



सत्यमेव जयते

Ministry of Cooperation  
Government of India



PHD CHAMBER  
OF COMMERCE AND INDUSTRY  
VOICE OF INDUSTRY AND TRADE

# NATIONAL SUMMIT ON COOPERATIVES: INNOVATING COOPERATIVE MODELS FOR THE 21<sup>st</sup> CENTURY THROUGH 54 NEW INITIATIVES OF MINISTRY OF COOPERATION (MOC) INNOVATE | COOPERATE | THRIVE

 Wednesday, 29th May 2024 | 10:00 AM - 5:00 PM

 PHD House, New Delhi

**CHIEF GUEST**



**Dr. Ashish Kumar Bhutani, IAS**  
Secretary, Ministry of Cooperation



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# INTRODUCTION ●●●

Cooperatives have played a vital role in India, making significant contributions to important areas like food security, poverty reduction, and the responsible management of our natural resources and environment. These cooperative efforts are also pivotal in advancing sustainable development and ensuring that no one is left behind.

Under the able leadership of Hon'ble Prime Minister, for bringing the shared vision of Sahkar se Samridhhi the Ministry of Co-operation is transforming the cooperative movement across the nation. By promoting digital inclusion and embracing social, livelihood, and financial inclusion, we can drive fundamental changes in our economy and commit to a progressive future. The Summit aims to provide a platform for cooperative leaders, members, and stakeholders to gain insights into best practices, innovation, and strategies that contribute to the success of cooperative enterprises.

## DISCUSSION AGENDA

### Strengthening Primary Agricultural Credit Societies (PACS) through Computerization

- Importance of PACS
- Challenges faced by PACS
- Benefits of computerization
- Implementation strategies
- PACS as a Fertilizer distribution center:

### New National Level and Multi State level Cooperative society for exports

- Need for national and multi-state level cooperatives
- Advantages of cooperative exports
- Legal and regulatory framework
- Potential sectors for cooperative exports: Identify potential sectors where such cooperatives can be established, such as organic produce, dairy products, and handicrafts.
- Successful case studies

### Marketing Strategies: Driving Cooperatives Visibility and Brand Enhancement:

- Importance of marketing for cooperatives
- Understanding the target audience
- Branding and positioning
- Digital marketing and social media
- Measuring marketing effectiveness

## SUMMIT OBJECTIVES

- Promoting 54 major initiatives of MoC
- Exploring innovative ideas and solutions that can enhance the effectiveness and relevance of Cooperatives in addressing contemporary challenges
- Emphasizing the importance of digitization
- Advancing sustainable development
- Strengthening the Cooperative Mission of realizing social inclusion, financial inclusion, digital inclusion and livelihood inclusion

## DELEGATE PROFILE

- Chairman/CEO/MD of Cooperatives
- Cooperative Entrepreneurs
- State Cooperative Federations
- Regional Rural Banks, State/District Central Cooperative Banks
- Policymakers from the Ministry of Cooperation and government bodies related to cooperatives
- Academics and Researchers
- Technology and Marketing Experts
- Financial and Business Professionals
- Senior management of NGOs - CEO / director
- Professionals & Consultants Working in the Development Sector
- Academicians and think tank groups



# ABOUT PHDCCI

PHD Chamber is one of the Premier Chambers in India and has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 119 years. It is a forward looking, proactive and dynamic PAN-India apex organization. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian Economy.

PHDCCI, acting as the “Voice of Industry & Trade” with a large membership base of 1,50,000 direct and indirect members consisting of large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

**Networking:** We provide a platform for industrialists to connect with like-minded professionals, share knowledge, and explore potential collaborations.

**Advocacy:** PHDCCI and Industry actively represents the interests of its members at local, state, and national levels to ensure a favourable business environment.

**Knowledge Sharing:** Stay informed about the latest industry insights, technological advancements, and best practices through our seminars, workshops, and publications.

**Business Support:** Access a range of services, including legal and financial consultation, to help your business thrive.

**Trade and Commerce Opportunities:** Maharashtra is one of India's most economically vibrant states, offering numerous trade and investment prospects. Our presence here will open doors to these opportunities for our members.



**Mr. Vineet Nahata**

Chair

Cooperatives (Task Force), PHDCCI  
Director, Powergilt Treasuries



**Mr. RP Singh**

Co-Chair

Cooperatives (Taskforce), PHDCCI  
Director HR & Legal, IFFCO



# GLIMPSES OF PAST EVENTS



**For more information contact us:**

Dr. Jatinder Singh, Assistant Secretary General, PHDCCI  
Email: [jatinder@phdcci.in](mailto:jatinder@phdcci.in)

Rupesh K. Pandey, Senior Secretary, PHDCCI  
Mob: +91 95992 04729 | Email: [rupesh.pandey@phdcci.in](mailto:rupesh.pandey@phdcci.in)

**PHD CHAMBER OF COMMERCE AND INDUSTRY**

PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi-110016, India  
Website: [www.phdcci.in](http://www.phdcci.in) | Tel: +91 49545454 Ext: 299 | Fax: +91 11 26855450