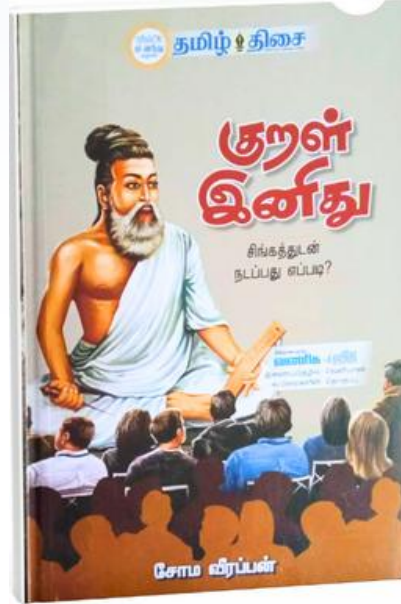


TALK ON

Approach to Business in Thirukkural

"செய்க பொருளை" (குறள் காட்டும் வாணிபம்)



Friday, 28 August 2026
11:00 am to 1:00 pm

LRC GRAND STAY HALL
NEAR ATTUR BUS STAND

PROGRAMME

11:00 AM	Welcome Address	Mr M Selvam Chairman, MMA Attur Chapter & Sri Saravana TVS, Attur
	Introduction of the Speaker	Mr P Sabareesha Raja Co-Chairman, MMA Attur Chapter & Sarada Traders, Attur
	Felicitation	Mr S Ramachandran Advisory Member, MMA Attur Chapter & Attur Xray Mr Sanjeevi V Co-Chairman, MMA Attur Chapter & Namagiri Agencies
	Address by the Speaker	'Kural Enithu' Soma Veerappan Writer and Former General Manager, Punjab National Bank
	Concluding Remarks	Mr Desingurajan M Chairman, Green Park Institutions & Ideashare
12:50 PM	Vote of Thanks	Mr A Shankar Co Chairman, MMA Attur Chapter & Ravi Studio, Attur
01:00 PM	Lunch	

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.