

Introduction



- DRIVER OF SUCCESS IN NEW ECONOMY IS KNOWLEDGE
- MANAGING THE HUMAN DIMENSION OF KNOWLEDGE WORK IS THE MOST IMP JOB

What is KM?

KM is the ‘process through which organizations generate value from intellectual and knowledge based assets’

Reality Check - Catch-Up

WHEN THE RATE OF
CHANGE OUTSIDE EXCEEDS
THE RATE OF CHANGE
INSIDE, THE END IS IN
SIGHT.

Jack Welsh, Former CEO-GE

Are our rural areas prepared to be part of Global Context? Or, are they still with PBM – Population Beyond Market?

Being Competent and Competitive aren't measured on your past knowledge or laurels, but your preparedness for the future.

How Great the Human Mind is?

MOORE'S LAW: The number of transistors on a chip doubles every 18-24 months (Pentium 4, released on November 20, 2000, has 42 million transistors).

Management for Rural & Societal Development of India

Does Rural India require Knowledge Management Orientation to start with and, of course, adoption of culture, content, and tools that go with KM?

CERTAINLY, YES.

Then, let us see briefly a few concepts relevant for rural & societal development too.

INTELLECTUAL CAPITAL

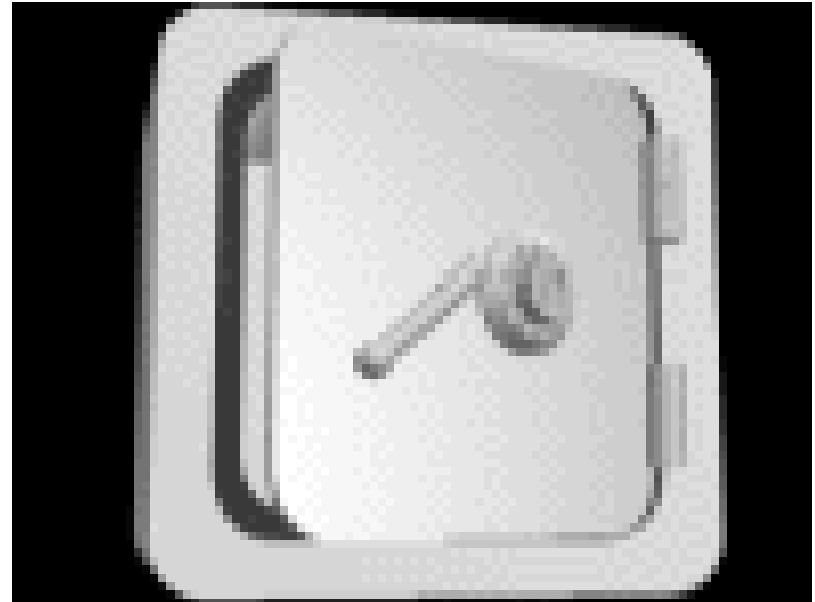
WHAT IS IT?

WHY TO KNOW ABOUT IT?

WHAT ARE THE TYPES?

WHAT IS IT AND WHY OF IT?

- POTENTIAL CAPACITY OF WORKERS IS IC.
- THE KNOWLEDGE ABOUT IT HELPS TO REALISE THE SAME.



Intellectual Capital

The business logic of the Knowledge Organization
is:

Match the Capacity and the Chemistry of the
Organizational Personnel and the Customer

Is it valid for a rural organization?

