

डॉ. चन्द्रपाल सिंह यादव  
संसद सदस्य (राज्यसभा)

अध्यक्ष

भारतीय राष्ट्रीय सहकारी संघ



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## Message

National Cooperative Union of India is organizing 67<sup>th</sup> All India Cooperative Week from 14<sup>th</sup>-20<sup>th</sup> November, 2020 with the theme "Covid Pandemic-Atmanirbhar Bharat-Cooperatives". The week-long celebrations provide an opportunity to cooperative organizations to highlight their achievements and chalk out an action-plan which can provide a direction to the growth of the cooperative movement. The Cooperative Week celebrations provide a good occasion to build up awareness for cooperatives at all levels of the society, more particularly the youth, women and weaker sections of the society.

This year's Cooperative Week celebrations have a deeper significance at a time when the world has been badly affected by corona pandemic which has led to loss of lives and livelihoods. The adverse impact of this crisis has been felt in India too, but the cooperative sector has emerged stronger during this period when the corona calamity shook the entire world. The cooperative organizations in India not only came up with significant contributions through adequate monetary assistance and relief work, but they also ensured that the essential commodities reach the people in time despite the disruptions in the supply chain network. The significant contributions made by AMUL, IFFCO, KRIBHCO, MARKFED, Uralungul Labour Contract Cooperative Society and many other cooperative organizations in this hour of crisis proved the strength of the cooperative model and its resilient character. When our country was confronted by corona pandemic, our Hon'ble Prime Minister Shri Narendra Modi came up with a slogan of Atmanirbhar Bharat with a belief that the crisis has to be turned into an opportunity by building up a self-reliant India with a focus on 'vocal for local' and 'local to global'. The cooperative model is a self-reliant model of growth, the most significant example is that of AMUL model which not only enabled our country to be self-sufficient in milk production, while other Asian countries are still dependent on import of milk products. Many of the cooperative products have a strong local orientation and community ethos, but they need strong marketing to develop them into global brands. The Atmanirbhar package provides many opportunities for the cooperatives to take benefits from the package, and utilize various opportunities for strengthening the economy. For example, 1 lakh crore Agri-infrastructure Fund provides many opportunities for PACS in the rural areas to strengthen their infrastructure in the rural areas so as to serve the farmers well and provide them a fair price of their produce.

It is hoped that the Cooperative Week celebrations based on the main theme and sub-themes of Cooperative Week from 14-20<sup>th</sup> November, 2020 will rejuvenate and infuse new life in the functioning of cooperative organizations so as to face the challenges of corona pandemic. The celebrations must give a strong message to the policy-makers that the cooperatives are indispensable for restructuring our economy during the covid crisis, and they must be given due priority in the policies and programmes of the government. I also request the cooperative organizations at national, state and district levels to organize events in which youth and women may be encouraged to participate in large numbers.

I wish the celebrations all success.

  
Chandra Pal Singh Yadav



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