

**PROGRAMME NAME: 68<sup>th</sup> NATIONAL COOPERATIVE WEEK CELEBRATIONS 2021**

**Date: 19<sup>th</sup> November 2021**



The Department of Commerce and Financial Studies, Bharathidasan University has organised **68<sup>th</sup> National Cooperative Week (14 – 19 November) Celebrations** on 19<sup>th</sup> November 2021 at Seminar Hall, Department of Commerce and Financial Studies. The Quiz, Debate and Special lecture were held as the part of celebrations. **Dr. M. Selvam**, Professor and Head, Department of Commerce and Financial Studies, delivered welcome address. **Dr. G. Veerakumar**, Professor and Head, Department of Cooperative Management, Kerala Agricultural University, Kerala inaugurated the event. He delivered the lecture on the topic “**Role of Cooperatives in Fostering Innovation, Employment Generation and Bringing in Professionalism**”. **Dr.C.Pitchai**, Professor and Head, Department of Cooperation, Gandhigram Rural Institute (Deemed to be University), Gandhigram delivered special lecture on the topic “**Role of Youths in Cooperatives: Need of the Hour**”. The debate on the topic “**Better Services to Members: Cooperatives Vs Farmer Producers Companies**” was held. **Dr.C.Pitchai** gave the verdict that cooperatives provide better services to the members based on the valid and supporting points put forth by the Cooperative Team. The Quiz Competition on Cooperative Principles and Practices was conducted. The MBA Financial Management students participated in this competition. First, Second and Third prizes were distributed to the prize winners.