

Key Outcomes

- ✓ Sh. Sunil Sethi, Chairman, Fashion Design Council of India(FDCI) and his team of designers visited the NCUI-Haat and have shown keen interest in collaborating with NCUI for empowering the grass-root level artisans through design interventions in designing their products and also assured to provide stall space to NCUI Haat in Fashion Week and other events organized by FDCI.
- ✓ An Association of over eighty Resident Welfare Associations (RWAs) of South Delhi and other zones has approached NCUI with an offer to support NCUI Haat initiative by promoting it among their residents and providing an exhibition space for the products in a few colonies.
- ✓ Representatives from national and state level cooperative federations and relevant government departments have welcomed NCUI Haat initiative and congratulated NCUI for coming out with this concept to empower lesser known cooperatives.
- ✓ NCUI Haat initiative has received wide publicity in the leading print and electronic media channels as a powerful medium to reach out to the needy sections of the society in the post-covid phase.

NCUI Haat, a unique selling exhibition platform for the products of lesser known cooperatives (SHGs), based on the pattern of Delhi Haat, was inaugurated by NCUI President Deep Singh Sanghani at NCUI premises today. Speaking during the inaugural function of NCUI Haat, Mr. Sanghani said that NCUI Haat will create an enabling environment for 'Sahkar as Samridhi' and work in accordance with the government's policy of going 'local for local' by expanding its reach in all parts of our country.

NCUI Haat which is open to public room is currently exhibiting products of those needy cooperatives/SHGs which have not been able to find ready markets due to marketing problems. Initially located in all parts of the country, the products of cooperatives/SHGs from various states like Assam, Himachal Pradesh, Jharkhand, etc. are also being displayed in this Haat, which will support its reach soon to other states.

The inaugural function of NCUI Haat was attended by Chairman/MDs of national level cooperative federations, representatives of government/NGOs, local resident welfare associations, etc.

Shri Sanghani announced that the new Ministry is committed to Sahkar Samridhi (Prosperity Through Cooperation).

Since its inauguration on 16th August, 2021,

NCUI Haat has received overwhelming response from the visitors, residents of Delhi and employees working in the nearby institutions.



ABOUT NCUI

National Cooperative Union of India (NCUI) is the apex organization of all cooperatives in the country. At present there are thirty-seven Cooperative Education Field Projects and four women exclusive projects being run in various parts of the country. Through its field projects, NCUI has been closely working with the cooperative societies and needy population in respective districts to raise the living standards of the poor by engaging them in various income generating activities. The Bilaspur project in Himachal Pradesh through international collaboration with Ja-Zenchu, a highly successful agricultural cooperative of Japan, has become a role model for the cooperative sector. Similarly, Integrated Farming Project in Moregaon (Assam) with innovative focus on dairy, poultry, fishery, horticulture and duck farming is also receiving wide accolades.



You can FIND US on:

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<https://ncui.coop/>



A novel initiative to **EMPOWER** lesser known cooperatives and **CONNECT** the people of Delhi with the artisans and craftsmen from rural India.

POWERED BY



National Cooperative Union Of India



NCUI HAAT

An Idea to Empower the needy

The COVID-19 pandemic has adversely impacted a section of smaller enterprises and cooperatives and they are struggling to run their businesses. Many of these societies don't have access to larger markets due to financial constraints, lack of proper training and experience. To help such enterprises cope with the difficult times, the NCUI Haat initiative has been conceived, to assist women led and lesser known cooperatives, by providing them a stall space for their products at an exhibition-cum-sale centre named 'NCUI Haat' in its premises located at a premium location in Delhi.

Though this initiative is for the self-help groups of NCUI field projects, however, to expand the landscape of Indian Cooperative Movement, other self-help groups, specifically women groups are also being given an opportunity to benefit from this novel initiative.

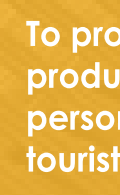
CREATING AN
ENABLING
ENVIRONMENT FOR
"Sahkaar se
Samriddhi"

NCUI Haat supports many of the flagship programmes and initiatives launched by Government of India such as "National Livelihood Mission", "Vocal for Local" and "Skill India Mission"

Objectives



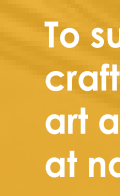
To empower needy SHGs (Self-Help groups) and Coops (cooperatives) by providing visibility and access to a free of cost selling space at a premier location in Delhi and through other facilities



To provide quality and genuinely priced products made by artisans and handicrafts persons in rural India to the residents and tourists of Delhi



To support circular economy and promote the use of healthy and eco-friendly products in urban classes.



To support traditional artisans and craftsmen by documenting their unique art and promoting use of their products at national level events.

Key Features

- ✓ The visitors are able to see a large variety of products which are handmade with locally available material of that area.
- ✓ NCUI bears all costs incurred on the travel, accommodation and food of the participating groups.
- ✓ Exhibition cum stall space is provided free of cost to the participating groups.
- ✓ To provide an equal opportunity to the needy SHGs and Coops, a calendar is being followed where products of 5 - 6 states are exhibited for 15 days and new groups are given an opportunity thereafter.



Furnishings



Tea coasters



Jewelry



Bangles



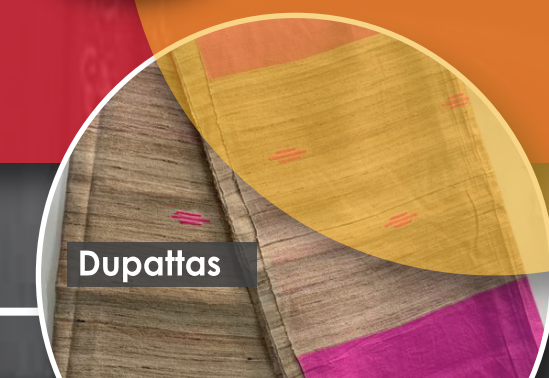
Locally sourced ingredients



Sarees



Bags



Dupattas