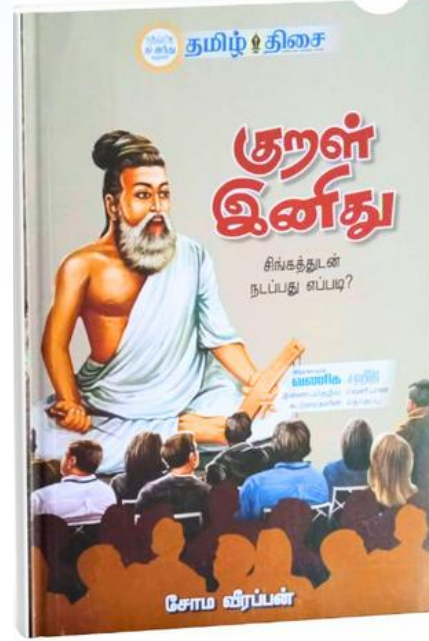


TALK ON

Approach to Business in Thirukkural

"செய்க பொருளை"

(குறள் காட்டும் வாணிபம்)



Friday, 28 August 2026
06:30 pm to 07:30 pm

SANU INTERNATIONAL
280/158, SALEM MAIN ROAD,
NAMAKKAL 637 001

PROGRAMME

06:00 PM Registration & High Tea

06:30 PM Welcome Address

Mr K V Ganesan

Chairman, MMA Namakkal Chapter

Introduction of the Speaker

Mr K Ganesan

Co-Chairman - Programmes, MMA Namakkal Chapter

Address by the Speaker

'Kural Enithu' Soma Veerappan

Writer and Former General Manager

Punjab National Bank

07:30 PM Vote of Thanks

CA Mr M Sethuraman

Co-Chairman - Membership

Development, MMA Namakkal Chapter

SPEAKER



'KURAL ENITHU'
SOMA VEERAPPAN

Mr. Soma Veerappan, born in Devakottai, Chettinad, is a distinguished banker, author and Thirukkural scholar. A Mathematics graduate from Vivekananda College, Chennai, he earned a Master's degree in Economics and was a Colombo Plan Scholar at the University of Manchester, UK. He joined Punjab National Bank as a direct officer in 1977 and, through a successful career spanning over three decades, rose to the position of General Manager before retiring in 2012.

A lifelong admirer of Tamil and the Thirukkural, he authored the widely appreciated Kural Inithu series in The Hindu Tamil for 125 weeks, followed by the 101-week Shabash Chanakya series. He has delivered lectures on Thirukkural and its management principles at universities, colleges, literary forums and professional organisations in India and abroad.

He has published 15 books in nine languages, including Tamil, English, Hindi, French and Japanese, while Kural Inithu has reached nine Tamil editions. His books are housed in international libraries, including the National Library of Singapore. His honours include the Tamil Nadu Government's Tamil Semmal Award (2020), the Kural Manam Award, and Best Author recognitions at the Neyveli Book Fair and IBCN 2025 Conference.