting & Law,
Justice & Company Affairs (2000)
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Minister of Law, Justice & Company Affairs (1992)
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Minister of State for Education and Culture (1995)
- **Shri C Subramanian**
Minister for Indl. Dev., Science & Tech.
- **Shri K V R V Rao**
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- Dr. C Rangarajan
Governor, RBI (1997)
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Chairman, Securities and Exchange Board of India (2002)
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Chairman, Metal Box Co. of India
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 ICSI House, 22, Institutional Area
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Venue : Birla Auditorium, Jaipur

Date : Sept. 20-22, 2007

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| 8. | Silver Sponsor | <input type="checkbox"/> |
| 9. | Advertisements In Souvenir | <input type="checkbox"/> |
| | <input type="checkbox"/> Back Cover <input type="checkbox"/> Third Cover <input type="checkbox"/> Second Cover | |
| | <input type="checkbox"/> Special Full Page (coloured printing) | |
| | <input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page | |
| 10. | Banner | <input type="checkbox"/> |
| 11. | Stall | <input type="checkbox"/> |
| 12. | Distribution of Publicity Material, literature, Pen/Pad etc. | <input type="checkbox"/> |

* Kindly tick mark the activity you wish to sponsor.

We are forwarding herewith draft / cheque for Rs.drawn in favour of **"The Institute of Company Secretaries of India"** payable at New Delhi.

* The advertisement Matter / Art Work / Bromide / CD is / are enclosed / being sent separately.

Yours Sincerely,

(Signature)
 Sponsoring Authority

Date.....

Name of the Organisation _____

 Address _____

 _____ PIN _____

*Strike off which is not applicable