

NCUI TO ORGANIZE NATIONAL WEBINAR ON IMPORTANCE OF SOCIAL MEDIA FOR COOPERATIVES

National Cooperative Union of India is organizing a National Webinar on '**Importance of Social Media For Cooperatives**' on 4th June, at 11.00 am. As we are aware, social media has become a very important tool for image-building of the cooperative organizations, both promotional as business organizations. It has also become important for advocacy/lobbying/ education/training purposes of cooperative organizations. During the webinar, Resource Persons/ Experts from ICA-AP, IFFCO, AMUL, Saraswat Coop Bank, SEWA, etc will highlight the good practices of social media in their organizations, which will be very useful for the participants. There will be an interactive session in which the participants will also share their experiences/views on the working of social media in their organizations. Due to its immense reach and wider impact, social media is very important for cooperative leaders/decision-makers and officials at all levels for highlighting the achievements, growth and problems/challenges of the organizations. However, the use of social media has to be judicious with certain safeguards.

Against the above background, all are invited to participate in the webinar and provide their valuable inputs. The link of the Google Form for participation is enclosed below. Please fill up the form as soon as possible.

<https://docs.google.com/forms/d/e/1FAIpQLSfVFDm9FgNIFO6jh4IEs9zVBulvr8IORD6e059BdgyBrFbQ1Q/viewform>