

March Activities Report – KRIBHCO

Criteria	Details
Sector	Agriculture & Farming
Location	17 states (620 centers of KRIBHCO)
Event/ Activity Name	Media and Physical Campaign for Tribhuvan Sahkari University Bill 2025
Brief Information on the Activity	Our online and offline awareness initiatives reached an audience of over one million
Objective	To boost awareness, KRIBHCO has actively shared posters and videos across all its social media platforms and conducted farmer meetings in various states
No. of Participants	Digitally 1 million plus reach 10,000+ attended the live screening
Achievements & Outcomes	Farmers\Cooperatives showed their appreciation and expressed the belief that this university would uplift the Indian cooperative movement as a whole.
Photographs & AV Content	Shared Below
Additional Remarks	–

Empowering Communities, Strengthening Bonds

Farmers Meetings Conducted Across Uttarakhand
on the Tribhuvan Sahkari University Bill 2025



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Glimpses of Farmer Meetings at Various Locations in Bihar

Empowering Cooperatives and Farmers with
Insights on the Significance of the Tribhuvan Sahkari
University Bill 2025



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Link to the video :

https://x.com/KRIBHCO_PR/status/1905231689015566574?t=4FDuZrGU2YZBDNJ68fbCKA&s=19

https://x.com/KRIBHCO_PR/status/1905944663749435903?t=NzXh-3UT-40p8wbGu5I3oQ&s=19

Criteria	Details
Sector	Agriculture & Farming
Location	Raya, Uttar Pradesh
Event/ Activity Name	International delegation explores KTRIBHCO'S Cooperative excellence and growth
Brief Information on the Activity	Delegates from Denmark visited KTRIBHCO's Krishak Bharati Sewa Kendra. They explored KTRIBHCO's operational framework, marketing network, production facilities, and supply chain.
Objective	KTRIBHCO aims for greater visibility in international forums.
No. of Participants	17 Delegates & 20 farmers
Achievements & Outcomes	The visit provided valuable insights into KTRIBHCO's role in enhancing Indian agriculture and empowering rural communities through cooperative values. The gathering also included a brief on the significance of IYC and the role of the Cooperative Movement in global growth
Photographs & AV Content	Shared Below
Additional Remarks	–

KRIBHCO
Cooperative and beyond...



INTERNATIONAL DELEGATION EXPLORES KRIBHCO'S COOPERATIVE EXCELLENCE AND GROWTH

Glimpses of Denmark delegates visit to
KRIBHCO Krishak Bharati Sewa Kendra,

Raya, Uttar Pradesh.



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Criteria	Details
Sector	Agriculture & Farming
Location	KRIBHCO Bhawan, Noida, Uttar Pradesh
Event/ Activity Name	Indo – Sri Lanka Cooperation Summit 2025
Brief Information on the Activity	The Indo – Sri Lanka Cooperation Summit 2025, organized by the Indo – Sri Lanka Chamber of Commerce and Industry at KRIBHCO Bhawan, was proudly sponsored by KRIBHCO in observance of the International Year of Cooperatives 2025
Objective	KRIBHCO aims for greater visibility in international forums.
No. of Participants	200+
Achievements & Outcomes	The summit fostered valuable discussions on cooperative partnerships under the IYC banner
Photographs & AV Content	Shared Below
Additional Remarks	–

Indo-Sri Lanka Cooperation Summit 2025

The Indo-Sri Lanka Chamber of Commerce and Industry organized its summit at KRIBHCO Bhawan, Noida, with KRIBHCO proudly sponsoring the event in observance of the International Year of Cooperatives 2025.

The event was graced by Hon'ble Governor of Mizoram, Dr. V. K. Singh, General (Retd.), as the Chief Guest, along with Shri M. R. Sharma, MD, KRIBHCO, and other esteemed dignitaries.



OTHER PROGRAMMES ORGANIZED IN MARCH. 2025 WITH IYC BRANDING		
S. No.	PROGRAMME	No. / Ppt
(A) COOPERATIVE DEVELOPMENT PROGRAMME		
1	Fertiliser Promotion Campaign	14
	Participants	6945
2	Cooperative Empowerment Campaign	7
	Participants	885
3	Seeds Promotion Campaign in PACS	7
	Participants	445
4	Coop. Society Adoption	14
	Participants	765
5	KBSK Sales Promotion Campaign	12
	Participants	705
(B) COOPERATIVE EDUCATIONAL PROGRAMMES		
(I)	General Programmes	
1	Crop Seminar (One per Season)	21
	Participants	2705
2	Farmers Meeting	68
	Participants	2999
3	Field Demonstration	3
	Participants	88
4	Field Day	46
	Participants	2578
5	Soil Sampling Campaign	10
	Participants	363
6	Group Discussion	13
	Participants	533
7	Dearls Conference	23
	Participants	976
8	Cooperative Education Conference	9
	Participants	785
(II)	Technical Resources	

9	Tech. Farm Literature * ('000)	17
10	Products Flex Charts**	265
	Participants	0
11	Tech. Wall Painting	40
	Participants	40
12	Exhibition	5
	Participants	53765
	Education (No.)	255
	Participants	64832
(C) RURAL COOPERATIVE DEVELOPMENT PROGRAMMES		
1	Farmers meeting	19
	Participants	642
2	Field demonstration	2
	Participants	110
3	Field day	33
	Participants	1402
4	Soil Sampling campaign	0
	Participants	0
5	Technical wall painting	40
	Participants	40
6	Sapling Distribution to Farmers for Tree Plantation Campaign	3
	Participants	85
7	Income generation prog.	3
	Participants	130
8	Human health camp.	3
	Participants	226
9	Animal Health Campaign	2
	Participants	90
10	Drinking water & minor irri.	2
	Participants	182
11	Rural Sports Programme	2
	Participants	85
12	Sanitation Campaign	2
	Participants	175
	CSR (NO.)	111
	Participants	3167
	Total Programme (No.)	420
	Participants	77744

SALES PROMOTION PROGRAMME : MARCH 2025



FIELD DEMONSTRATION IN MAHARASHTRA





FERTILISER ORIENTATION PROGRAMME IN UTTARAKHAND





EXHIBITION IN RAJASTHAN





FARMERS MEETING IN TAMILNADU



FARMERS MEETING IN MAHARASHTRA



FIELD DAY IN UP



EXHIBITION IN UTTRAKHNAD



FARMERS MEETING IN KARNATAKA



FARMERS MEETING IN TAMILNADU



FARMERS MEETING IN BIHAR



PM PRNAM KISAN SANGOSHATHI IN RAJASTHAN





GROUP DISCUSSION IN TAMILNADU

