

NCUI holds Webinar on Importance of Social media in Cooperatives



National Cooperative Union of India organized a webinar on the ‘Importance of Social Media in Cooperatives’ on 4th June, 2021 to increase awareness among cooperatives about the significance of social media and to inspire them by highlighting the social media interventions of cooperative organizations like Amul, IFFCO, SEWA, Saraswat Cooperative Bank, ICA-AP, etc.

Delivering presidential address, NCUI President Shri Dileep Sanghani said: “Though a few cooperative organizations have made some remarkable social media interventions, in general, cooperative organizations are not making enough use of social media. If cooperatives have to compete in the market economy, then they must strengthen their communication strategy, in which the role of social media will be vital.” He advised cooperatives to highlight their success stories through social media and bring the stories of farmers into limelight.

Earlier, Dr. Sudhir Mahajan, IAS (Retd), Chief Executive, NCUI in his opening remarks said that social media should be used as a good tool to highlight the achievements of an organization, and how best practices can be showcased among rest of the organizations so that they are able to do constructive work. He further said that those organizations, which are not active on social media but are doing good work at the local level and are dependent on local media, must adopt this form of media so that the information is instantly disseminated globally. “There is a need to develop a

sustainable model where more interactions on social media take place so that cooperative movement is strengthened,” he said.

Shri S P Singh, National Bureau Chief of Dainik Jagran in his keynote address said that social media can prove to be blessing for cooperatives but this should be used judiciously in a balanced way. While other forms of media are one-sided, social media thrives on two-way communication based on the feedback of people even at the lowest level, he said, and advised NCUI to create a social media cell so that all cooperative organizations can be connected through a platform. Emphasizing that all cooperative banks should adopt online banking, he said cooperative banks should strengthen their social media platforms so that their information is instantly disseminated among all, and in this respect they must not lag behind commercial banks.

Speaking on the occasion, Shri Jayen Mehta, Sr GM, Planning and Administration, AMUL said, “Don’t be an advertiser, be a content creator so as to interact with the customers.” He informed that Amul of late had used the power of social media effectively to interact with the customers and create engaging content for them which has paid rich dividends. “Without spending any money, through the power of social media, we have become No. 1 brand of dark chocolates,” Shri Mehta pointed out. Dwelling on the innovative use of social media, he said during the lockdown Amul experimented with conducting Live Recipe shows on its social media platform which has become a big hit with more than 2500 live sessions conducted so far in English, Hindi and other regional languages. He further said that Amul through the power of its social media users has effectively countered malicious campaigns against them on various occasions.

Shri Shreyas Nagarkar, AGM, Adver NCUI holds webinar on Importance of Social media in Cooperatives MAY-JULY 2021 The Cooperator 19 tising, Alliances and Corporate Communications, Saraswat Cooperative Bank said that social media is meant for people and we need to develop connectivity with the people based on what they want, in their own language. Saraswat Cooperative Bank’s social media posts are not related to banking information only, but has wider choice with coverage of current affairs, reporting of CSR activities, events, etc., he said. Elaborating on the importance of WhatsApp, he said that Saraswat Cooperative Bank has been the first bank to use WhatsApp for banking.

Shri Harsh Vardhan, Sr Manager, and Head, PR, IFFCO said that user generated content creates more trust which is key to the success of IFFCO’s social media strategy. He cited the examples of the contents created by farmers themselves through videos, photos, etc. on social media platforms. Meanwhile, he suggested NCUI to create a platform linking all cooperatives, cooperatives creating reels on Instagram

highlighting their good work, etc. “Through the power of social media, cooperatives can sell their products all over the world,” he underlined.

Ms Salonie Murlidhara, Sr Coordinator, SEWA Cooperative Federation said that during the lockdown, SEWA used social media platforms to address the needs of informal woman workers, generate funds, and form linkages with other organizations. Through the use of Instagram, SEWA sells the products of its members, she noted.

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