

## NCUI holds another Webinar on Importance of Social Media in Cooperatives



NCUI held another webinar on the Importance of Social Media in Cooperatives on 9th July for the representatives of state level cooperative unions, PACS, and other credit cooperatives. Making opening remarks at the meeting, Dr Sudhir Mahajan (Retd IAS), Chief Executive, NCUI highlighted the need for organizing such webinars at regular intervals for image-building of cooperative organizations. Thereafter, Mr Sharangowda Patil, MD, Souharda Federal Cooperative in his presentation said that cooperatives should not neglect social media, which is very important for them to project their success stories and achievements.

The resource persons for the webinar included Mr Shreyas Nagarkar, Head, Corporate Communications, Saraswat Cooperative Bank, Mr. Hariharan, Head, IT, Uralungul Labour Contract Cooperative Society, and Mr Vinit Koppikar, DM, Marketing and Communications, Shamrao Vithal Sakhari Bank. In order to make the school children aware about cooperatives, 30 students from Cambridge School, Noida were invited to attend the webinar. Sanjay Verma, Dy Director, Pub/ PR, NCUI coordinated the webinar.