

Bombay Chartered Accountants' Society

Human Resource Development Committee - Study Circle Meeting

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Convenors: CA Mukesh Trivedi, CA Anand Kothari, CA Sneh Bhuta

Program Co-ordinator's: CA Gracy Mendes, CA Mahendra Turakhia & CA Ryan Fernandes

Dear Members,

The HRD Committee of the Bombay Chartered Accountant Society is pleased to present a thought provoking and interactive session on “CREAM Analytics (Measuring Governance – Return on Intangible)

Day & Date	Tuesday, 14 th August, 2018
Time	6:15 p.m. to 8:00 p.m.
Charges	Free (Registration mandatory on Email: events@bcasonline.org)
Topic	CREAM Analytics (Measuring Governance – Return on Intangible)
Faculty	CA Jayaraman Rajah Iyer
Venue	BCAS Hall, 7, Jolly Bhavan No. 2, New Marine Lines, Mumbai-400020.

About the Topic:

Chartered Accountants, many of them very young today, would be greatly benefited in helping and guiding Industry and Businesses to Sustainable Efficiency, Sustainable Value System and Sustainable Profits. Chartered Accountants can lead the way in change management of Corporate and Government.

Return on Intangible addresses various issues plaguing Industry and Business effectively by Subject-Object distinction of Qualitative and Quantitative elements of Management. CREAM Analytics is the most powerful tool in measuring the Return on Intangible.

Return on Intangible¹ shall replace Return on Investment as the major decision making tool. Intangible is the pulsating energy, the one and the only resource any organisation needs to run and to track performance. Human Resource Development will be the criteria for future of corporate and government. By Return on Intangible a business entity will be looked into in human form not of bricks and mortars.

¹ Intangible is singular, for “In the domain of intangible there is no duality, no paradox, no plurality, and no opposite values that are the characteristics of the tangible domain.”

CREAM is an acronym for: C- Corporate Governance, R-Risk Management, E-Earnings, A-Accounting Quality and M-Management Quality. CREAM Analytics imparts the necessary knowledge as to how industry and banking Management Operating Systems become controllable. The CREAM Analytics framework helps Chartered Accountants in practice, in industry, and in banking to help Industry and Business tackle various challenges they face.

About the Faculty:

Jayaraman Rajah Iyer is a Chartered Accountant from ICAI, New Delhi (1966) who has a unique insight into major changes in accounting in India's history culled from experience with major firms across the globe. He interned at Hindustan Lever, worked his way up holding key positions at API and Mafatlals. He introduced the principle of Likely Ultimate Cost while appointed as Forestry Operations Accountant at Wimco. Leaving India in 1977, he was appointed as General manager of ITI Nigeria, Lagos. Selected by Sir William Castell who is now the Chairman of the Wellcome trust, Jayaraman joined the Wellcome Foundation, UK to set right the accounting functions of Wellcome Nigeria.

Jayaraman had also been visiting faculty at SPJIMR, SIES School of Management where he taught Balanced Scorecard and Strategic Cost Management based on the Proprietary IBCM (Inactivity Based Cost Management).

Friends, please make it convenient to be present and actively participate, in order to get new insights and learning on a subject of importance to us. Kindly feel free to bring your family and friends along.

**Convenors | CA Gracy Mendes, CA MahendraTurakhia & CA Ryan Fernandes.
HRD Study Circle**