

## **Yang Rui, Vice President of All China Federation of Supply and Marketing Cooperatives (ACFSMC) visits selected cooperatives in India**

A six-member delegation from All China Federation of Supply and Marketing Cooperatives (ACFSMC) headed by Mr. Yang Rui, Vice-president, ACFSMC accompanied by Mr. Zhang Wangshu, Director, International Cooperation Department, Mr. Wang Zhengwei, Deputy General Manager, China Co-op Group, Mr. Yang Zhaoliang, Deputy Director, Cotton and Jute Products Department, Ms. Fan Huiqun, Division Chief, Farm Inputs Department and Ms. Wang Man, Programme Officer, International Cooperation Department visited India from 12-16 April 2017 to know about the functioning of different cooperatives in India and strengthen the relationship between the Cooperative Movement of two countries.

Dr. Chandra Pal Singh Yadav, President, NCUI accompanied by Shri V.P. Singh, Senior Advocate and Member of Governing Council, NCUI welcomed the visiting delegates at NCUI on 12<sup>th</sup> April 2017 evening. In his welcome address, the President NCUI informed that being the largest movement in the world, the apex organization is engaged in promoting the cooperative education and training to the members as well as personnel working for the cooperatives in various sectors. Sighting the long association between NCUI & ACFSMC, President mentioned about the strong relation and cultural bonding in different fields to develop the cooperatives also in both the countries. While interacting with the delegates, Shri V.P. Singh, Member of Governing Council emphasized on more collaboration between the cooperative movements of both the countries. Mr. Balu G. Iyer, Regional Director of ICA – AP strongly supported such exchange visits that enable the cooperative functionaries to learn the best practices from each other and benefit the cooperative movement in the Asia Pacific Region. The Managing Directors of National Federation of Cooperative Sugar Factories, National Federation of Fisher's Cooperative and National Cooperative Housing Federation briefed the delegates' about their respective sectors. In his concluding remarks, Shri N Satyanaryana, Chief Executive of NCUI spoke about the activities of NCUI and gave an overview of Indian Cooperative Movement.

Mr. Yang Rui, Vice-President, ACFSMC described Indian Cooperative Movement as very large and wide spread like the agriculture sector. He expressed his satisfaction over his visit to India towards deepening ties with NCUI and cooperative movement of India. While briefing about the agricultural cooperatives in China, he informed that stress is being given on integrated farming and farmers has been provided education & training on these lines to encourage e-commerce in agri-business. He stressed the need to provide more services to farmers in professional manner through innovative agricultural practices.

NCUI organized the visit of the delegation to KRIBHCO and IFFCO on 13<sup>th</sup> April 2017. During the visit to KRIBHCO, the delegation was welcomed by the Chairman, KRIBHCO accompanied by Managing Director and senior officials of KRIBHCO. A presentation on various activities of KRIBHCO including services to farmers has been made before the delegation. The flagship programme of empowering farmers through farm advisory was

also highlighted during the visit of the delegation to the soil testing lab as well as seed testing laboratory located in KRIBHCO campus.

During the visit to IFFCO, the delegation was received by Shri Tarun Bhargava, Deputy General Manager (Cooperative Relations) and other officials of IFFCO. A corporate video on Role of IFFCO for empowerment of farmers and improvement of their lives was shown to the delegates, which was very impressive. While referring to the MoU signed by IFFCO and ACFSMC during August 2016, Mr. Bhargava informed the delegates about the IFFCO's e-bazaar portal to provide agricultural inputs to farmers under one roof and IFFCO's mission to provide 1000 products from the currently available 150 products on the portal. Both ACFSMC & IFFCO agreed to promote e-commerce platform and provide training to farmers in rural areas for trading. The currently available portal of ACFSMC as well as IFFCO was also discussed during the interaction to strengthen further collaboration for supply of agricultural inputs including latest agricultural machinery through the existing MoU.

NCUI also organized the visit of the delegation to Radhasoami Urban Cooperative Bank in Agra on 15<sup>th</sup> April 2017 when the delegates went to visit Taj Mahal and other places of historical & cultural interest in India.

*A report by  
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*Mr. Yang Rui, Vice President of ACFSMC and other delegates from china during the meeting with Dr. Chandra Pal Singh Yadav, MP & President of NCUI and other members of Governing Council, Regional Director of ICA AP on 12th April 2017 evening*



*The delegation of ACFSMC China at the soil testing laboratory of KRIBHCO during their visit on 13th April 2017*