



Press Release

SamabayMela-2019 Inaugurated At Netaji Indoor Stadium

- **The Theme Of This Year Is ‘Cooperation Is the Key Towards Poverty Alleviation and Eradication of Unemployment In The State’**

Kolkata, 27th December, 2019: The ‘Samabay Mela-2019’, organised by **Department of Cooperation, Government of West Bengal**, was inaugurated today at Netaji Indoor Stadium, Kolkata by **Dr. Amit Mitra, Hon’ble Minister-in-Charge of Finance, Commerce & Industries and Information Technology & Electronics, Government of West Bengal** in presence of **Shri Moloy Ghatak, Hon’ble Minister-in-Charge of Judicial Department, Government of West Bengal, Dr. M. V. Rao, IAS, Additional Chief Secretary, Department of Cooperation and Panchayat & Rural Development** and other dignitaries.

“Under the able guidance of the Hon’ble Chief Minister of West Bengal, Mamata Banerjee, the Cooperative Movement in West Bengal has reached its pinnacle. Presently, around 36,000 co-operative societies having more than 80 lakh members are working in the State. We have been able to extend facilities to over 50 lakh farmers. ATM-enabled RuPayKisan Card has already been handed over to 11.17 lakh farmers and financial assistance of Rs.180 crores have been provided to 1 lakh members of Self Help Groups (SHGs) under cooperative sector for goat and poultry farming, mainly targeted towards women. We are also opening Customer Service Points (CSP) in 2631 cooperative societies for providing all sorts of financial services with an aim to reach out to the farthest villages across the State. Farm Machinery Hubs (FMH) are being set up in 1000 cooperative societies in order to boost farm-mechanization which will enhance farmers’ income by reducing cost of cultivation. Besides, Paddy procurement is being done under Minimum Support Price (MSP) scheme directly from the farmers through cooperative societies and Self Help Groups to prevent distress sale”, said **Shri Arup Roy, Minister-in-Charge, Department of Cooperation, Government of West Bengal**.

The theme of Samabay Mela-2019 is “**Cooperation Is the Key Towards Poverty Alleviation and Eradication of Unemployment In The State**”. There will be panel discussions relating to cooperation followed by cultural programmes during the mela.

Around 12000 delegates from different cooperative societies participated in this year’s SamabayMela. The Mela will have around 250 Cooperative Societies and Self Help Groups who will showcase their products in the Stalls in the Mela for display and sale.

For further information please contact:

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