



Co-Vitae

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**Institute of Co-operative Management,
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SERVICE PERFORMANCE : A BREAKTHROUGH

Recruiting and Retaining Customers are the two wheels for the cyclic movement of a successful organization. Customer expectations are changing and rising. Securing, satisfying and retaining customers is a never-ending battle. Competitions are eager to innovate and take market share. As such, the primary task of Managers is to position the organization in serving the customers better than the competition. It has been rightly stated that product quality is essential to recruiting customers, but service quality is the key to customer retention and growth. The superior customer service can provide the business with a differential advantage. The 'PROMPT' Model approach, which stands for Priorities, Reliability, Organize, Measure, People and Technology is a breakthrough for service performance and ensuring effective customer service management.

Let's cherish a Superior Customer Service Culture!

Editorial Board: Sri S.K. Singh & Sri B. Prasad

Dr. A. K. Roy
Editor : Dr. I. A. Khan

Principal

SNIPPET ABOUT ICM GOAL ATTAINMENT **March'2007**

PROJECT : THE CUTTING EDGE OF DEVELOPMENT

In order to boost up the activities of Integrated Cooperative Development Project (ICDP-NCDC), Arunachal Pradesh, a three-day training programme on 'Training of Trainers' was organized for senior level departmental officers of Arunachal Pradesh at Naharlagun. This is first of its kind to offer TOT programme to Departmental Officers of NCDC Project. The objective was to develop the skill of Developmental Officers in effective project implementation by benefiting the beneficiaries. A changed mindset was created for the application of New Vistas in Cooperative Management.

STRENGTHENING OF DAIRY COOPERATIVES: A STEPFURTHER

As a chain of programmes, a batch of Secretaries of Dairy Cooperatives was exposed to the modalities of Modern Management in administering the cooperative principles and practices in action. The two weeks duration programme was much helpful for their competency building being sponsored by Directorate of Dairy Development, Govt. of Assam under World Bank Project.

LEADERSHIP DYNAMICS: A NEED OF THE HOUR

The mantra of success of cooperatives lies with effective leadership dynamism. To promote this objective, the Institute collaborated a series of Leadership Development Programmes with the NCUI Project office at Kamrup & Jorhat. These programmes have given a new insight & vision for cooperatives in the present context.

TRAINING PROGRAMMES CONDUCTED DURING MARCH'2007

<i>Sl. No.</i>	<i>Name of the Programme</i>	<i>Duration</i>	<i>No. of Participants</i>
<i>1.</i>	<i>Seminar on Upliftment of Rural Economy, Women empowerment through cooperatives (Arunachal Pradesh)</i>	<i>03- 03- 2007</i>	<i>75</i>
<i>2.</i>	<i>Leadership Development Programme (Jorhat)</i>	<i>28- 02- 2007 to 02- 03- 2007</i>	<i>50</i>
<i>3.</i>	<i>Leadership Development Programme (Jorhat)</i>	<i>05- 03- 2007 to 07- 03- 2007</i>	<i>34</i>
<i>4.</i>	<i>Leadership Development Programme (Kamrup)</i>	<i>08- 03- 2007 to 10- 03- 2007</i>	<i>28</i>
<i>5.</i>	<i>Leadership Development Programme (Kamrup)</i>	<i>06- 03- 2007 to 08- 03- 2007</i>	<i>30</i>
<i>6.</i>	<i>Training programme for the Secretaries of Dairy Cooperative Societies, Assam</i>	<i>19- 03- 2007 to 31- 03- 2007</i>	<i>25</i>

7.	<i>TOT for ICDP officer of Arunachal Pradesh, Naharlagun.</i>	<i>19-03-2007 to 21-03-2007</i>	<i>39</i>
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*Progress of Training Programmes
(April '2006 to March'2007)*

No. of Participants trained : 2365

No. of Training Weeks : 103.3

RELATIONSHIP ENRICHMENT

- Sri Jokey Angu, Registrar of Cooperative Societies, Arunachal Pradesh was appraised about the activities of the Institute by an Inter- face at Naharlagun (A.P).
- Mr. B.M. Meena, General Manager, NABARD Regional Officer, Itanagar was the Resource Person on the TOT Programme at Naharlagun.
- Director, Administration Training Institute (ATI) Naharlagun (Arunachal Pradesh), was impressed for collaborative programme with the Institute.

EVENT MANAGEMENT

1. Sri J.I. Kathar, IAS, Registrar of Cooperative Societies, Assam formally Inaugurated the website of the Institute on 16-03-2007. Sri Pradip Goswami, State Information Officer, NIC, Guwahati was the Guest of Honour. Sri Kiran Kakati, Chairman of ICM, Management Committee presided over the function. The website is www.icmguwahati.gov.in
2. The 20th Management Committee Meeting was convened at the Institute on 16-03-2007 under the Chairmanship of Sri Kiran Kakati, Chairman of ICM, Management Committee & President of Assam

State Cooperative Union. The Hon'ble Members from Arunachal Pradesh, Meghalaya & Assam were present on the occasion.

- 3. Sri Jokey Angu, Registrar of Cooperative Societies, Arunachal Pradesh inaugurated the Training of Trainers (TOT) programme at Naharlagun, A.P on 19- 03- 2007.**
- 4. Dr. A.K. Roy, Principal attended the Syllabus Committee Meeting of MDMI, Shillong held at Guwahati on 27- 03- 2007.**
- 5. A Valedictory Function was organized on 31- 03- 2007 for the programme on Dairy Cooperatives being presided over by Sri K. Kakati, Chairman, ICM, Management Committee and Sri G.C. Das, Deputy Director, Directorate of Dairy Development, Govt. of Assam was the Guest of Honour.**
- 6. A Farewell function was arranged on 31st March'07 for the transfer of Mr. A. K. Mahato, Lecturer to RICM, Kalyani, who was a performing asset to the Institute since 1998.**

PUBLICATIONS

- “Ethics : A Modern Tool for success of Cooperative” – Dr. A.K. Roy, Principal.**
- “Dream Management for Cooperatives” – Dr. I.A. Khan, Lecturer.**
- “A Study on SHG – Bank Linkage in the District of Chirang, Baska & Dhubri” –
Sri H.K. Das, Lecturer.**

(Published in ‘Sahayatri’, the Souvenir of Assam State Cooperative Union, March’2007.

Mantra for Success

**There are no regrets in life,
just lessons'**

**- Jennifer
Aniston.**

CONDOLENCE

ICM Family condoles the sad demise of Dr.S.S. Sisodia, President of NCUI and Chairman, NCCT, New Delhi on 24- 03- 2007. A condolence meeting was held at the Institute to pray for the departed soul.

