# THE INSTITUTE OF COST ACCOUNTANTS OF INDIA

**(Statutory Body under an Act of Parliament)**

CMA Bhawan, 3 Institutional
Lodhi Road, New Delhi - 110 003

**Phones : 91-11-24622156-58, 24618645**
**Fax : 91-11-43583642**
**E-mail : admin.delhi@icwai.org**
**Website : www.icwai.org**

**M. Gopalakrishnan**
**President**


CMA/2011/
February 15, 2012

Dear Sir,

**"9th National Award for Excellence in Cost Management 2011"**

Effective Cost Management is one of the most important focal points in all industries. This has become more critical issue in a scenario of global economic downturn. During the time of economic slowdown process over the globe, India Inc has displayed its resolute inner strength by focusing on total cost management to sustain corporate profitability and competitiveness. Towards this endeavor, the Institute, being the professional body specialized in the field of Cost and Management Accounting is dedicated to provide continuous support to the corporate sector and society at large to facilitate sustainable development in the organization ultimately ensuring long term value creation. We, at the Institute of Cost Accountants of India (ICAI), are happy to see the process of development of professional maturity in corporate sector towards building real value creation and help organizations to minimize the waste, create efficiencies, and cut costs for embracing sustainability.

National Award for Excellence in Cost Management was instituted in the year 2003 to encourage the Indian Industry to take more innovative approaches towards cost management. The participation of Indian industry in National Award for Excellence in Cost Management for indicates positive efforts undertaken by them towards cost management and a great motivation to other units in similar efforts. The wide varieties of applications of Cost Management tools and adoption of different Cost Management strategies across various sectors have become eye opening to many sister concerns. This is also a great motivation for us in organizing National Cost Management Award.

The Institute has designed a questionnaire to obtain information on cost management practices and performance of the companies involved in manufacturing or service operations. The questionnaire submitted by the participating companies will be evaluated by an independent Screening Committee and the recommendations of the Committee will be placed before the Jury. The Jury, consisting of eminent personalities from the Government, Industry, Banking and the society, would finally select the recipients of the awards under different categories.

We solicit your participation in the 9th National Award in Excellence in Cost Management by having duly filled in Questionnaire, Annual Reports (2010-11 and 2009-10) along with participation fee of Rs.2500/- latest by **31st March, 2012**.

We believe this will be a great opportunity for you to participate in 9th National Award in Excellence in Cost Management and demonstrate your commitment in the profession and win the prestigious award.

With warm regards,

**M.Gopalakrishnan**