

## **Report on Special Lecture on 'Role of Cooperative Marketing in India'**

**Organised by- Department of Economic.**

**Speaker; Mr. Subhankar Roy (Research Scholar ,TISS)**

**Date**10.09.2022

**The program in brief;**

The Program was started with a warm welcome with a bouquet of flower on behalf of the students of the department of economics to the guest speaker Mr. Subhankar Roy, Research Scholar, TISS. Then Prof. Aparna Biswas, Associate Prof. of Economics , expressed her sincere thanks to Mr. Subhankar Roy and delivered a short speech explaining the objective of organizing such program. She also briefly explained the concept of cooperative marketing and encouraged the students to know about the role of cooperative marketing in India .Then she invited Mr. Subhankar Roy to deliver his speech. Mr. Subhankar Roy with power point presentation clearly explained the concept cooperative marketing and it's objectives ,types, structure and organization. Then he explained the functions and progress of cooperative marketing in India. Importance and advantages was also explained very nicely. Lastly he focused on the performance and role of cooperative marketing in India and also the causes of weakness of cooperative marketing. The students were very much attentive and interactive. At the end of the program the only teaching faculty of the department of economics ,Prof Aparna Biswas expressed her sincere thanks and gratitude to Mr. Subhankar Roy for delivering such a beautiful lecture.

**Outcome;** Cooperative marketing is included in the graduation syllabus. They get a scope to gather in depth knowledge on that topic.



