

# News Letter



Vol .01

● April 2023 ●

[www.icmmadurai.in](http://www.icmmadurai.in)

## Cooperative Literacy for Cooperative Inclusion

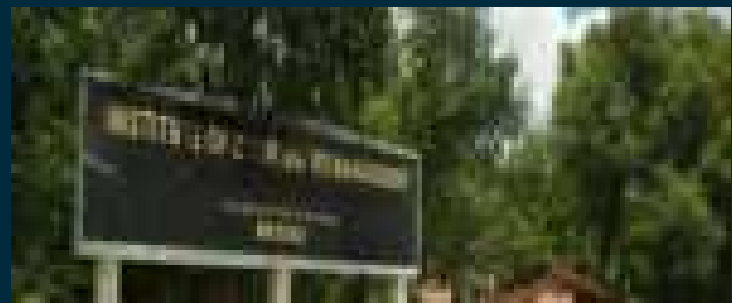


# Institute of Cooperative Management Madurai

(An Institution of National Council for Cooperative Training (NCCT), New Delhi,  
Ministry of Cooperation, Government of India)



@icmmadurai



Institute of Cooperative Management, Madurai is one of the 19 Institutes of Cooperative Management in the country imparting management training to the personnel of cooperative institutions and departments. It is functioning under the auspices of the National Council for Cooperative Training (NCCT), New Delhi which is an autonomous society promoted by the Ministry of Cooperation, Government of India. The Institute is having a national network which comprises of one National Institute known as Vaikunth Mehta National Institute of Cooperative Management, (VAMNICOM) Pune, Five Regional Institutes of Cooperative Management and 14 Institutes of Cooperative Management spread all over the country.

It primarily caters to the training requirements of the employees and officials in cooperative organisations and cooperative department.

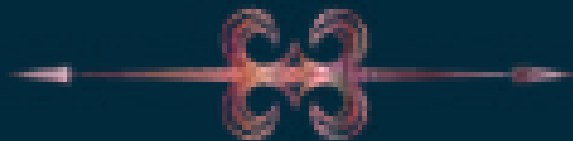
The rapid growth and development of cooperative movement in Tamilnadu has brought in its trail the increasing demand for domain knowledge in cooperation and modern management training for better management of cooperatives. It necessitated the starting of this second Cooperative Training Institution (CTI) in Madurai in the year 1983 in addition to the existing cooperative training institute at Chennai. The name was changed to Institute of Cooperative Management (ICM) in the year 1991 reflecting the different focus provided for management oriented training programmes. Cooperative Department of Tamilnadu is meeting 50% of the annual budget of our institute through Tamilnadu Cooperative Union (TNCU), besides funding for short-duration programmes.

The institute has created its own niche and proved its relevance in professionalizing the people in cooperatives through its training related activities during last 40 years of existence and marching ahead towards fulfilling the emerging training needs in the ever-changing environment.

At this juncture, we humbly seek your wholehearted and splendid cooperation for relocation and construction of new building which is our prevailing major challenge as a result of expansion of Madurai Airport. We assure that Institute of Cooperative Management - Madurai will continue to work with dedication in providing training for triggering the great services of the cooperative institutions which play an important role in the socio-economic progress and prosperity of the people of Tamilnadu.

It is our pride to launch this News Letter which is the maiden initiative of our Institute. May this beginning lead us to a bright future. 2022-23 was a remarkable year for ICM Madurai since it has reached a newer height through multi-faceted activities relating to cooperative education and training. This issue of News Letter brings the highlights on spectrum of activities achieved by the institute during the year 2022-23.

