



INTERNATIONAL COOPERATIVE DAY 2 JULY 2022



Envisioning Cooperatives to build a better world Showcasing 100 good cooperatives

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On July 2, cooperatives all around the world will celebrate the 100th International Day of Cooperatives (#CoopsDay). A century on from the UN International Year of Cooperatives, which showcased the unique contribution of cooperatives to making the world a better place, this year's #CoopsDay slogan --“Cooperatives Build a Better World”-- echoes the theme of the International Year.

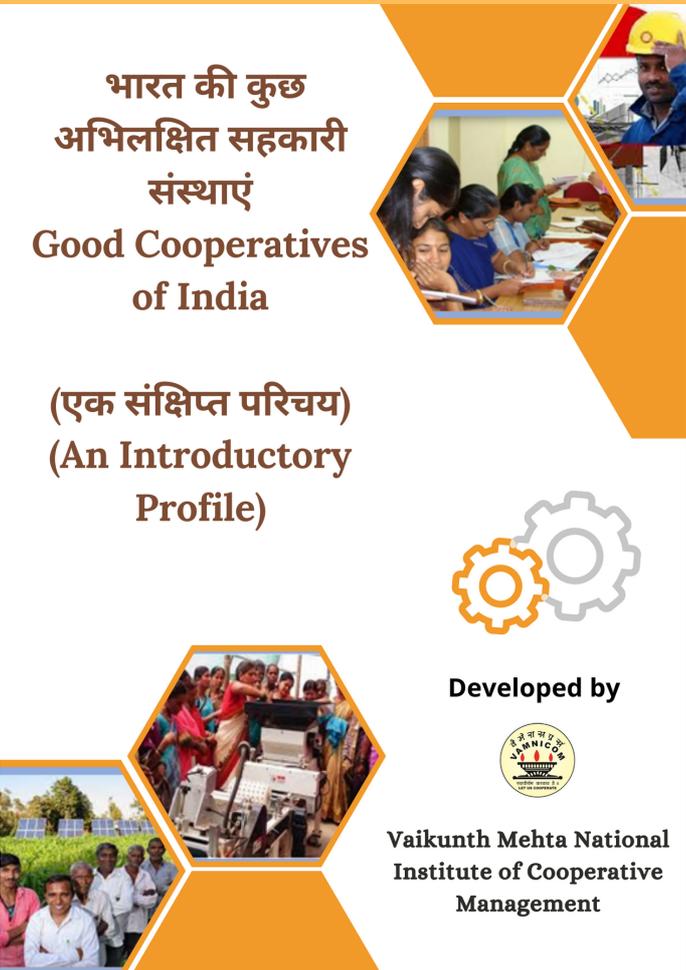
The recent measures of the Ministry of Cooperation for providing an enabling ecosystem for computerization of PACS and on boarding of cooperative societies on the GEM portal is directional for a market plan with branding as a core strategy for cooperatives of India. Cooperative products have a huge potential in the domestic as well as global market as they are products by entities where people and community are at the core. Cooperative products can be market positioned in a unique way through a branding strategy which brings out the strong aspects of the cooperative business model. Products and services offered by cooperative entities are hall marks of cooperative identity and cooperative ethos where concern for the community is at the core. Cooperative branding can be a true reflection of the cooperative identity which will reap the benefits of customer loyalty and increase in membership.

While cooperatives have more than a century old legacy in India, they need to reposition themselves strongly in the global market economy with a competitive market strategy. The Indian Cooperative Movement presents many examples of good cooperatives, which have performed well on economic, social and environmental fronts. The success factors or performance parameters could range from one to many. India is a home to many unique cooperatives in credit and non-credit sectors. Making cooperative societies ready to compete in domestic and international market requires marketing strategies besides capacity building, business planning and strong brand positioning.

Today, many cooperative institutions are doing good and innovative work in different parts of the country which include horticulture, fisheries, handloom and textile, waste management, solar and renewable energy, healthcare, youth cooperative, women cooperative bank, consumer and retail, labour and employment, media and entertainment etc.

**भारत की कुछ
अभिलक्षित सहकारी
संस्थाएं
Good Cooperatives
of India**

**(एक संक्षिप्त परिचय)
(An Introductory
Profile)**



Developed by



**Vaikunth Mehta National
Institute of Cooperative
Management**

As a national institute serving the cooperative sector for more than five decades now, VAMNICOM is spearheading an initiative to introduce to the world some of the good cooperatives of India across the States and Union Territories. In this endeavour the institute has undertaken collaborative efforts with RICMs, ICMs, NCDC and registrar of cooperative societies to source information from all over the country about good cooperatives of India. To mark the 100 year celebrations of International Cooperative Movement, this unique compilation has successfully documented the introductory profile of 100 good cooperatives from various States and Union Territories. From the mountains of Leh Ladakh to the islands of Andaman and Nicobar, this document is a unique collection of Indian cooperatives.

Brief information about the cooperatives is also given in terms of its history, membership, performance, sector, introductory profile, uniqueness, location and contact information. As the reforms in cooperatives are underway, the work of showcasing the strengths of Indian cooperatives will continue through research and documentation. This will be used for dissemination of information about the rich legacy of Indian cooperative movement and also encourage the cooperative societies to position their good work on a national platform.

We are happy to invite other cooperative institutions across the country to furnish their information through email at info@vamnicom.gov.in and be a part of the document

A copy of the document can also be sourced by writing to Director, VAMNICOM, Pune.