

To,

1. Chairman/President of National Cooperative Societies/Federations,
2. MD/CEO of National Cooperative Societies/Federations,
3. MD/CEO of State Cooperative Banks.
4. MD/CEO of Urban Cooperative Banks.
5. MD/CEO of District Cooperative Banks.
6. MD/CEO of Multi-State Cooperative Societies

Sir/Madam,

As you are aware that in order to realize the vision of the **Hon'ble Prime Minister** of '**Sahakar Se Samridhi**' (**Prosperity through Cooperation**) Ministry of Cooperation has taken several initiatives, of which "**Onboarding of Cooperative Societies on GeM Portal**" is one of the major initiative. In order to ensure better understanding and dissemination of information till the primary coop. societies level so that all cooperative societies can take advantage from this initiative, a short video has been created on this Initiative in 13 different languages by this Ministry. YouTube links of the Video on MoC You-tube channel are as under:-

S.No	Language	YouTube Links
1	Assamese	<a href="https://youtu.be/Pa5TdxziEBs">https://youtu.be/Pa5TdxziEBs</a>
2	Bengali	<a href="https://youtu.be/4pVuqc-sKR0">https://youtu.be/4pVuqc-sKR0</a>
3	English	<a href="https://youtu.be/tZ2jVZUgQWw">https://youtu.be/tZ2jVZUgQWw</a>
4	Gujarati	<a href="https://youtu.be/mMt4sjc2xF4">https://youtu.be/mMt4sjc2xF4</a>
5	Hindi	<a href="https://youtu.be/8I69HsmcZkc">https://youtu.be/8I69HsmcZkc</a>
6	Kannada	<a href="https://youtu.be/PZR-vrmHPKc">https://youtu.be/PZR-vrmHPKc</a>
7	Malayalam	<a href="https://youtu.be/E6c6iR12D4o">https://youtu.be/E6c6iR12D4o</a>
8	Marathi	<a href="https://youtu.be/5NfdlaH7TyY">https://youtu.be/5NfdlaH7TyY</a>
9	Odia	<a href="https://youtu.be/89V3peTA3hk">https://youtu.be/89V3peTA3hk</a>
10	Punjabi	<a href="https://youtu.be/8NasrRRRJM0">https://youtu.be/8NasrRRRJM0</a>
11	Tamil	<a href="https://youtu.be/Y9JeTsliOTk">https://youtu.be/Y9JeTsliOTk</a>
12	Telugu	<a href="https://youtu.be/QLcYwc94iwA">https://youtu.be/QLcYwc94iwA</a>
13	Urdu	<a href="https://youtu.be/HZWWvNXpJic">https://youtu.be/HZWWvNXpJic</a>

2. Since this initiative will strengthen the Cooperative Sector at grassroot level it is also requested to circulate the above links to all your employees/account holders/members of your Bank/Society so that they may take benefits from the above initiative of the Ministry.

With regards,  
Deputy Secretary,  
Ministry of Cooperation,  
Government of India