



एनसीसीटी न्यूज़ बुलेटिन NCCT NEWS BULLETIN



OUTREACH AND DISSEMINATION WORKSHOP ON NEW INITIATIVES/SCHEMES AND ACHIEVEMENTS FOR THE COOPERATIVE SECTOR



Inauguration of Outreach and Dissemination Workshop on new Initiatives/ Schemes and Achievements for the Cooperative Sector by Sh. Gyanesh Kumar, IAS, Secretary, Ministry of Cooperation on 7th June, 2023.

A one day “Outreach and Dissemination Workshop on new Initiatives/Schemes and Achievements for the Cooperative Sector” was organized by NCCT on 7th June, 2023 on behalf of the Ministry of Cooperation, Government of India. The workshop aimed to bring attention to the remarkable achievements and initiatives taken by Ministry of Cooperation and create awareness among various stakeholders, including journalists, media persons, social media campaigners, writers, and authors in the field of cooperation. The workshop was inaugurated by Sh. Gyanesh Kumar, IAS, Secretary, Ministry of Cooperation, Government of India.

In his inaugural address, Shri Gyanesh Kumar emphasized on the importance of cooperatives in India. He mentioned that Indian cooperatives have a membership of around 30 crore, which would make it the 4th largest populated country in the world. He highlighted that the 41 new initiatives and various schemes have been approved by the Cabinet and implemented by the Ministry of Cooperation in a short span of time. He called upon the media persons to use their writing power to create awareness among the cooperatives at the grassroots level and encouraged them to showcase the collective efforts in spreading the message of cooperation. Shri Gyanesh Kumar expressed his deepest appreciation and gratitude to the media persons for their participation in the Workshop. He expressed the hope to look forward to future collaborations and continued engagement with the media persons to promote cooperation and empower cooperative members. He said that another follow up workshop will be organised in September, 2023, focusing on the progress and impact achieved since the previous event. As a part of this upcoming workshop, he requested the participants to attend the workshop and bring a compendium of published articles to showcase the collective efforts in spreading the message of Ministry of Cooperation.

Various sessions were organized by the resource persons who explained the initiatives of the Ministry, including the establishment of new multi-purpose PACS (Primary Agricultural Credit Societies) over a period of five years. They discussed the convergence of various government schemes through cooperatives and highlighted the training sessions conducted for PACS at the grassroots level.

Resource Persons of the various sessions organized during the workshop



Ms. Sucheta Sharma, Deputy Director, Ministry of Cooperation



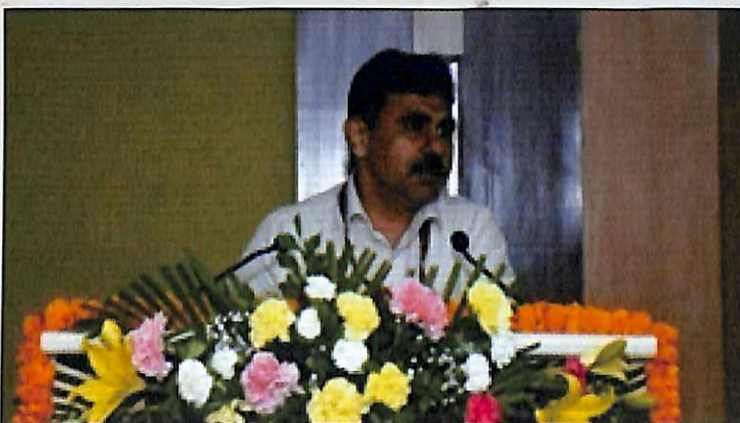
Shri Kapil Meena, Deputy Secretary, Ministry of Cooperation



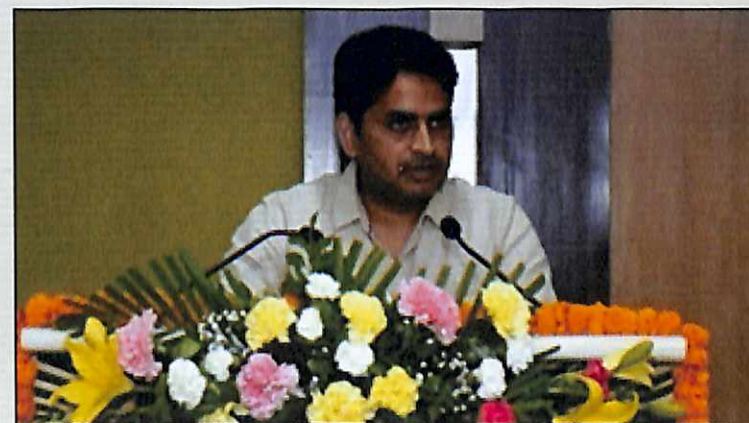
Shri Jitendra Pareek, Deputy Director, NCDC



