

ANNAMALAI  **UNIVERSITY**

**Department of Business Administration
Entrepreneurial Club**

CORPORATE GOVERNANCE AWARENESS CAMP

December 20, 21, 2010



NFCG *National Foundation for
Corporate Governance*

Programme Schedule

20th December, 2010

Name of the Speaker	Topics Covered
Mr.Pandian, Southern Regional Director, Ministry of Corporate Affairs, Chennai,	Role of Government, Companies, Individuals on Corporate Governance
Mr.Nagappan, Director, Madras Stock Exchange Ltd., Chennai	Financial Services opportunities and its impact
Dr.B.Natarajan, Faculty member, Department of Business Administration, Annamalai University	Corporate Social Responsibility and Business Ethics
Mr. Venkatachalam, Madras Stock Exchange, Chennai	Depository Participants, DMAT account, process and procedures.

21st December, 2010

Name of the Speaker	Topics Covered
Mr. Arulrajan, Director, Madras Stock Exchange Ltd., Chennai	Financial Analysis and market strategies
Mr. Venkateswaran, Director, MSE Financial Services Ltd., Chennai	Corporate Governance Practices
Dr.S.K.Nagarajan, Faculty member, Department of Business Administration, Annamalai University	Corporate Governance and Practices with selected case studies

Day 1 : December 20th, 2010

Inaugural Function :

Dr.B.Natarajan, Faculty member, Department of Business Administration, Annamalai University, delivered welcome address.

Dr.N.Panchanatham, Prof. & Head of the Department of Business Administration, Presided over the function.

Dr.S.K.Nagarajan, Faculty member, Department of Business Administration, Annamalai University delivered about the programme.

Mr.Pandian, Southern Regional Director, Ministry of Corporate Affairs, Chennai Inaugurated the Awareness Camp

Mr.Nagappan, Director, Madras Stock Exchange, Derivatives' Market, Chennai, Delivered Key note address.

Mr.R.Padmanabha, Faculty member, Department of Business Administration, Annamalai University, delivered vote of thanks.

Session details :

Mr.Pandian, Southern Regional Director, Ministry of Corporate Affairs, Chennai, delivered his special lecture on "Role of Government, Companies, Individuals on Corporate Governance".

Role of corporate Governance as an internal system encompassing policies, processes and people which serves the needs of shareholders and other stakeholders by directing and controlling management activities with good business savvy, objectivity, accountability and integrity, it is the external forces and factors that are also becoming increasingly important in modern business. Corporate governance refers to the rules, processes or laws by which businesses are operated, regulated and controlled.

The quality of company's corporate governance, is determined by the financial markets, legislation and other external market forces and how policies and processes are implemented and how people are led. The process of corporate governance has

evolved with the beginning of corporatization of business since the 19th century. Initially, corporate laws and rules for business administration in a state or country formed the basis of corporate governance, which was not necessarily transparent or unanimous. These debates over the role of modern corporation led to several views on the purpose of governance of corporate and private property.

Mr.Nagappan, Director, Madras Stock Exchange Ltd., Chennai delivered lecture on “Financial Services opportunities and its impact”

SEBI Guidelines, Investors awareness programmes, roles and responsibilities of financial institutions, individuals, auditors and share broking, trading as a business model. The opportunities for the younger generation in the field of financial market and working with the objective of the individual with the company’s objective and maximizing profit for both. Shown some real challans, vouchers and make the participants read the content of the documents and its importance.

Also briefed about National Stock Exchange, Madras Stock Exchange, Bombay Stock Exchanges its operation and the ways to access these bodies. Market listings, listing of companies, commitment towards the documents.

Dr.B.Natarajan, Faculty member, Department of Business Administration, Annamalai University delivered lecture on Corporate Social Responsibility and Business Ethics.

