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PRESS RELEASE

NCUI Haat : Creating Enabling Environment for "*Sahkar se Samriddhi*"

NCUI Haat, a unique selling/exhibition platform for the products of lesser known cooperatives/SHGs, based on the pattern of Delhi Haat, was inaugurated by NCUI. President Dileep Sanghani at NCUI premises today. Speaking during the inaugural function of NCUI Haat, NCUI President Dileep Sanghani said that NCUI Haat will create an enabling environment for "*Sahkar se Samriddhi*" and work in accordance with the government's policy of going "vocal for local" by expanding its reach in all parts of our country. NCUI Haat which is open to public now, is currently exhibiting products of those local cooperatives/SHGs which have not been able to find ready markets due to marketing problems. Initially, located in all parts of the country, the products of cooperatives/SHGs of states like Assam, Manipur, Mizoram, Orissa, etc. are exhibiting their products in this Haat, which will expand it's reach soon to other states. The inaugural function of NCUI Haat was attended by Chairman/MDs of national level cooperative federations, representatives of government/NGO's, local resident welfare associations, etc.



Shri Sanghani said that as the new Ministry is committed to Sahkar-Smridhhi (Prosperity Through Cooperation), NCUI will work towards actualizing this objective. He also said that NCUI will also take up the task of implementing the government schemes and programmes through cooperatives, so that the benefits go to the lowest and deprived sections of the society. Dileep Sanghani, NCUI President further said that cooperatives ensure that the profits are divided amongst the members, and not private shareholders. He felt that there is a need to promote the

products of cooperatives all over the country. He appreciated the role of cooperatives during Covid Pandemic, as compared to other sectors of economy. He highlighted the key role of cooperatives, due to which agricultural sector performed well during Covid crisis. He further appreciated the commitment of government towards cooperatives, as the Government has formed a separate Ministry of Cooperatives.

Dr. Chandra Pal Singh Yadav, former President, NCUI, Chairman, KRIBHCO speaking on the occasion said that cooperatives are the best medium to strengthen our economy. He said that some of the cooperative products can not compete with the multi-national products, but due to their poor marketing, they are recognized by the common masses. He was optimistic that with the setting up of NCUI Haat, this will provide a good platform for lesser known cooperatives to showcase their products. Dr. Yadav appreciated the formation of Ministry of Cooperative, and he hoped that the Ministry will strengthen the cooperative movement in the states.

Dr. Bijender Singh, President, NAFED speaking on the occasion said that there are many good products of cooperatives, but due to their poor marketing, their publicity is not well done due to which these products are not recognized. He lauded NCUI for setting up of NCUI Haat, which will encourage many lesser known cooperatives/SHGs to show-case their skills through their wide-ranging products. For this he asked the media representatives to undertake full publicity.



Dr. Sudhir Mahajan, IAS (Retd.) Chief Executive, NCUI explaining the concept of NCUI Haat said it is the launch of a concept that how last person in the economic chain can be empowered and NCUI Haat is a humble beginning in that direction. Though the people working in small cooperative/SHGs have gifted hands as they produce amazing products but due to poor market linkage they are not able to showcase/sell their products and hence this Haat would provide an excellent opportunity to them. He further said that NCUI will take appropriate steps to enhance the value of these products by collaborating with fashion designing institutes. Mrs. Savitri Singh, Director NCUI coordinated and anchored the programme.