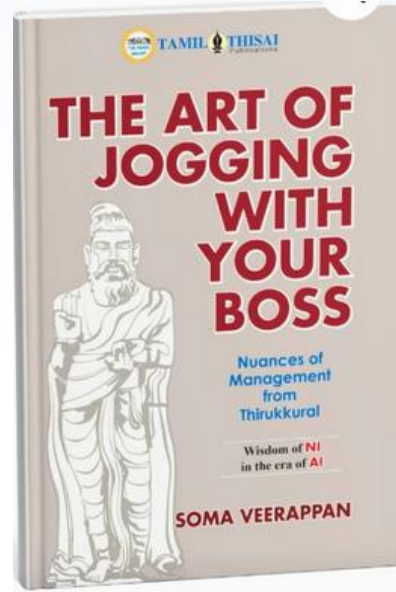


TALK ON

Strategic Planning & Visionary Thinking in திருக்குறள்



Thursday, 27 August 2026
5:00 pm to 6:15 pm

**SONA SCHOOL OF BUSINESS AND
MANAGEMENT**
SONA COLLEGE OF TECHNOLOGY, SALEM

PROGRAMME

04:30 PM	Registration & Tea	
05:00 PM	Welcome Address	Mr T Soundararajan Co-Chairman, MMA Salem Chapter
05:05 PM	Chairman's Opening Remarks	Mr Thyagu Valliappa Chairman, MMA Salem Chapter & Vice Chairman, Sona Group of Institutions
05:15 PM	Introduction of the Speaker	Dr Sasikumar Devaraj Co-Chairman, MMA Salem Chapter
05:20 PM	Address by the Speaker	'Kural Enithu' Soma Veerappan Writer and Former General Manager Punjab National Bank
06:00 PM	Q & A	
06:10 PM	Vote of Thanks	Dr P K Anjani Co-Chairman, MMA Salem 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.

Madras Management Association

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