



# Co-Vitae

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## CHANGE MANAGEMENT

Change Management is simply the way a person or an organization manages change where, Change Management takes on many variations and nuances. Change Management is a process of making changes in a planned and systematic way. But, Change Management is also about the way an organization or person responds to changes, whether those changes are in their control or not. The area of Change Management takes into account the management of the problem itself, management of people, and the area of professional practice as a whole that focuses on correcting problems and instituting change. In fact, consultants exist specifically to help Organizations in the area of change, whether by identifying possible changes to be made, identifying areas in which change is likely to occur, creating plans to manage change, and helping Organizations to understand the need for and reasons behind change. Change Management is a broad term that encompasses many areas. In short, Change Management is a proactive, planned, and organized way to effect change, or to respond to change, within an Organization.

*That's what Change Management tries to teach.*

**Editorial Board: Sri S.K. Singh & Sri B. Prasad**  
**Dr. A. K. Roy**  
**Editor: Dr. I. A. Khan**

**Principal**

## **SNIPPET ABOUT ICM GOAL ATTAINMENT**

April'2007

### **PRO-ACTIVE SALES MANAGEMENT: A STEP AHEAD**

**Pro-Active Sales and Marketing Management is a step to make their profession oriented cooperative people. It helps to boost up the market and expands sales of cooperative products. Three days training programme conducted and completed successfully with market leadership, customer service oriented and inner motivation. The programme emphasize on new changes to the cooperative sector and its development. It was organized to strengthen the Cooperative momentum through departmental junior officers, people of Farmers Cooperatives and Consumers Cooperatives.**

### **PROFIT MANAGEMENT: TURN AROUND STRATEGY**

**A Programme for Branch Managers and Accountants of the Assam Cooperative Apex Bank Ltd. with the help of NABARD, Bolpur has been organized under strategy of change management and active action plan to over come from non-performing of banking assets. The programme Turn Around Strategy has given the strategy of**

reducing non-performing assets, recovery & NPA Management and a diagnostic evaluation of rural cooperative credit system. It highlights also on centrality, Integration, proactive, certainty, inter role linkage and helping relationship etc.

*Our Goal: Engineering Human Competency*

#### TRAINING PROGRAMMES CONDUCTED DURING April'2007

Sl. No.	Name of the Programme	Duration	No. of Participants
1.	MDP on Pro-Active Sales Management at Barpeta	09-04-2007 to 11-04-2007	27
2.	Training Programme on Turn Around Strategy for Assam Cooperative Apex Bank Ltd.	26-04-2007 to 28-04-2007	24

#### TRAINING PROGRAMMES TO BE CONDUCTED IN MAY'2007

Sl. No.	Name of the Programme	Duration	No. of Participants
1.	Certificate Course in Management of Handloom Cooperatives (6 weeks).	07-05-2007 to 16-06-2007	30
2.	Programme on Strategic Human Resource Management.	03-05-2007 to 05-05-2007	25
3.	MDP on Audit for Cooperative Department (Assam)	07-05-2007 to 10-05-	25

		2007	
4.	LDP for Service Cooperative Societies (in collaboration with NCCE, New Delhi)	09- 05- 2007 to 11- 05- 2007	25
5.	Programme on E-Governance.	14- 05- 2007 to 17- 05- 2007	25
6.	MDP on Recovery Management	15- 05- 2007 to 17- 05- 2007	25
7.	STP on “Management of Dairy Cooperative for the Secretaries of DCS, Assam”	21- 05- 2007 to 24- 05- 2007	25

*Progress of Training Programmes (2007- 08)  
(April'2007 )*

- |                                       |          |           |
|---------------------------------------|----------|-----------|
| <i>1. No. of Participants Trained</i> | <i>:</i> | <i>51</i> |
| <i>2. No. of Training Weeks</i>       | <i>:</i> | <i>01</i> |
| <i>3. No. of Training Programmes</i>  | <i>:</i> | <i>02</i> |

**EVENT MANAGEMENT**

***Mr. G.C. Panigrahi, General Manager, NABARD, Guwahati extended inaugural address to the participants of Programme on “Turn Around Strategy” for Branch Managers & Accountants of Apex Cooperative Bank dated 26- 04- 2007 in presence of M.D, Assam Cooperative Apex Bank Ltd., Guwahati.***

***A Valedictory Function was organized on 28- 04- 2007 for the Training Programme on “Turn Around Strategy” being presided over by Shri R.L. Duarah, Managing Director Apex Cooperative Apex Bank, Guwahati.***

## **At a Glance**

*Progress of Training Programmes  
(April '2006 to March'2007)*

<i>No. of Training Programmes</i>	<i>:</i>	<i>85</i>
<i>No. of Participants trained</i>	<i>:</i>	<i>2365</i>
<i>No. of Training Weeks</i>	<i>:</i>	<i>103</i>

### ***Mantra for Success***

*“Friendship is the shadow of the evening,  
which strengthens with the setting sun of Life”*

*-L.A. Fontaine*