Ms. Shalini Tiwari, Consultant, PwC



Shri Rakesh Kumar DDG, Ministry of Cooperation



Shri Girraj Agnihotri, Director (Sugar), NCDC



Sh. P. Prabhu, Director NCDC



*Shri Jitendra Nagar, Deputy Commissioner (L&M),
Ministry of Cooperation*

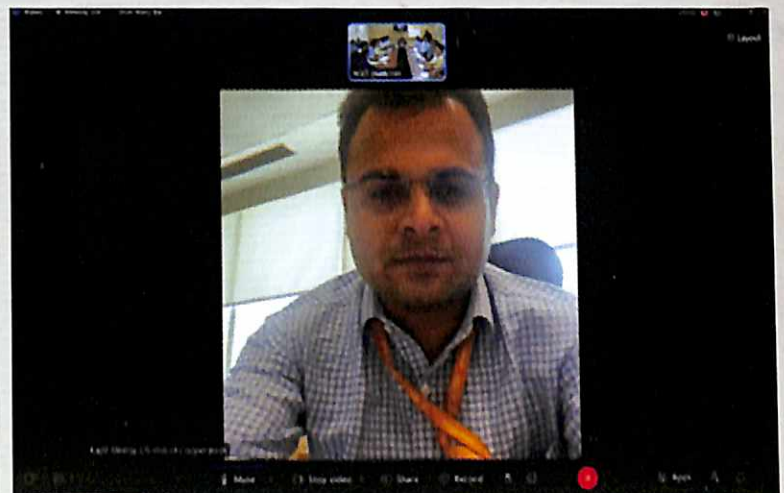
Glimpses of the Outreach and Dissemination Workshop



Glimpses of the Outreach and Dissemination Workshop



SENSITIZATION WORKSHOP ON RELEVANCE OF SOCIAL MEDIA FOR THE NODAL OFFICERS OF NCCT AND TRAINING UNITS



Inauguration of Sensitization Workshop on relevance of Social Media for the Nodal Officers of NCCT and its Training Units by Sh. Kapil Meena, Deputy Secretary, Ministry of Cooperation on 8th June, 2023.

“Sensitization Workshop on importance and relevance of Social Media” was organized by NCCT at New Delhi on 8th June, 2023 for its Nodal Officers handling social media activities of the NCCT Headquarters and its Training Units viz VAMNICOM/RICMs/ICMs. The main objective of the workshop was to sensitize the participants about the need and relevance of Social Media and various social media platforms available which can be used to canvas the training activities of NCCT and dissemination of information related to the achievements of cooperative sector to the masses. The workshop was inaugurated by Shri Kapil Meena, Deputy Secretary, Ministry of Cooperation through Hybrid Mode. Shri Meena highlighted the importance of social media in today's digital age and emphasized its potential for cooperative training institutions. He

encouraged the participants to leverage social media platforms to enhance engagement, disseminate information, and foster collaboration in the cooperative sector.

Various sessions were organized by the resource persons who introduced the participants to social media, how to use social media to connect with customers, how to use social media to promote product and services as well as to promote the best practices of the social media.

The workshop concluded with a valedictory address by Shri Chandrasekhar Buddha, Chief Communication Officer, National Educational Alliance for Technology (NEAT), AICTE, New Delhi. Shri Buddha expressed his appreciation for the workshop and highlighted the significance of social media in the training and cooperative sectors.

The main recommendations of the Workshop were:

1. To achieve the target of reaching 1 crore by the end of the year 2023-24.
2. To like, share and follow the website, posts, tweets of each Institution/individual.
3. To like share and follow the Posts of the Ministry of Cooperation.
4. Conducting one Review meeting through VC of all the Directors and Nodal Officers of NCCT and its Training Units.
5. Institutions must identify the target audience; align goal and objectives with social media expansion strategy.
6. Develop valuable content that educates, informs and add value to the target audience.
7. Create a content calendar to ensure consistent posting.
8. Include the mix of text, images, videos and other multimedia formats. Encourage user engagement and interaction by promptly responding to comments, messages and inquiries from followers.
9. Leverage influencers and subject/industry experts to amplify reach and credibility.
10. Use social media analytics tools to track performance and gather insights.
11. Highlight the potential benefits of an effective social media presence for the NCCT's growth and success.

