

NCCF/HO/MD /2014-15

22<sup>nd</sup> October, 2014

Dear

1. You are aware that I have recently taken over the charge of Managing Director of NCCF. I have taken a quick review and I feel that we are facing challenging times and there is need to work as a team in order to surmount the challenges to enable organizational growth. There is need to simplify systems and use creativity and innovation to chalk out a clear road map for the organization.
2. While I propose to carry out extensive review of each branch over the next two months, I thought it proper to share some of my initial thoughts:
  - i) The organization needs to maintain complete transparency in its operations and that there should be zero tolerance towards any kind of corruption.
  - ii) There is need to promote e-governance extensively and branches should actively participate in e-tenders and also make e-payments through RTGS/NEFT. Manual interface needs to be minimized at every level.
  - iii) In response to Government's call of "Swachh Bharat", due priority needs to be given for keeping the office premises clean and orderly. The Regional Managers should personally ensure cleanliness in and around the office premises.
  - iv) Most Government offices present a haphazard look because of the huge amount of paper available. The quantity of documents and their poor organization leads to difficulty in retrieval. It is expected that all branches will promptly prepare an action plan for digitization of records which will not only ensure safety of the records, easy retrieval but will also free up space in the office
  - v) There is need for out-of-the-box thinking for expanding business operations of NCCF. One of the parameters that minimizes risks as well as adds to efficiency, is the selection of the right Business Associate. Regional Managers should ensure that the right Business Associates are selected through a transparent process. Weeding out the old Business Associates who have failed to secure business for the organization could also be considered.

..2/-

vi) In order to fulfill the primary aim of NCCF for promoting the cooperative movement in the country, it is necessary to maintain close liaison with the local cooperatives. The branches could also consider educating and advising the cooperatives for improvement of their functioning, primarily aimed at increasing transparency in their functioning.

vii) In the present environment, website of an organization is its public face. While I have taken an initiative to quickly revamp the website by removing redundant and unnecessary information and adding current and relevant information/data, I would expect the branches to provide all possible information to make the website complete in all respects. Separate mail server has also been engaged and every branch and its officers will be provided an official e-mail ID. To reduce paper work. I would expect the branches to convey all routine matters through e-mail by using the official ID. Any requirement of information from the Head Office meant for updating the website should be responded to within 2 days.

3. It has also been noted that while some branches of NCCF are in profit, there are others which are consistently incurring losses. While appreciating that losses could be on account of lesser business opportunity in a particular State, I feel that with a little more initiative and perseverance, it is possible to make every branch profitable. This aspect will be monitored personally by me and it is possible that branches which continue incurring losses, without showing any signs of improvement, could be closed down. Decision in this regard will be taken by 31<sup>st</sup> March, 2015.

4. I intend to carry out a manpower re-structuring of the Branch Offices, which could entail inter-branch transfer of officers and staff. Regional Managers can offer their suggestions in this regard by the end of the current month.

5. While I am sure that you continue to maintain close cooperation with the Departments of the State and Central Government in your area of operation, please feel free to bring any important issue to my notice wherever an intervention is required from the Head Office. At this critical juncture, we all need to be pro-active and to work collectively towards the overall betterment of the organization.

I wish you, your staff members and their families a very Happy & Prosperous Diwali.



(P.K. Singh)

All Divisional Heads  
NCCF H.O