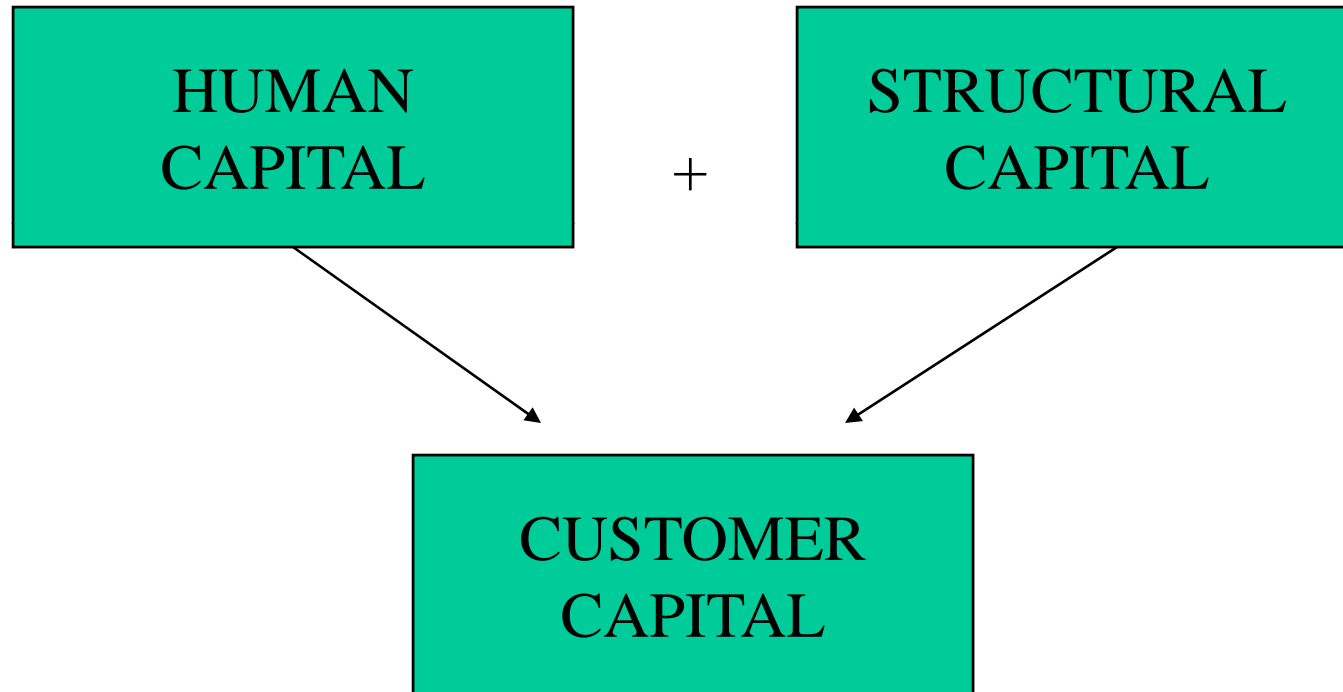
Let us take one SHG in Kerala in the Garment
Industry

IT & Intellectual Capital

IT is still relatively new. Going through the following steps may help

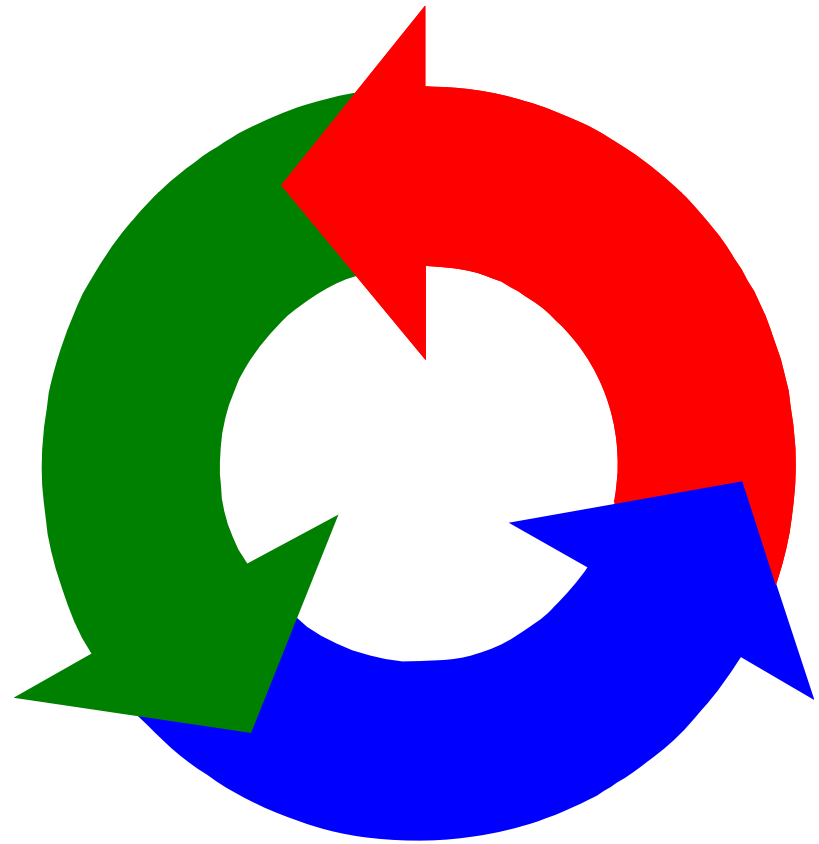
- Developing a greater **awareness and understanding** of the role of knowledge and the nature of intellectual capital
- Creating a **common language** that is more widely diffused within their neighborhood e.g. use of terms such as 'human capital'
- Identifying **indicators** that are suitable and appropriate
- Developing a **measurement model**, that brings these indicators into a coherent framework
- Introducing **measurement systems**, including the accompanying management processes that guide and reward women leaders
- Using objective impartial consultants and surveys to carry out key aspects of the measurement process.