**Dr.S.Dharmaraj**  
**Director (i/c)**



# Important Events - April 2023



**Interactive Meeting with the Secretary, Ministry of  
Cooperation, Government of India  
at Atal Akshay Urja Bhawan, New Delhi - 19 April 2023**

## Important Events - April 2023



**Committee Meeting - Prepration of Course Design for PACS on Model Bye-Laws held at NCCT, New Delhi during 05 -06 April 2023**

# Important Events - April 2023



**Committee Meeting to Formulate Appropriate Training Modules on Government Schemes held at NCCT, New Delhi during 27 - 29 April 2023**

# Training Programmes as Approved by the Programme Advisory Committee (PAC)

2022 - 2023

The Program Advisory Committee meeting for finalisation of calendar of training programmes for the year 2022-23 was held on 04th May 2022. By incorporating the suggestions and recommendations of the committee members, a list of 80 programmes was finalised. Out of these 80 programmes, our institute has conducted 69 programmes during the year 2022-23. The major training areas covered in these programmes include:



- Cooperative Credit & Banking
- Cooperative Laws & Other laws
- Accounts & Audit
- Management & Skill Development
- Human Resource Management & Organisational Behaviour
- Information Technology & Management Information Systems
- Digital Initiatives such as GeM portal, DBT, E-Commerce, IFHRMS etc.

## Important Highlights

The institute devoted its utmost care for the inclusive coverage of target participants. Accordingly, the following group of participants were trained:

- Officers from cooperative department and other departments were trained on the above-mentioned subject areas.
- The workforce in PACCS, DCCBS, UCBs, APCMS, CWCS etc. and members from SHGs/PACCS were also benefited.
- As a long-duration programme, an exclusive HDCM batch was conducted for the newly recruited DRs/SIs of cooperative department.
- One HDCM programme was also conducted for private candidates.
- Exclusive programmes were organised for women empowerment, women safety at workplace, POSH act etc.
- Design Skills, E-Commerce etc. were provided to handlooms sector.
- Social networking, social media, public relations etc. were organised to Social Welfare department.
- PACS as MSCs, Resource Management and Profit Planning, Warehouse Management etc. are the flagship programmes for the PACCS.
- RBI compliance mechanisms, SARFESI Act etc. were delivered to UCBs.
- Resource management, profit planning, practical banking, business development etc. were conducted to DCCBs.
- Cooperative laws/other laws, office procedures, accounts & audit, workplace resilience were provided to the officers of cooperative department and other department.
- As unique training activities, two skill development programmes were conducted for the benefits of women members of SHG promoted by DCCBs. Accordingly, one programme was conducted on "Mushroom Cultivation and Marketing" exclusively for promoting entrepreneurship among women SC/ST members and another on "Scientific Bee-keeping". Both the programmes were organised through domain expert entrepreneurs with practical sessions.



## Programmes Conducted as Approved by the PAC

S. No	Particulars	No. of Programmes	No. of Participants
1	Short Duration Courses (SDCs)	67	1647
2	Higher Diploma in Cooperative Management (HDCM)	2	48
<b>Total</b>		<b>69</b>	<b>1,695</b>

## Training Sessions





In addition to the programmes approved by the PAC, considering the various requirements of stakeholders, our institute has also conducted different training programmes to the cooperative sector.

## Awareness and Training Programmes sponsored by Warehousing Development Regulatory Authority (WDRA)

2022 - 2023

Tamilnadu state is having the largest number of registered warehouses in the cooperative sector. It is also having in its credit for the introduction of e-NWR at the PACS level as the first state in the country. The pilot projects are already in execution in Coimbatore, Erode, Salem, Tiruppur and Namakkal districts. Considering the need for and the importance of increasing the capacity utilization of godowns, the institute is assigned with responsibility of conducting Awareness Programme for Farmers, Traders and Millers; accordingly, we have conducted 27 such programmes in various districts.



Training Programmes on assaying techniques and warehouse management of 5 days duration were also conducted by our institute for the registered godown managers of PACS/APCMS.



