

11th SOUTH ASIAN MANAGEMENT FORUM (SAMF) 16 - 17 May 2011 at Kathmandu, Nepal

The 11th South Asian Management Forum (SAMF), AMDISA's biennial flagship Conference was held from 16th to 17th of May, 2011 at Kathmandu, Nepal. The Conference, organized by AMDISA, was hosted by Nepal Administrative Staff College (NASC), Kathmandu, Nepal. The theme of the Conference was “**Managing Change for Sustainable Development in the SAARC Region**”. His Excellency Dr Ram Baran Yadav, Hon'ble President of Nepal was the Chief Guest who inaugurated the Conference by lighting the Lamp. His Excellency Mr Yubaraj Karki, Hon'ble Minister for General Administration, Government of Nepal and Her Excellency Fathimath Dhiyana Saeed, Hon'ble Secretary-General, SAARC, were the Guests of Honour who also addressed the Forum. More than 200 participants attended the Conference and about 60 papers were presented in the Forum covering the main theme: **Managing Change for Sustainable Development in the SAARC Region**. The Sub-themes such as, *Macro Level Managing Change; Inter-Country/Regional; People Dimension of Change; Organizational Level Change Management; Technology and Managing Change* were presented by the paper subscribers in the 15 technical sessions held during the Conference. NASC brought out a Souvenir including two Key Note Papers and 66 Abstracts. NASC will soon be bringing out the Forum's Proceedings in the form of a Book comprising selected papers presented in the Conference. For this purpose, an Editorial Board has been constituted by NASC involving AMDISA to select the quality papers involving AMDISA and NASC for publication in the Proceedings. Prof. Y K Bhushan, Vice Chancellor, ICFAI University Meghalaya, Shillong & Senior Advisor, ICFAI Business School – Mumbai, has been nominated by President-AMDISA to represent AMDISA in the Editorial Board for quality evaluation of the papers.

Welcome remarks by Mr. Punya Prasad Neupane, Executive Director, Nepal Administrative Staff College and Chair of 11th SAMF Organizing Committee

Rt Hon'ble President Dr. Ram Baran Yadav, Her Excellency Fathimath Dhiyana Saeed, Secretary General, SAARC, President-AMDISA, Mr Karma Tshering, Distinguished Delegates from the SAARC Countries, and Ladies & Gentlemen.

Let me begin by expressing warm welcome to all of you to the 11th South Asian Management Forum (SAMF).

I would like to express my sincere gratitude to Rt. Hon'ble President Dr. Ram Baran Yadav and Her Excellency Fathimath Dhiyana Saeed, Secretary General, SAARC for making their time available to join us today.

I am grateful to all the distinguished delegates from SAARC countries and delegates from Nepal too.

My thanks also go to the Discussants, Panelists and Moderators for their valuable contributions to this Seminar and finally to paper presenters who are the soul of the Conference.

As you know, Association of Management Development Institutions in South Asia (AMDISA) organizes South Asian Management Forum (SAMF) every alternate year. The Forum aims to provide a platform to bring together management experts, scholars, practicing managers, business leaders, policy administrators and other academics from different parts of South Asia and outside every two years to discuss on an issue and share their research findings.

I would like to thank AMDISA for providing a common platform for the South Asian countries where management experts, scholars and other academicians can share their experiences. This has built a strong bond and a pure sense of brotherhood among the countries in the South Asian region. The feeling of togetherness would surely result in the positive change of the region.

The title of this Seminar, "*Managing Change for Sustainable Development in the SAARC Region*" is appropriate in light of the fact that change management is the urgency of the South Asian Countries because they are undergoing historic changes in the economic, political, and cultural aspects. As we all know, Change is always a challenge, we all need to build skills in its management. Bringing about change is not important; the important thing is its management. For me, change management, somewhat ambiguous term, has at least three different aspects, including: adapting to change, controlling change, and effecting change. Whatever, successful adaptation to change is as crucial within an organization as it is in the natural world. This Seminar would definitely contribute in this juncture.

Finally, I would also like to laud the efforts of AMDISA, its members for successfully organizing this Seminar in cooperation with Nepal Administrative Staff College. At the same time, my sincere appreciation goes to those all who have made direct and indirect contributions to make this Seminar a grand success.

I would like to welcome you all once again and also wish you a memorable stay in Nepal.

