



भारतीय राष्ट्रीय सहकारी संघ
(भारतीय सहकारी आंदोलन की शीर्षस्थ संस्था)
NATIONAL COOPERATIVE UNION OF INDIA
(APEX ORGANISATION OF THE INDIAN COOPERATIVE MOVEMENT)

डॉ. सुधीर महाजन
आई.ए.एस. (रिटा.)
मुख्य कार्यकारी

Dr. Sudhir Mahajan
IAS (Retd.)
Chief Executive
Dated: 08.06.2021

All Member Institutions of NCUI
All ICMS/RICMs/JCTCs/ACSTIs
VAMNICOM, All NCUI Cooperative Education Field Projects

Subject: International Day of Cooperatives, Saturday 3rd July 2021 – reg.

Dear Colleagues and Cooperators,

The International Day of Cooperatives (IDC) is celebrated on first Saturday of July every year. The aim of Cooperative Day is to increase awareness on cooperatives and promote the movement's ideas of international solidarity, economic efficiency, equality and world peace. Since 1995, the ICA and the United Nations through the Committee for the Promotion and Advancement of Cooperatives (COPAC) have jointly set the theme for the celebration of Cooperative Day.

The theme of IDC 2021 (#coopsday) is "Rebuild better together" to be observed on Saturday 3rd July 2021. The focus will be to showcase how cooperatives are facing the COVID-19 pandemic crisis by offering communities a people-centered and environmentally just recovery. More updated information on International Day of Cooperatives 2021 will be available on ICA website www.coopsday.coop.

Through this communication, we would like to encourage the members and stakeholders to observe the International Day of Cooperatives 2021 in the following manners:

1. Publish the International Day of Cooperatives logo in the website and other communication channels including social media (high resolution Logo enclosed) .
2. The translated version of the message of ICA and United Nations on IDC 2021 (as and when available) into local languages for wide circulation among the cooperative fraternity, media and government officials at all levels
3. The Media is to be rigorously used to create mass awareness on the contribution of the cooperative movement, especially the response during ongoing COVID-19 pandemic.
4. The cooperatives institutions may like to organize painting competition to encourage the children to draw painting (staying at home) on the theme "Rebuild Better Together".
5. Organize a talk by experts to advise and guide members through video conferencing about the theme "Rebuild Better Together".

We take this opportunity to urge all stakeholders to organize events to showcase the significant role played by the cooperative organizations to help the needy people during the pandemic to 'Rebuild Better Together'. It is also requested to give wide publicity of the event through social media. A brief report and photograph of such events may be sent to us by email irncui@india.coop for possible publication in the forthcoming issue of the monthly journal of NCUI 'The Cooperator'.

With Cooperative Greetings,

Yours sincerely,

(Dr. Sudhir Mahajan)
Chief Executive