Glimpses of the Sensitization Workshop on Relevance of Social Media



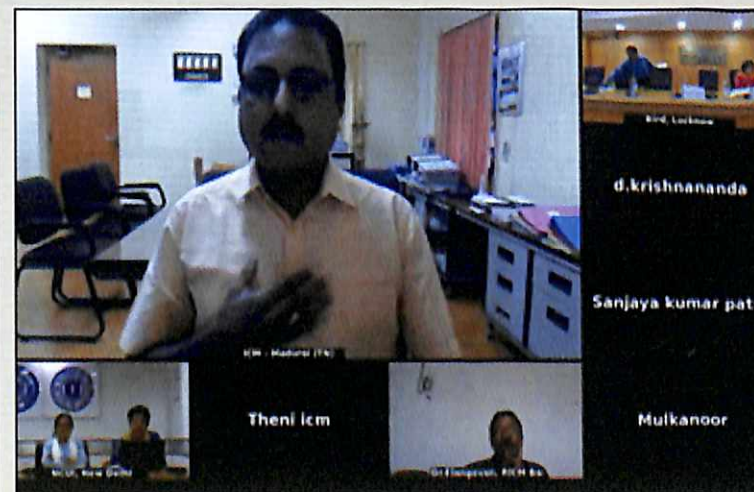
Glimpses of the Sensitization Workshop on Relevance of Social Media



Glimpses of the Sensitization Workshop on Relevance of Social Media



A meeting under the Chairmanship of Dr. C.V. Reddy, Retd. GM, NABARD and Senior Vice President NABARD Consultancy Services was organized by NCCT from 27th to 29th April, 2023 on Formulation of New Central Sector Scheme on Training to Members, Board Members and CEOs/Secretary of PACS.



A consultative meeting was organized by the Ministry of Cooperation on 25th May, 2023 under the Chairmanship of Secretary, Ministry of Cooperation. In the meeting the heads of various Cooperative Institutions including NCCT & its Directors in VAMNICOM/RICMs/ICMs were invited to ascertain their views and suggestions on the proposal for formulation of a new scheme on Cooperative Education, Training and Awareness.

Thereafter the NCCT was asked by Ministry of Cooperation to prepare a Scheme on Cooperative Training which was presented before the officers of Ministry of Cooperation and IFD on 1st June, 2023. The scheme is under consideration of Ministry of Cooperation.

VAMNICOM, PUNE

Valedictory function was organized by VAMNICOM, Pune on 15th April, 2023 for the students of PGDCBM/PGDM-ABM in which Shri B.L. Verma, Hon'ble Minister of State for Cooperation, Govt. of India was the Chief Guest.



View of the Convocation Ceremony



Sh. B.L. Verma, Hon'ble Minister of State for Cooperation, Govt. of India

RICM, GANDHINAGAR

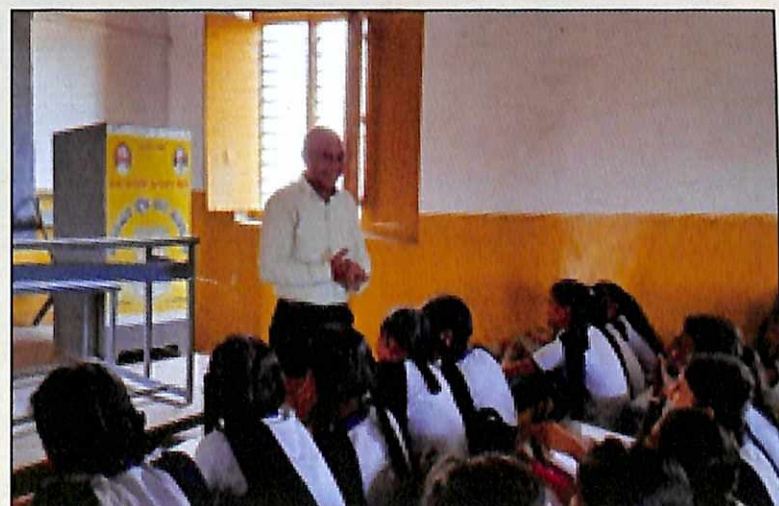


Scaling up of training programme at Sudama Dairy Cooperative Federation, Kutiyana, Porbandar on 26th April, 2023.



Scaling up of training programme at Junagadh on 26th April, 2023.

RICM, BENGALURU



Cooperative Awareness for the Youth was organized by RICM, Bengaluru on 10th June, 2023 at Hunguda, Bagalkot District of Karnataka.

RICM, KALYANI



SEBI's Investors Awareness Programme was organized by the Institute on 7th June, 2023.

ICM, BHOPAL



DAESI program valedictory function was organized by the Institute on 5th April, 2023 in which Mr. Rameshwar Sharma, MLA and Ex. Protem Speaker MP State Vidhansabha was the Chief Guest. The programme was presided over by Mr. K.P. Ahirwar, Director SIAET MP.

ICM, BHUBANESWAR



A Cooperative Awareness Programme was conducted by the Institute of Cooperative Management on 11th May, 2023 for the members of Jagenswari PACS, Nidhipur Khorda.