IC Comprises

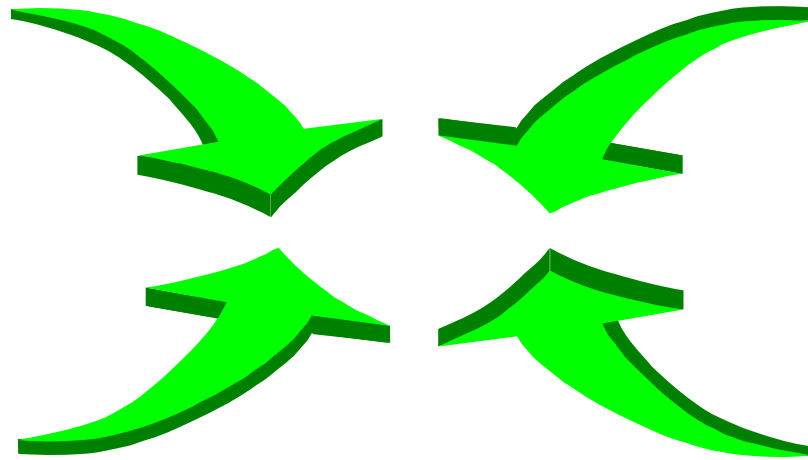


STRUCTURAL CAPITAL

- A FREE FLOW OF INFORMATION
- A FREE FLOW OF KNOWLEDGE AND PEOPLE
- WILLINGNESS TO SHARE & LEARN
- REWARDING KNOWLEDGE

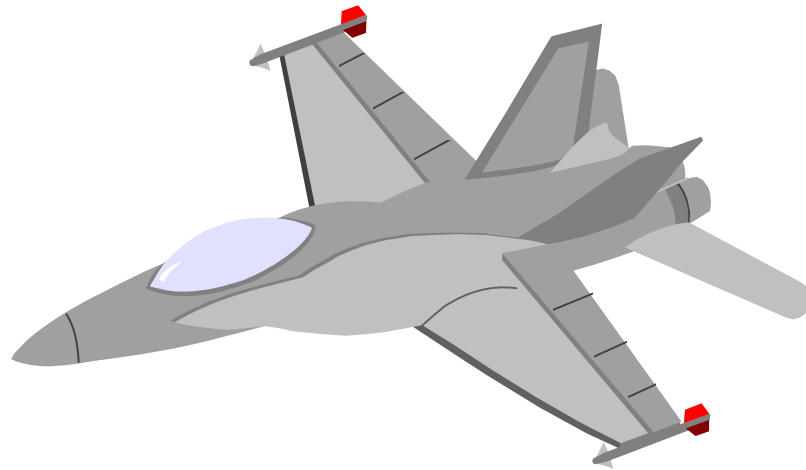


CUSTOMER CAPITAL



- BUILD LOYALTY AMONG THE CUSTOMERS – BE IT RURAL CO-WORKERS, GOVERNMENT ORGANIZATIONS, FOREIGN USER-CUSTOMERS AS IN THE CASE OF LACE PRODUCTS
- COMMON SENSE TO COMMON PRACTICE

HOW TO OPERATIONALIZE ALL THE ABOVE IN RURAL AND SOCIETAL DEVELOPMENT PROCESS



- LET US TAKE A
DATE TO KNOW.
- RD Soft as a facilitator
- MEAL as a Tool

The stage in the Personal Change

1. Awareness of the need for change
2. Invitation to change
3. Requirement to change

What to do?

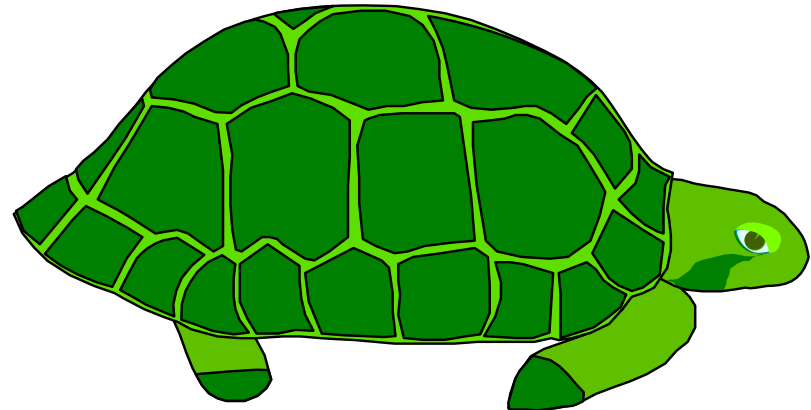
- Revenue Model
- Competency Mapping

REMEMBER ALWAYS

- THE MORE I LEARN,
THE MORE I REALIZE I
DON'T KNOW AND
THE MORE I WANT TO
LEARN.

WHO SAID IT?

EINSTEIN - NO LESS



Wishing you the best up the road to
excellence