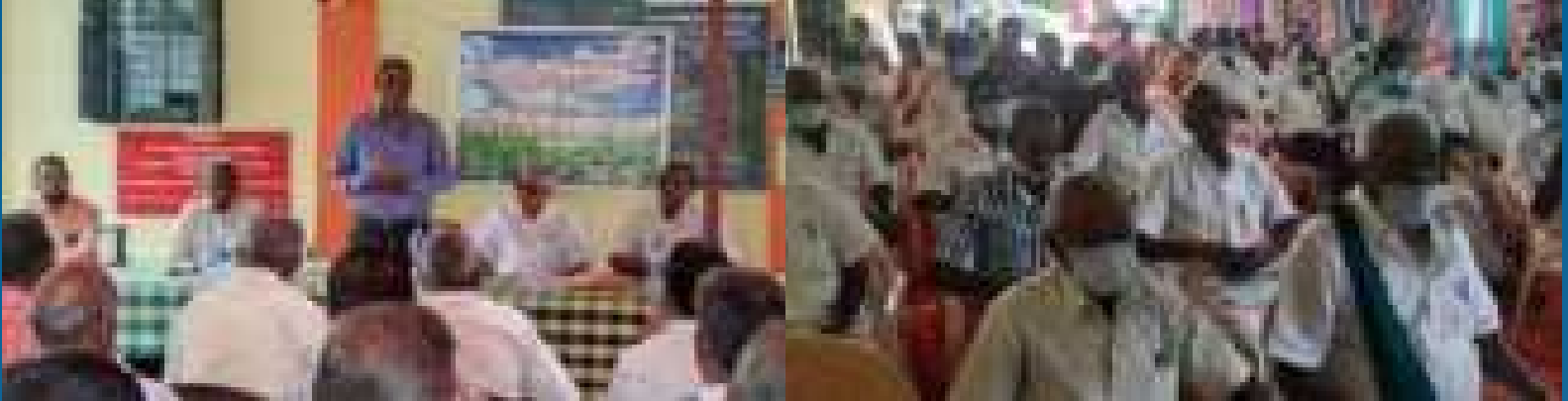
# Farmers Awareness Programmes

**கிடங்கு பராமரித்தல் பயிற்சி**

கிடங்கு பராமரிப்பு மற்றும் கிடைகளை மேம்படுத்துவதில் கருத்து மிக முக்கியமானதாகும். கிடங்குகள் சரியாக பராமரிக்கப்படாமல் இருந்தால், பயிர் விளைவுகள் கெட்டுப்போகும். எனவே, கிடங்குகளை பராமரிக்க உதவுவதற்காக, கிடங்கு பராமரிப்பு பயிற்சி நடைபெற்றது.

கிடங்கு பராமரிப்பு மற்றும் கிடைகளை மேம்படுத்துவதில் கருத்து மிக முக்கியமானதாகும். கிடங்குகள் சரியாக பராமரிக்கப்படாமல் இருந்தால், பயிர் விளைவுகள் கெட்டுப்போகும். எனவே, கிடங்குகளை பராமரிக்க உதவுவதற்காக, கிடங்கு பராமரிப்பு பயிற்சி நடைபெற்றது.





S. No	Particulars	No. of Prog.	No. of Participants
1	Awareness Programmes for Farmers, Traders and Millers	27	1,350
2	Assayers Training Programme for Warehouse Managers of APCM / PACCS	4	161
3	Capacity Building Programme for Warehouse Managers of APCMS / PACCS	2	67
Total		33	1,578

# Other Important Categories of Training

2022 - 2023

As per the MoU with the Ministry of Defence, we have also conducted DGR sponsored Certificate Course on Sales Management and 40 officers in the cadre of JCOs & Equivalent of Armed Forces were benefited through this course.

On request, we have conducted 8 programmes for the officers of UCBs and DRs of cooperative department sponsored by ICDP-Chennai.

## Programmes Conducted - ICDP and DGR

S. No	Particulars	No. of Programmes	No. of Participants
1	ICDP - Chennai	9	370
2	DGR	1	40
Total		10	410

# Scaling-up of Cooperative Education and Training Activities

2022 - 2023

Ministry of Cooperation, Government of India, has directed the NCCT to extend its outreach through ICMs to the various sections of people like members/BODs of cooperative institutions, youth, women etc. Accordingly, ICM Madurai has conducted member education campaigns with the support of the Regional Joint Registrars and District Cooperative Unions.



Cooperative awareness campaigns were also organised through SIRD and RUDSETI. Youth awareness programmes on Cooperative Literacy and Cooperative Inclusion were organised through universities and colleges.

