

## **District Level Awareness Campaign on Promoting of Digital Services & WLGSP in Cooperatives-23.05.25**

The District-Level Awareness Campaign on Promoting Digital Services & WLGSP in Cooperatives was successfully conducted on 23rd May 2025, in celebration of the International Year of Cooperatives, in collaboration with the Office of the Assistant Registrar of Cooperatives, Ribhoi. The event was hosted at the Office of the Assistant Registrar of Cooperatives (ARCS), Ribhoi, Nongpoh, and witnessed the participation of distinguished officials, including the District Development Manager (DDM), Assistant Registrar of Cooperatives, Lead District Manager (LDM), Branch Manager (BM) of Meghalaya Cooperative Apex Bank (MCAB), officials from ARCS, System Integrator from MCAB, and representatives from PACs.

The programme commenced with a welcome speech by Shri M Lyngdoh (JCO), who extended warm greetings to all dignitaries and participants from Primary Agricultural Credit Societies (PACs) and Integrated Village Cooperative Societies (IVCS). Following this, Smt D Shanpru (Assistant Registrar of Cooperatives) expressed her gratitude to the DDM for facilitating the programme and urged the PACs to adopt computerisation, leveraging NABARD's support under the PAC computerisation initiative to enhance efficiency.

The undersigned, in his address, elaborated on NABARD's role in advancing digital services within the district. He highlighted NABARD's initiatives such as PAC computerisation, financial assistance for the procurement of PoS machines for banks, support for conducting Financial Literacy Programmes (FLPs), deployment of demonstration vans, incentives for Business Correspondents (BCs), and the expansion of the Centre for Financial Literacy (CFL) programme. Additionally, he provided insights into the World's Largest Grain Storage Scheme (WLGSP), emphasizing its mission to develop agricultural infrastructure at the PAC level. He also discussed special refinance for PACs through Meghalaya Apex Cooperative Bank, reinforcing the urgency for PACs to embrace digital transformation to enhance member services.

In his remarks, Shri S Warbah (LDM) underscored the success of AMUL as a cooperative model, inspiring PAC members to aspire for similar growth and sustainability within their cooperatives.

Meanwhile, Smt F Nongrum (BM, MCAB) encouraged PACs to promote digital payments through ATM and UPI systems, fostering financial inclusion in rural areas.

Shri A Lyngdoh (System Integrator, PACs Computerisation) led an interactive technical session, where he addressed key operational challenges faced by PACs in implementing PAC computerisation software, ensuring that relevant issues were discussed and effectively resolved.

The programme concluded with an open query session, where participants had their concerns clarified. The event wrapped up with a vote of thanks by Smt D Shanpru (Assistant Registrar of Cooperatives), expressing appreciation for the contributions of all stakeholders and reaffirming the commitment to digital empowerment and cooperative sustainability.

Few photographs of the programme are appended:

