


**International Year of Cooperatives 2025 (IYC-2025):**  
**Key Activities and Achievements during May 2025 – NAFED**


Criteria	Details
<b>Sector</b>	FPO
<b>Location</b>	NAFED HQ, Ashram
<b>Event/ Activity Name</b>	NAFED organized FPO Samman Sammelan
<b>Brief Information on the Activity</b>	The FPO Saman Sammelan was organized by NAFED to bring together Farmer Producer Organisations (FPOs) from across the country on a common platform. The event facilitated dialogue, experience sharing, and exposure to best practices in collective farming, marketing, and value addition.
<b>Objective</b>	The primary objective was to empower FPOs through knowledge exchange, capacity building, and awareness of government schemes. It aimed to strengthen their role in ensuring fair prices, better market access, and increased income for farmers through collective action.
<b>No. of Participants</b>	500
<b>Achievements &amp; Outcomes</b>	The event witnessed active participation from numerous FPOs, showcasing successful models and innovations. It also enabled direct interaction between policymakers, agri-experts, and FPO leaders, promoting collaboration and alignment with NAFED's farmer-centric initiatives.
<b>Photograph</b>	

		
<b>Additional Remarks</b>		


<b>Criteria</b>	<b>Details</b>
<b>Sector</b>	FPO
<b>Location</b>	NAFED HQ, Ashram
<b>Event/ Activity Name</b>	NAFED organized FPO Samman Sammelan in which NAFED Bazaar Franchise Opportunities offered to FPOs under IYC 2025
<b>Brief Information on the Activity</b>	During the FPO Samman Sammelan Managing Director, NAFED, Shri Deepak Agarwal IAS emphasized the vital role of Farmer Producer Organizations in strengthening rural economies. He offered FPOs the opportunity to open NAFED Bazaar outlets, aligning with the vision of the International Year of Cooperatives 2025
<b>Objective</b>	Through the NAFED Bazaar franchise model, employment opportunities are being created across the country by engaging FPOs as franchise holders, enabling them to serve as local hubs for quality products and strengthen farmer-consumer linkages.
<b>No. of Participants</b>	500
<b>Achievements &amp; Outcomes</b>	The event saw enthusiastic participation from FPOs nationwide. NAFED's offer of NAFED Bazaar franchise opportunities was well-received under the IYC 2025 framework.

<p><b>Photograph</b></p>	
<p><b>Additional Remarks</b></p>	

Criteria	Details
Sector	Cooperative
Location	Bhubaneswar
Event/ Activity Name	NAFED Bhubaneswar Branch organized Nukkad Natak
Brief Information on the Activity	NAFED Bhubaneswar Branch organized a Nukkad Natak (street play) to engage local communities and farmers. The performance aimed to highlight the importance of cooperative models and the role of NAFED in supporting farmers' welfare.
Objective	The objective was to highlight the role of cooperatives in ensuring economic self-reliance, collective growth, and farmers' empowerment. Through the Nukkad Natak, NAFED aimed to promote the cooperative spirit and communicate how collective efforts can lead to prosperity, aligning with the IYC 2025 vision.

<b>No. of Participants</b>	
<b>Achievements &amp; Outcomes</b>	The Nukkad Natak received an enthusiastic response from the local audience. It effectively conveyed key messages about the importance of cooperatives, NAFED's initiatives, and the role of farmers in building a self-reliant rural economy.
<b>Photograph</b>	
<b>Additional Remarks</b>	

<b>Criteria</b>	<b>Details</b>
<b>Sector</b>	Cooperative
<b>Location</b>	Bhubaneswar
<b>Event/ Activity Name</b>	NAFED Bengaluru Branch Organizes Debate Competition
<b>Brief Information on the Activity</b>	In celebration of the International Year of Cooperatives (IYC) 2025, NAFED Bengaluru Branch organized a Debate Competition to engage students and youth on the relevance and impact of cooperatives in today's economy. The event served as an interactive platform to encourage critical thinking and awareness about cooperative values.
<b>Objective</b>	The objective was to foster a deeper understanding among the younger generation about the importance of cooperation, collective action, and the role of institutions like NAFED in strengthening rural and agricultural development through cooperative models.
<b>No. of Participants</b>	

<b>Achievements &amp; Outcomes</b>	The competition saw enthusiastic participation from students representing various institutions. The discussions reflected insightful perspectives on cooperative-led development.
<b>Photograph</b>	
<b>Additional Remarks</b>	

