

■ About Madras Management Association

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is "To be the Fountainhead of Worldclass Management Excellence in India".

Over the past 5 decades, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices.

Madras Management Association is the largest affiliate association of All India Management Association (AIMA) in the country and has been awarded "National Excellence Award" for the year 2007-08 for winning the Best Local Management Association in India for five consecutive years. MMA has also been adjudged as the Best Local Management Association by AIMA for the year 2009-10 & 2010-11.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice Chancellors of Madras University & Anna University, the Directors of IIT Madras and IFMR and the Chief Secretary, Government of Tamilnadu, as members.

■ About Konrad-Adenauer-Stiftung

The Konrad-Adenauer-Stiftung (KAS) is a political foundation. German political foundations are unique throughout the world. No other institutions provide the same expertise in the field of democracy building. The Konrad-Adenauer-Stiftung is committed to fostering democracy and the rule of law, to implementing social and market-economic structures and to promoting human rights. With its worldwide networks of political and social leaderships and with its long-term partner structures, it participates in shaping policy in developing and emerging countries. The foundation's headquarters are situated in Sankt Augustin near Bonn and in Berlin/Germany. Currently the KAS hosts more than 200 projects in around 120 countries on four continents with 81 field offices.

India was one of the first countries in Asia in which the Konrad-Adenauer-Stiftung started its activities. In more than 40 years of cooperation, a wide range of activities were covered. Specifically, the KAS offers to contribute towards

- » assisting India in its process of social, structural and political transformation based on democracy, the rule of law and secularism
- » strengthening economic reforms, the small and medium business sector and an effective market economy
- » supporting the integration of India into the global economy and the process of globalization
- » promoting local self-governance in rural areas and fostering grass root democracy
- » intensifying the dialogue between Germany, Europe and India as well as other major powers
- » promoting the development of the media.

Participation complimentary by invitation. Kindly confirm your participation to:



**The Executive Director
Madras Management Association**

"MMA House" | 148-K Rajiv Gandhi Salai (OMR)
Thoraipakkam | Chennai – 600 097 | P 2496 2766 | F 2496 2777
Email: mma@vsnl.com | Website: www.mmachennai.org



MMA - KAS 14th Regional Conclave on Energy as a Factor of Sustainable Development



Date

Monday, 31 October 2011 (6.00 pm - 8.40 pm)

Venue

**Hotel Taj Connemara
Binny Road, Chennai-2**



Madras Management Association & Konrad-Adenauer-Stiftung

cordially invite you to the

14th Regional Conclave

on

Energy as a Factor of Sustainable Development

on **Monday, 31 October 2011**

at **Hotel Taj Connemara**, Binny Road, Chennai-2

Prof Dr Friedbert Pflüger

Director, European Centre for Energy and Resource Security,
King's College London

has kindly consented to be the Chief Guest and
to deliver the Special Address

Mr Swaminathan Krishnamurthy

Associate Director, Advisory Services,
Ernst & Young Pvt Ltd

will deliver the Keynote Address

Knowledge Partner  **ERNST & YOUNG**
Quality In Everything We Do

You are kindly requested to be seated by 05.45 pm

Participation Complimentary by Invitation.
Kindly confirm your participation to:

Time: 06.00 pm - 8.40 pm
Dinner: 8.40 pm

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■ The Platform - Pre Inaugural Session

India's sustainable development path is based on the fine balance that it maintains between economic development and social development. In this process, improving the efficiency of the generation, transmission and distribution system becomes a paramount importance for our country. Therefore, Government of India has developed a National Strategy adopted as National Action Plan on Climate Change (NAPCC) in June 2008. NAPCC broadly encompasses eight missions including Enhanced Energy Efficiency which contains the following schemes namely Perform Achieve Trade (PAT), Market Transformation for Energy Efficiency (MTEE), Financing for Energy Efficiency and Power Sector Technology Strategy.

Corporate and leading industrial houses have started closely observing the developments in this field. This business session aims to bring greater clarity on this subject and help companies to leverage on the opportunities available in this field.

Programme

5.30 pm	Registration	
6.00 pm	Pre Inaugural Session India's strategy for Energy Efficiency Improvement - On the path towards sustainable development	Dr R Sethumadhavan Professor, Institute of Energy Studies, Anna University
		Mr R P Gokul Manager, Ernst & Young Pvt Ltd
7.00 pm	Inaugural Session Welcome Address	Mr Ravi Viswanathan President, MMA & President-Growth Markets & Head Chennai Operations, Tata Consultancy Services
7.05 pm	Opening Remarks	Dr Stefan Weckbach Consul General Consulate General of the Federal Republic of Germany, Chennai
7.15 pm	Introductory Remarks	Dr Beatrice Gorawantschy Resident Representative to India, Konrad-Adenauer-Stiftung
7.20 pm	Keynote Address Energy as a Factor of Sustainable Development – an Indian Perspective	Mr Swaminathan Krishnamurthy Associate Director, Advisory Services, Ernst & Young Pvt Ltd
7.50 pm	Special Address by the Chief Guest 10 Megatrends in Global Energy Policy After Fukushima	Prof Dr Friedbert Pflüger Director, European Centre for Energy and Resource Security, King's College, London
8.25 pm	Q&A Session	
8.35 pm	Vote of Thanks	Gp Capt R Vijayakumar, VSM Executive Director, MMA
8.40 pm	Dinner	