## Important Highlights of these Activities:

- With the main objective of reaching at the grass-root level, the members of cooperatives especially the PACCS were disseminated with the importance of being a member of cooperatives, benefits of membership, duties and responsibilities of members, role of cooperatives, Government schemes available through cooperatives, repayment ethics etc.
- Youth awareness events were conducted for benefit of the student's community, in Madurai Kamaraj University, Salem Periyar University, Annamalai University and some colleges at different places. Inputs on contribution of cooperative sector to the socio-economic development, role of youth in cooperative development, benefits of being a member of cooperatives, cooperative start-ups and employment opportunities in cooperative sector etc. were provided to the students' community.
- Youth awareness events were conducted for benefit of the student's community, in Madurai Kamaraj University, Salem Periyar University, Annamalai University and some colleges at different places. Inputs on contribution of cooperative sector to the socio-economic development, role of youth in cooperative development, benefits of being a member of cooperatives, cooperative start-ups and employment opportunities in cooperative sector etc. were provided to the students' community.
- National Symposium on Multi-State Cooperatives were also organised in TBML College, Porayar.
- Few cooperative awareness programmes were conducted for the Presidents and Secretaries of Village Panchayath in collaboration with SIRD Madurai.
- Few programmes were organised for the young entrepreneurs in collaboration with RUDSETI Madurai.







## உறுப்பினர் கல்வித்திட்டம்



மாணியு் நினைவுகளுடனான நான் கட்டிடங்களுக்கான உறுப்பினர் கல்வித்திட்டம் கட்டிடக்கலை மற்றும் கட்டிடக்கலை நிபுணர்களுக்கு கட்டிடக்கலைத் தகவல்களை வழங்குவதற்காக கட்டிடக்கலை மற்றும் கட்டிடக்கலை நிபுணர் (பி.ஓ.), தலைவர், மாணியு் கட்டிடக்கலை மற்றும் கட்டிடக்கலை நிபுணர் மற்றும் கட்டிடக்கலை நிபுணர் கட்டிடக்கலை மற்றும் கட்டிடக்கலை நிபுணர், சி.ஓ. கட்டிடக்கலை



संस्कृत भाषा के अर्थ और उपयोग के बारे में जानकारी के लिए  
एक कार्यक्रम के दौरान, जहाँ



संस्कृत भाषा के अर्थ और उपयोग के बारे में जानकारी के लिए एक कार्यक्रम के दौरान, जहाँ एक बड़े समूह के लोगों ने बैठकें कीं और बातचीत की।













Sl. No.	Particulars	No. of Programmes	No. of Participants
1	Cooperative Awareness and Member Education Programmes Conducted at Various Primary Cooperatives at Village Level	25	2663
2	Youth Awareness Campaign on Cooperative Literacy for Cooperative Inclusion – Students of Universities and Colleges	12	2449
3	Cooperative Awareness and Member Education Programmes for Village Panchayath Presidents/Members/Secretaries	9	539
4	Cooperative Awareness and Education Programmes for Deputy Block Development Officers	1	58
5	Cooperative Awareness and Education Programmes for Newly Recruited Bank Employees of Commercial Banks	4	161
6	Workshop on Effective use of E-Governance in PACS for Secretaries in Tamilnadu	1	118
7	Webinar on Agri-Startup for Farmers	1	144
8	Cooperative Awareness and Education Programmes for Youth Entrepreneurs in Collaboration with RUDSETI	1	41
9	Cooperative Literacy Campaign for Cooperative Inclusion – ADSCAs	1	133
<b>Total</b>		<b>55</b>	<b>6306</b>

## Youth Awareness Campaigns at Universities and Colleges







## Training Activities under Regular Mode

1	Short Duration Courses (SDCs)	67	1647
2	Higher Diploma in Cooperative Management (HDCM)	2	48
3	WDRA Sponsored Training and Awareness Programmes	33	1578
4	DGR Sponsored Certificate Course	1	40
5	Bee-Keeping Workshops	2	110
6	Training Programmes Sponsored by ICDP	9	370
7	Programme on Design Skills Sponsored by Handloom Department	1	30
(i) TOTAL		115	3823