Importance of stakeholders approach, social responsibility, economic development, social audit, Public Private Partnerships (PPP). Stakeholders approach in defining the company mission, strategic managers must recognize the legitimate rights of the firms claimants. In addition to stockholders and employees, these include outside stakeholders affected by the firms action. The stakeholders customers, Government, stockholders, employees, society and others. Insisted on the economic responsibility of the company and the stakeholders. Cost benefit analysis, Investment on responsibility, training and its importance. The duty of managers, as agents of the company owners, to maximize stockholder wealth with proper accounting.

Mr. Venkatachalam, Madras Stock Exchange, Chennai delivered lecture on Depository Participants.

Discussed about demat accounts, introduction, process and changes taken place. Share certificates, accounts statements. How to read a account statement and make use of it. Delivery instructions, slips, bank cheque books, do and don't in demant accounts were highlighted. Also highlighted depositories in India like National Securities depositor ltd., Central Depository services India Ltd., Briefed about the similarities between bank and DPs. How to open an DP? Documents to be submitted, types of account, corporate account, individual account, Importance of PAN and the process involved.

Day 2 : December 21st, 2010

Mr. Arulrajan, Director, Madras Stock Exchange Ltd., Chennai delivered lecture on “Financial Analysis and market strategies”

An expert in the field of market analysis and guide the investors in future decision making. With his vast experience in this field briefed about the market growth and down trends. Using technical analysis (Bull and Bear market) shows some real market graphs. Made the participants reading a graph and understand the market situations. The opportunities in investment and the faults in automating the process with the help of system. Wise investment when the market in down and the time to sell the certificates.

Also compared the investment in share market, and gold market. Gave few tips to the participants for their future life plan.

Mr. Venkateswaran, Director, MSE Financial Services Ltd., Chennai delivered his lecture on Corporate Governance Practices.

Objectives of Corporate governance : Ensure timely disclosure of information, providing efficient and effective market system, demonstrating reliable and effective enforcement, enabling highest standard of governance. Principles of corporate governance and clear distinction between personal conveniences and corporate resources. The importance of corporate governance as a tool for sustainability in competitive environment. The parties involves in corporate governance Board of directors, managers, workers, shareholders / owners, regulators, customers, suppliers, community (people affected by the actions of the organization).

Explained about the committees on corporate governance Shri Kumar Mangalam Birla – 1999, and Shri N.r. Narayana Murthy – 2003. Described about clause 49 and its applicability. Whistle Blower policy. Few examples of whistle blowers and the actions taken.

Dr.S.K.Nagarajan, Faculty member, Department of Business Administration, Annamalai University delivered lecture on Corporate Governance and Practices with selected case studies.

Briefed about organization hierarchy, and philosophy of corporate governance. The important requirements like transparency in decision-making and accountability to ensure that responsibility could be assigned easily for actions or inaction and also for the safeguarding the interests of the stakeholders and the investors in the organization. Detailed discussion with Mahindra & Mahindra (Governance and value creating Level 1, Hindustan Wires Ltd., Satyam case which most of the participants are familiar and the lessons to be learned about the accounting principles.

To achieve good corporate governance, one must ensure rights and equitable treatment of shareholders, protection of interests of other stakeholders, role and responsibilities of the board, integrity and ethical behavior, disclosure and transparency.

Valedictory Function :

Dr.B.Natarajan, Faculty member, Department of Business Administration, Annamalai University

Dr.S.K.Nagarajan, Faculty member, Department of Business Administration, Annamalai University

Mr.T.Ramkumar, Faculty member, Department of Business Administration, Annamalai University

Mr.V.Thamodharan, Faculty member, Department of Business Administration, Annamalai University

Mr. Padmanabhan, Madras Stock Exchange, Chennai

Mr. Venkatachalam, Madras Stock Exchange, Chennai.

Selected Participants Feedback.

The Participants were very happy and thankful to the organizers, university authorities, sponsors, ministry for the programme. The participants were benefited with the knowledge and content delivery of the resource persons and requested to organize similar programmes in the future.

Members from Madras Stock Exchange invited the interested to visit their premises to have more indepth knowledge and shared the additional services they render to the society. Participants showed interest to visit MSE, Chennai to have more interaction with other experts, to know about other certificate, training modules they assist and to have few more sessions at their campus.