Thank you.
Punya Prasad Neupane
Executive Director, NASC
Chairman, 11th SAMF Organizing Committee



Rt. Hon'ble Dr Ram Baran Yadav, President of Nepal inaugurating the 11th SAMF

Rt Hon'ble Dr. Ram Baran Yadav, President of Nepal has inaugurated 11th South Asian Management Forum (SAMF) organized by Association of Management Development Institutions in South Asia (AMDISA) and hosted by Nepal Administrative Staff College (NASC) at NASC, Jawalakhel, Lalitpur, Nepal, on May 16, 2011. The opening ceremony featured the presence of General Administration Minister Hon'ble Yubaraj Karki, Her Excellency Fathimath Dhiyana Saeed, Secretary General, SAARC, President-AMDISA, Mr Karma Tshering, Vice-president of AMDISA and Executive Director of NASC, Mr. Punya Prasad Neupane and other high ranking dignitaries and distinguished delegates from the SAARC Countries.

Addressing the Conference, Rt. Hon'ble President congratulated NASC for hosting this important event and also AMDISA for organizing this milestone Conference and said that the Forum is one of the most important activities of AMDISA. He appreciated AMDISA for a timely, relevant and important theme - ***“Managing Change for Sustainable Development in the SAARC Region.”*** He said, “The countries of this region are witnessing unprecedented political, cultural, economic, and environmental changes in the last few years. The policies and programmes have to address these changes to make development efforts sustainable.” Rt. Hon'ble President showed his hope that Conference would be a wonderful venue for discussing the development practices, challenges and ways forward for making a prosperous South Asian region. Rt. Hon'ble President urged that issues of gender, children, persons with disabilities, and marginalized and oppressed communities should be prioritized.



Hon'ble Mr Yubaraj Karki, Minister for General Administration, Government of Nepal, addressing the Forum

Earlier in the program, Hon'ble Mr. Yubaraj Karki, thanked AMDISA for choosing Nepal to discuss such an important theme - *“Managing Change for Sustainable Development in the SAARC Region”*. He also said that SAMF had provided an opportunity to all management Educators/Researchers & Practitioners in discussing issues and challenges of development, policy and strategic options. “Efforts like these would go a long way in responding to the aspirations of people of the SAARC Region for a better living”, he added. Finally he highlighted that the real success lies on being able to manage change and lead to objectivity, sustain the development and strike happiness and wellbeing.



**Her Excellency Fathimath Dhiyana Saeed
Secretary-General, SAARC, addressing the Forum**

On the occasion, Her Excellency Fathimath Dhiyana Saeed, thanking AMDISA for strengthening cooperation among the SAARC countries, said that it was her pride to be in such an academic event. Having a mission to promote management excellence in South Asia by networking management development institutions and facilitating their partnership with corporate enterprises and public agencies in the region, AMDISA is also a SAARC recognized body, she said. She observed that the theme of *Managing Change for Sustainable Development*

is of utmost importance because the SAARC countries are also undergoing changes and they are in due course to manage change.



**Mr Karma Tshering, President, AMDISA and
Director, Royal Institute of Management, Thimphu, Bhutan,**

Mr. Karma Tshering, expressing his sincere gratitude to the Rt. Hon'ble President, said that it was matter of joy to organize 11th SAMF in beautiful city of Kathmandu. He congratulated Mr. Punya Prasad Neupane and his team for the excellent arrangement of the Forum and thanked all for warm reception and cordial hospitality. He informed that as reported by the Vice President-AMDISA, over 60 papers have been accepted for presentation and about 300 participants are confirmed to attend the two-day Forum. He informed that AMDISA had completed 23 years of its service and commended Founding Members and Past and Present Executive Board Members. He paid his special tribute to late Prof. (Dr.) Dharni P. Sinha, Founder President and Coordinator of AMDISA. AMDISA has 240 members and has organized ten biennial SAMFs and more than 37 workshops, he added. In his closing remarks, Mr Tshering said that the Organization of such a program is Herculean task but certainly it has lived to the expectation of AMDISA.



**Mr. Punya Prasad Neupane, Executive Director
of NASC and Vice-President of AMDISA**



Conference Delegates

Mr. Punya Prasad Neupane, Executive Director of NASC and Vice-President of AMDISA, welcoming all, said that AMDISA has provided a common platform for the South Asian countries where management experts, scholars and other academicians can share their experiences. “This has built a strong bond and a pure sense of brotherhood among the countries in the South Asian region and the feeling of togetherness would surely result in the positive change of the region,” he urged. The title of this Seminar is appropriate in light of the fact that change management is the urgency of the South Asian Countries, he added. He lauded the efforts of AMDISA, its Members for successfully organizing this Seminar in cooperation with Nepal Administrative Staff College and also wished all a memorable stay in Nepal.

Dr. Shankar P. Rajbhandari, Director, Centre for Human Resource Management, NASC, offered vote of thanks.

Closing Ceremony



Hon'ble Mr Yubaraj Karki, Minister for General Administration, Government of Nepal, at the Closing Ceremony of 11th SAMF



Rt.Hon'ble President of Nepal and other Dignitaries and Delegates at 11th SAMF

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