## Scaling-up Activities

9	Cooperative Awareness and Member Education Programmes Conducted at Various Primary Cooperatives at Village Level	25	2708
10	Youth Awareness Campaign on Cooperative Literacy for Cooperative Inclusion – Students of Universities and Colleges	12	2349
11	Cooperative Awareness and Member Education Programmes for Village Panchayath Presidents/Members/Secretaries	9	539
12	Cooperative Awareness and Education Programmes for Deputy Block Development Officers	1	58
13	Cooperative Awareness and Education Programmes for Newly Recruited Bank Employees of Commercial Banks	4	161
14	Workshop on Effective use of E-Governance in PACS for Secretaries in Tamilnadu	1	118
15	Wibinar on Agri-Startup for Farmers	1	144
16	Cooperative Awareness and Education Programmes for Youth Entrepreneurs in Collaboration with RUDSETI	1	41
17	Cooperative Literacy Campaign for Cooperative Inclusion - ADSCAs	1	133

**Grand Total (I) & (II) = 10,219**

(ii) Total 55 6251

# Important Events at ICM Madurai

2022 - 2023

## MBA Convocation

The long pending convocation for the batches of MBA programme (2012-14 to 2017-19) was conducted on 13.10.2022 Forenoon. Mr.A.Shanmugasundaram, I.A.S, Registrar of Cooperative Societies (RCS), Government of Tamilnadu was the chief guest and delivered convocation address. Dr.R.Gopalsamy, Director i/c, (Finance), NCCT, New Delhi and Prof.Dr.D.Ramakrishnan, Additional Controller of Examination i/c, Professor & Head Department of Political Science, Madurai Kamaraj University, Madurai were felicitated the awardees.





## HDCM Award Ceremony

As a remarkable event, for the first time in the history of ICM, Madurai, the award ceremony for our flagship HDCM programme was conducted on 13.10.2022 Afternoon. There were 296 Senior Inspectors of Cooperative Department those who successfully completed the course in 9 batches here attended and received diploma. Mr.A.Shanmugasundaram, I.A.S, RCS has presented the diploma and delivered special address. Dr.R.Gopalsamy, Director i/c, (Finance), NCCT, New Delhi has participated as a special invitee. Mr.S.Gurumoorthy, Regional Joint Registrar, Madurai, Dr.A.Jeeva, Joint Registrar/Managing Director, MDCC Bank, Madurai, Dr.D.N.Priyadharsini, Joint Registrar/Managing Director, Madurai District Pandian Consumer Cooperative Wholesale Stores Ltd., Dr.C.Pitchai, Professor & Head, Department of Cooperation, Gandhigram Rural Institute, Dindigul, Member-Programme Advisory Committee and Dr.A.Mayil Murugan, Associate Professor and Head, Department of Commerce, Madura College, Madurai, Member – Programme Advisory Committee were felicitated the awardees.











# Cooperative Week Celebrations (14-20 Nov 2022)





# International Women's day Celebrations



## Azadi Ka Amrit Mahotsav



## **Shri A SHANMUGASUNDARAM I.A.S**

**Registrar of Cooperative Societies  
Chairman, Programme Advisory Committee**

### **Dr. S DHARMARAJ Ph.D**

**M.Com. M.Phil., FDP (IIMA), PGDRD, CTFC  
Director – In charge**

### **Faculty Members**

#### **Dr. V ALAGUPANDIAN Ph.D**

**M.Com, M.Phil. HDCM, DUCBM, CTFC, PGDCBM.**

#### **Ms. ZITA. V. BOSCO**

**B.Sc. (Hons) C & B, M.Sc. (C & B)**

#### **Shri G KATHIRAVAN**

**M.B.A (Finance), M.E**

#### **Secretarial Staff**

**Smt. P Sethurani B.Com, M.LISC (LDC)**

#### **Multitasking Staff**

**Shri. M Selvapandian**

**Shri. A Pradeep Kumar**

**Shri. S M Sabeer**

#### **Outsourced Staff**

**Shri K Muruganandham M.Sc., M.Com (LDC)**

**Shri A Vadivel Murugan B.Com, M.LISC (LIA)**





# INSTITUTE OF COOPERATIVE MANAGEMENT MADURAI

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 <http://bit.ly/3pMWbBp>