ICM, IMPHAL



Visit of Hon'ble Vice President of India to Manipur on 3rd May, 2023 for Interaction with Faculty/Scientists of Central Institutions & Master Craftpersons and National Awardees. Northeast Handicraft & Handloom Development Cooperation-Minister of DONER, Institute of Cooperative Management, Imphal & Manipur Rural Livelihood Mission jointly took the responsibility for mobilizing Artisans, Master Craftsmen/National awardees for interaction.

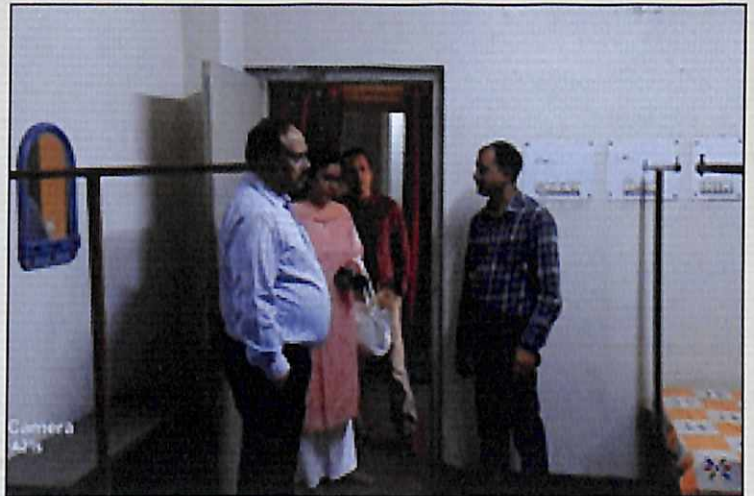


ICM, DEHRADUN



संसदीय राजभाषा समिति की दूसरी उपसमिति द्वारा एनसीसीटी के देहरादून स्थित कार्यालय सहकारी प्रबंध संस्थान का दिनांक 27 मई, 2023 को निरीक्षण किया गया।

ICM, GUWAHATI



A Team from BIRD, Lucknow visited the Institute of Cooperative Management, Guwahati from 8th to 9th May, 2023 for the reaccreditation by CPEC.

ICM, PUNE



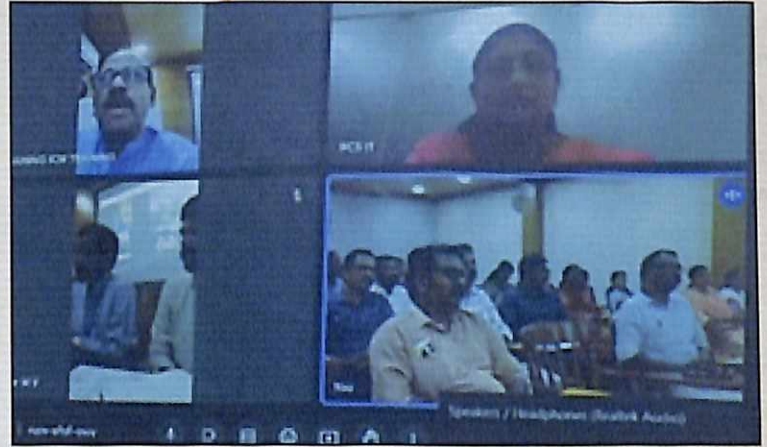
The 8th Standing Committee Meeting of the Institute was organized on 17th May, 2023 which was attended by Ms. Rashmi Darad, General Manager from NABARD RO, Chairperson of the Committee and Sh. Krishna Nare, ARCS represented RCS in the meeting.

ICM, MADURAI



HDCM Programme for the newly recruited DRs of Cooperative Department was inaugurated by Dr. R. Gopalsamy, Director, Finance, NCCT on 17th April, 2023.

ICM, KANNUR



A 05 Day Career Development Programme was organized from 8-12 May at ICM, Kannur which was inaugurated by Mrs. Parvathi Nair, Joint Registrar. In all, 53 participants attended the programme.

ICM, THIRUVANANTHAPURAM



A Career Development Programme was organized by the Institute for the members of PACS from 8-12 June, 2023.

NICM, CHENNAI



A meeting was held on 18th April, 2023 between Director, NICM Chennai, Sh. G. Suresh and Sh. M.P. Sivan Arul, IAS, Inspector General of Registration Department & OSD (also former MD, TNSCB) for facilitating Cooperative Banks to adopt Modern Banking Technology in all three tiers of Short Term Coop. Credit Sector regarding conduct of various training programmes during the year 2023-2024.



राष्ट्रीय सहकारी प्रशिक्षण परिषद

NATIONAL COUNCIL FOR COOPERATIVE TRAINING

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