

NATIONAL CENTRE FOR COOPERATIVE EDUCATION

PROGRAMME REPORT

Programme on Cooperation and Cooperative Management for the personnel of Marketing Division of KRIBHCO organised from 11-12 December, 2017 at KRIBHCO, Head Office, NOIDA.

The National Centre for Cooperative Education (NCCE) of NCUI, New Delhi had organised a two days Training Programme on Cooperation and Cooperative Management for the personnel of Marketing Division of KRIBHCO at KRIBHCO Head Office, NOIDA from 11-12 December, 2017. The prime objective of the programme was to sensitise the participants about the concept, philosophy of cooperation & cooperative management and also acquaint them with the growth & trends, latest problems & challenges being faced by fertiliser cooperatives.

The programme was attended by 40 participants out of which 27 participants were from marketing division of Head Office whereas 13 participants were from 13 states namely Uttarakhand, Rajasthan, Haryana, West Bengal, Gujarat, Chhattisgarh, Bihar, Madhya Pradesh, Maharashtra, Punjab, AP, Tamil Nadu and Karnataka. The level of participants were Chief Manager, Senior Manager, Dy. Manager, Senior Marketing Officer and Field Officer.

The programme was inaugurated by Shri V. S. Sirohi, Marketing Director, KRIBHCO. He said that Indian cooperative movement is largest and diversified movement in the world. In the fertiliser sector, the name of IFFCO and KRIBHCO is known by one and all and the brand of our fertiliser is very popular among the farmers all over the country. He emphasised that the growth of cooperative movement was very high after the independence of our country till 2000 due to the committed, dedicated and value based cooperative leadership. Unfortunately, nowadays there is a decline in the growth and development of cooperatives and the spirit of cooperation. Dr. V. K. Dubey, Director, NCCE said that the Board of Directors and employees are the pillars for strengthening the cooperative. Therefore, the NCUI have to organise more & more such type of cooperative education & training programmes for them at all levels. As the cooperative had played very important role in socio-economic development of our country specially in bringing green & white revolution. In the current scenario, we have to run our cooperatives with professional outlook by adopting latest technology, than only we can catch the emerging opportunities and compete successfully with our counterparts. In the inaugural programme other senior officers namely Shri T. S. Rao, GM (Mkt.), Shri VSR Prasad, GM(M), Shri R.S. Mathur, GM(F&A), Dr. Surendre Singh, AGM(M), Dr. R.S. Yadav, AGM(M), Shri N.K. Bhadu, AGM(M) Shri R.K. Kansal, AGM(M) were also grace the inaugural function of the programme from KRIBHCO, Head Office, NOIDA.

During the programme various topics i.e. Cooperative Thoughts & Concept, Cooperative Principles & Values and their Applications in Cooperative Functioning, Special Features of a Cooperative Organisation, Differentiation from Private and Public Sector, Problems and Challenges before Cooperative Movement in India special focus on fertilizer sector, Growth and Trends of Cooperative Movement in India, Salient Features of Multi State Cooperative Societies Act, 2002, Cooperative Management with Special Reference of KRIBHCO, Recent changes in cooperative law were discussed in detail.

During the feedback session of the programme, the participants expressed their views and said that this programme is very useful, informative to them and this programme is very essential for

all the employees of the marketing division as well as of entire KRIBHCO Unit. They also suggested that the programme must be organised for three days. The participants and the officers of KRIBHCO were fully satisfied with the programme. Dr. V. K. Dubey, Director, NCCE coordinated the programme successfully and requested to participants to apply the acquired knowledge at their working place. The Programme completed with vote of thanks proposed by Shri Harender Singh, DM(M) of KRIBHCO, Head Office, NOIDA.
