

**IFFCO confers Sahakarita Ratna , Sahakarita Bandhu and Sahakarita Sangrakshak Award 2015 : Role of cooperatives from North- East appreciated**



Indian Farmers Fertiliser Cooperative Limited conferred the ‘*Sahakarita Ratna*’ and ‘*Sahakarita Bandhu*’ and *Sahakarita Sangrakshak* awards to Mrs.Akokla Pongen Lucy from Nagaland, Mr. Bhoop Singh Rahar from Rajasthan and Mr.E.P.Appanah from Mauritius on the occasion of the 29<sup>th</sup> Jawaharlal Nehru IFFCO memorial lecture at the NCU auditorium in New Delhi. These annual Awards are conferred on eminent cooperators for their distinguished and outstanding contribution towards the propagation of cooperative ideology and strengthening of cooperative movement. These Awards carry an award amount of 5,00,000/- each and a citation.

IFFCO had instituted the two prestigious Awards in cooperation namely ‘*Sahakarita Ratna*’ in the year 1982-83 and ‘*Sahakarita Bandhu*’ Award in the year 1993-94 as its humble contribution to strengthen the cooperative movement in the country. The *Sahakarita Sangrakshak* award has been instituted this year to recognize the efforts of international co-operators in promoting the cooperative business model.

In the past, eminent personalities like Dr. A.P.J Abdul Kalam, Desmond Tutu, Meira Kumar, Girish Karnad amongst others have delivered this lecture. Mr. Shiv Khera, eminent motivational speaker and management guru delivered the lecture this year. Speaking to a packed house, Mr. Khera deliberated extensively on work ethics, nationalism, leadership and time management drawing inspiration from our past leaders.

Dr. U. S Awasthi, Managing Director, IFFCO said that the lecture provided valuable insights for any individual to reform himself and become a successful professional, a responsible citizen and a better human being. He also emphasized the need for nationwide implementation of the cooperative model of business to ensure sustainable development, rural empowerment and greater financial inclusion of the masses. He also mentioned that on the eve of IFFCO's golden jubilee celebrations, IFFCO is rekindling the spirit of cooperation by touching base with its 4.5 crore farmers affiliated with its 36000 member cooperative societies across 125 locations in the country.



