

Impact Factor-8.632 (SJIF)

ISSN 2278-9308

Issue No

(CDLXVI) 471

B.Aadhar

Single Blind Peer-Reviewed & Refereed Indexed

Multidisciplinary International Research Journal

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**INDEX**

No.	Title of the Paper	Authors' Name	Page No.
1	Growth Of Agricultural Cooperatives In India	Dr. Prakash Ratanlal Rodiya	1
2	A Study of Human Resource Practices Followed in the Organized Retail Sector in India	Shrawan Baban Bansode, Dr. Maroti Kachave	10
3	Empowering Rural area in Maharashtra: The Role of Agricultural Cooperatives in Facilitating Financial Inclusion and Sustainable Development	Dr Rajesh Goje	16
4	Cooperative Sector in India Opportunities & Challenges before Cooperative Farming	Naykal Shubhangi Babasaheb	21
5	Role Of Co-Operatives In Empowering Rural Women	Dr.Bharat. T. Nirval , Archana Eknath Thombre	26
6	Co-operative Sector: Remedies to Success in the Era of Globalization	Dr. Suryakant Wakle	29
7	Cooperative and their Role in Rural Development	Dr.Pradip Shivaji Anantwar	31
8	Issues of Urban Cooperative Banks in India	Vaibhav Suryawanshi , Sandip Suryawanshi	33
9	Sustainable Development: The Need of the Hour	Dr. Jadhav Ashok Kakasaheb	36
10	Challenges and Problems Facing the Cooperative Sector in India	Dr. V. A. Pawale	39
11	Role Of Nabard In Agricultural Development	Dr. Anurath Chandre	42
12	Role of Women's Cooperative in Empowering women- A study of Nanded Division	Dr. Pawale Vasant Anandrao, Mrs.Sarita Baburao Kadam (Dimble)	46
13	Audit & Taxation of Co-Operative Societies in India	Mr. Shivshankar Prakash Randale , Dr. Kachave M.D.	50
14	Development Of Cooperative Movement In India	Dr. Sudhir V. Mane	54
15	A Study of Crop Insurance in India	Dr.Ganesh Narayanrao Bokare	63
16	Co-Operative Banking: Opportunities And Challenges	Dr.Sujata N. Chavan	67
17	An Analytical Study of Cooperative Sector in India	Dr.Balasaheb Shivaji Pawar , Dr.Balaji Subhasharo Turaikar	71
18	Cooperation for Sustainable Development: A Case Study of Maharashtra Cooperative Banks	Dr.Balaji Gurunath Kamble	76
19	Challenges Faced by Co-operative Banks in India	Mr. S.S. Shivasharan	81
20	Financial Inclusion and Women's Empowerment: Assessing the Role of Cooperative Banks	Asst. Prof. Gaya Nagorao Maske	85
21	A Study of Importance and Problems of Co-operative Banks in India	Mr. Pawar Rajesh Vyankat	88



Co-operative Sector: Remedies to Success in the Era of Globalization

Dr. Suryakant Wakle

Professor, Dept. of Commerce, Maharashtra Mahavidyalaya, Nilanga

Co-operative society means assistance of the society where a few people come together and create a democratic institution voluntarily. Prosperity of the members, ensuring the rights and dignity, develop the worse situation, change the fate, and believes, honesty, economic as well as increase the aides are the main goals of this society rather earning profit. Co-operative movement was introduced in India to avail defensive structure to deal the problems of rural indebtedness. The idea of socialism, democracy and co-operation has got strengthen due to co-operative society. Unfortunately co-operative movement has been facing over-control and regulation by government as compare to private sector. There is still a scope of strong legal environment to protect the democratic member control, autonomy and independence.

On account of changing market condition after liberal economic policies the work environment of cooperative society has also witnessed some difficulties. Aggressive marketing policies of private sector impose certain challenge but at the same time highlighted the weaknesses prevailed in the working of the societies. Purposeful attempt to cover those weaknesses will certainly bring positive result and brighten the future opportunities.

Co-operative societies can surely work better when they are networked with federations and unions. It helps to increase the performance of society like that of private sector. The apex bodies of co-operative movement should plays the voice of co-operatives in front of the government to generate more beneficial work environment. Such type of focused attempt will certainly bring positive result and brighten the future opportunities.

Objectives :

- 1) To study the co-operative movements in India
- 2) To suggest the remedies to boos co-operative sector in the era of globalization.

Research Methodology :

This research has tried to collect more and more relevant information with secondary collection of data. Following are some of the prominent features of secondary data used for this research work.

- Online research papers and publication available through related websites.
- Referred research articles published in various journals and magazines from financial and monetary fields.
- Referred books specifically published for co-operative sector.
- Referred internet sites to access latest information related to research topic

We can say that cooperative society movement is important to direct the ways of development of the mass poor, in-advanced and landless people of undeveloped and developing country. Though very earlier it was established, it can't succeed due to various problems that we identified also. The means of removing the problems are given below:

Minimization of corruption and nepotism: It should take fruitful steps to minimize the attitude of corruption and nepotism which creates surrounding the cooperatives society. That's why proper management procedure is necessary to develop the cooperative business.

Preparation of realistic plan: An effective plan should be formulated considering the reality for the cooperative society of the country. It is needed to determine where, how and how much it contributes to the national, central, and preliminary cooperative society. In what process cooperative runs smoothly, it should be determined under realistic plan also.

Providing incentive to the executives: The success of the cooperative society depends on the satisfaction and positive attitude of the executives. Proper incentives must be needed for motivating the executives in undeveloped and developing country. It should be understood that it is impossible to retain motivation without proper incentives.

Strengthening of training programs: The training program should be strengthened. Immensely in all sectors to accelerate the activities of the cooperative society. For that reason, supporting must be needed as well as NGOs.



Widespread publicity: Widespread publicity should be minimized in the national media's on the positive side of the cooperative society. So that people can encourage an interest in the organization.

An increase of govt. cooperation: Though Govt. has a special administration for the Cooperative but not active. So in all sectors Govt. financial and non-financial cooperation should be increased.

Development of cooperative department: Cooperative department of the Govt. in which leads the cooperative movement of all kinds of bureaucracy, complexity must remove from this department for the betterment of the movement. That's the efficient persons should be appointed.

We can comment that cooperative movement should be geared up. However, Govt. and other departments should be more active in the development of a cooperative society of undeveloped and developing country.

Suggestions :

❖ Globalization and privatization put pressure on co-operative societies. They are unable to gain contracts. So co-operative societies need to make themselves competitive through quality and efficiency.

❖ Work opportunity in the year was very less. Maximum opportunities should be gained from government agencies.

❖ Contribution of co-operative societies has a crucial role in national development. Societies need to enhance their contribution by efficiency and quality.

❖ Employment opportunities are huge in construction sector of infrastructure. Government should provide certain contracts exclusively to sectors.

❖ Purposeful training programme should be organized in order to enhance their skills and technical efficiency

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ISSN



2278-9308