

Cooperative Education Field Projects

1. Introduction

As a special measure for strengthening cooperative movement in cooperatively under - developed states / areas and reducing regional imbalance in the level of development, Government of India approved a scheme of Cooperative Education of NCUI in 1976. This is a central sector scheme funded by the Ministry of Agriculture and farmer's welfare.

2. Objective

The main objective of the scheme is to develop and promote cooperative societies in project areas and through them to increase the productivity of farmer members and thus improve their socio- economic conditions.

3. Approach

Intensive efforts for cooperative development through Cooperative Education combined with farm / technical guidance are the main ingredients of project approach. The office bearers and members of project adopted societies are motivated and educated to implement the business development plans through their active participation in planning of business activities, operational management and its evaluation. Self Help Groups are formed by the project personnel to facilitate micro - credit and sustainable income - generating activities. Formation and working of these groups is based on cooperative culture. All educational, farm guidance and developmental activities are linked with business development plans of PACS/LAMPS adopted by projects for their overall development.

NCUI is implementing central sector for the intensification of Cooperative Education through 41 Cooperative Education Field Projects including Women Projects and North Eastern Projects located in cooperatively under developed states/under developed areas of developed states and Union Territories as detailed given below:-

| Zone | S.No | State | Project Location | No. |
|----------------|-------------|----------------|-----------------------------------|------------|
| South : | 1. | Karnataka | Gulbarga (Yadgir), Shimoga | 2 |
| | 2 | Kerala | Thiruvananthapuram | 1 |
| | 3 | Andhra Pradesh | Vijayawada | 1 |
| | 4 | A & N Islands | Port Blair | 1 |
| | | | Total | 5 |
| West: | 5 | Goa | Panaji | 1 |
| | 6 | Gujarat | Ahmedabad, Surendranagar | 2 |
| | 7 | M.P. | Raghogarh, Ujjain, Bhopal, Ratlam | 4 |
| | 8 | Chattisgarh | Raipur | 1 |
| | | | Total | 8 |
| East:- | 9 | Bihar | Hazipur & Arrah | 2 |
| | 10 | Odisha | Khurda, Aska and Cuttack | 3 |

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|--------------------------|-------------|-----------------|------------------------------------------------------------------------|------------|
| | | | | |
| | 11 | West Bengal | Raiganj | 1 |
| | | | Total | 6 |
| <u>North:</u> | 12 | Jammu & Kashmir | Udhampur | 1 |
| | 13 | H.P. | Bilaspur & Hamirpur | 2 |
| | 14 | Punjab | Bathinda, Jalandhar | 2 |
| | 15 | Rajasthan | Sawai Madhopur, Jhunjhunu, Jodhpur | 3 |
| | 16 | U.P. | Pilibhit, Fatehpur, Baghpat, Jhansi, Deoria, Unnao, Sultanpur (Amethi) | 7 |
| | | | Total | 15 |
| Zone | S.No | State | Project Location | No. |
| <u>North East</u> | 17 | Assam | Morigaon, Jorhat | 2 |
| | 18 | Manipur | Thoubal, Imphal | 2 |
| | 19 | Meghalaya | Shillong | 1 |

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|--|----|----------|--------------|----------|
| | 20 | Nagaland | Kohima | 1 |
| | 21 | Mizoram | Aizwal | 1 |
| | | | Total | 7 |

Project Strength

Every NCUI Field Project consists of mainly 5 positions with a total of 7 staff members. Each project is headed by a Project Officer (PO). Under him, there are 3 Cooperative Education Instructors (CEIs), 1 Farm Guidance Instructor (FGI), 1 Lady Mobiliser (LM), 1 Typist. These staff members have designated roles and responsibilities which are as follows:

- **Project Officer (PO):** He is responsible for overall performance of the project i.e. achievements of targets of projects as well as adopted PACS. His job includes-planning, supervision, guidance, coordination/liaison, production/procurement of course and educational reference material.
- **Cooperative Education Instructor (CEI):** He is responsible for awareness generation through meetings/ courses for members and managers of PACS. His role also involves preparation, approval and implementation of Business Development Program (BDP) for PACS. Apart from this, a CEI will be on tour for 15 days.
- **Farm Guidance Instructor (FGI):** His job includes collection of data on land, water resources, main crops, agro processing units, marketing facilities, cattle feed, milk production. He is required to participate in meetings, educational activities and courses conducted by CEIs. He also maintains all

records in respect to PACS, attendance register. He will be on tour for not less than 15 days.

- **Lady Mobiliser (LM):** She is fully responsible for identifying target groups and women self help groups. She will initiate thrift and credit activity along with developmental activities for women groups. She also provides support to women SHGs through involvement of CEIs and FGI.
- **Typist:** There is one typist in each project which is maintained by the staff to help with the typing and paper work. It also involves some clerical work.

Project Activities:

The Project activities are divided mainly into 5 parts:

- **Educational / developmental activities:** Aiming at strengthening and developing Cooperative societies with sound democratic character and strong financial base.
- **Farm / technical guidance activities :** Aiming at increasing farm production by adopting improved farm technology.
- **Socio - developmental activities:** Aiming at increasing functional literacy / adult education, better living conditions, health care, family welfare, drinking water facilities.
- **Women development activities :** Aiming at involvement of women in Cooperative as well as promoting the women Cooperatives exclusively and through them raising their socio - economic conditions.
- **Skill Development Programmes :-** Aiming at in additional income and Diversification of business activities & employment generation in respective blocks.

Coop Connect

NCUI has constituted a special cell “Coop Connect” to orient the School and College students with the Cooperative Philosophy and how they can benefit by providing employment opportunities for themselves as well as others by forming and running their own cooperative societies. Special modules explaining the basic concepts of Cooperative Management are explained to them to enable them to grasp the distinctive features of this sector and appreciate its contribution in the national economy. The faculty members of government schools like Kendriya Vidyalayas, Navodaya schools and public schools have also been trained in the past to create a pool of Cooperative Trainers who further educate their students in the subject.

LOCATIONS OF NCUI COOPERATIVE EDUCATION AND TRAINING

