

## **Bharatiya Beej Sahakari Samiti Limited**

### **Activity Report – January 2025**

#### **International Year of Cooperatives (IYC) 2025**

**1. Membership Growth:**

The membership of Bharatiya Beej Sahakari Samiti (BBSSL) increased from **16,787 in December 2024 to 18,099 in January 2025.**

**2. Participation in Maha Kumbh 2025:**

BBSSL is actively participating in the **Maha Kumbh event** by setting up a stall for visitors. As part of the initiative, BBSSL products have been redesigned to incorporate the **IYC 2025 logo** on the packaging.

**3. Integration of IYC Branding:**

- The **IYC 2025 logo** has been included in BBSSL's social media posts.
- BBSSL's official **letterheads** have been updated to feature the **IYC 2025 logo.**

**4. Resource Identification & Planning:**

Efforts are underway to **identify resources and develop a strategic plan** for activities focused on the **conservation and promotion of traditional seeds.**

**5. Tree Plantation Drive:**

BBSSL has scheduled a **Tree plantation drive** during the optimal planting season (April–June 2025) to promote sustainable agriculture.