<b>Criteria</b>	<b>Details</b>
<b>Sector</b>	Cooperative
<b>Location</b>	Delhi
<b>Event/ Activity Name</b>	NAFED Launches 'Chakki Atta' with IYC Logo
<b>Brief Information on the Activity</b>	As part of the International Year of Cooperatives (IYC) 2025 celebrations, NAFED launched its new product — Chakki Atta, now featuring the official IYC 2025 logo.
<b>Objective</b>	The objective of this initiative is to strengthen the visibility of the cooperative movement by integrating the IYC 2025 branding into everyday consumer products.
<b>No. of Participants</b>	
<b>Achievements &amp; Outcomes</b>	The launch of Chakki Atta with the IYC logo marks a significant step in combining product excellence with cooperative values. It enhances public awareness of the role cooperatives play in food security and rural development, helping people better understand the importance and impact of cooperatives in everyday life.

<p><b>Photograph</b></p>	
<p><b>Additional Remarks</b></p>	

Criteria	Details
Sector	Cooperative
Location	Delhi
Event/ Activity Name	NAFED Launches GI-tagged "Sulai" Honey with IYC Logo
Brief Information on the Activity	In line with the International Year of Cooperatives (IYC) 2025, NAFED launched the GI-tagged "Sulai" Honey, now proudly carrying the IYC 2025 logo.
Objective	The objective of the launch is to promote region-specific, high-quality products through cooperative marketing channels while spreading awareness about the importance of Geographical Indications (GI) and the cooperative identity under the IYC 2025 vision.
No. of Participants	
Achievements & Outcomes	The introduction of Sulai Honey with the IYC logo reflects NAFED's efforts in supporting local producers and enhancing market visibility for GI-tagged products.

<p><b>Photograph</b></p>	
<p><b>Additional Remarks</b></p>	

Criteria	Details
Sector	Cooperative
Location	Delhi
Event/ Activity Name	NAFED Launches FPO Honey Recipe e-Book
Brief Information on the Activity	NAFED launched an exclusive FPO Honey Recipe e-Book, showcasing a collection of nutritious and innovative recipes made using honey produced by Farmer Producer Organizations (FPOs). The e-Book features the IYC 2025 logo, reinforcing the cooperative identity.
Objective	The objective was to promote value addition, market awareness, and consumer engagement for honey produced by FPOs.
No. of Participants	
Achievements & Outcomes	Featuring the IYC 2025 logo, it not only promotes local products but also aligns with the spirit of cooperatives—fostering innovation, sustainability, and rural economic empowerment.

<p>Photograph</p>	
<p>Additional Remarks</p>	

Criteria	Details
Sector	Cooperative
Location	Web Portal of Indian Cooperative
Event/ Activity Name	NAFED banners featuring the IYC logo are being promoted on the Indian Cooperative website.
Brief Information on the Activity	As part of the IYC-2025 celebrations, NAFED banners featuring the IYC logo are being prominently displayed on the Indian Cooperative website.
Objective	To promote the vision of IYC-2025 by showcasing NAFED's commitment to cooperative principles, increase public engagement, and emphasize the importance of cooperatives in building a resilient rural economy.
No. of Participants	20 Lakh Visitors
Achievements & Outcomes	The online promotion has significantly amplified the reach of the IYC campaign, engaged a wider audience across the cooperative sector, and contributed to building momentum for

	cooperative awareness and celebration in the lead-up to 2025.
<p><b>Photograph</b></p>	
<p><b>Additional Remarks</b></p>	

Criteria	Details
Sector	Social media
Location	Pan India
Event/ Activity Name	Promotion On Social Media
Brief Information on the Activity	As part of the International Year of Cooperatives (IYC) 2025 celebrations, NAFED is actively promoting the IYC logo across its social media platforms. Posts highlighting cooperative values, success stories, and community engagement now prominently feature the IYC branding.

<b>Objective</b>	To enhance digital visibility of IYC-2025, foster public engagement, and spread awareness about the pivotal role of cooperatives in economic development and social inclusion through social media.
<b>No. of Participants</b>	More than 1 Lakh
<b>Achievements &amp; Outcomes</b>	The campaign has significantly boosted awareness of the IYC movement among online audiences, encouraged meaningful conversations on cooperation, and helped reinforce the message “Cooperatives Build a Better World” in the digital space.
<b>Photograph</b>	<p>The photograph section displays four social media posts from NAFED India. The top-left post shows a debate competition in Bengaluru with participants and a host. The top-right post is a 'Did You Know?' graphic about the 7 Key Principles of Cooperation. The bottom-left post shows a special program in Bhubaneswar featuring a mascot and a group photo. The bottom-right post features a quote by Prime Minister Narendra Modi about cooperatives being the basis of culture in India.</p>
<b>Additional Remarks</b>	