

International Year of Cooperatives 2025

Action Plan for State Level Activities - TamilNadu

Vision:

To celebrate and promote the role of cooperatives in fostering sustainable development, economic inclusion, and community well-being across the state, under the theme "Cooperatives Build a Better World" during the International Year of Cooperatives 2025.

Key Objectives:

1. Raise awareness about the importance of cooperatives in achieving socio-economic development.
 2. Engage stakeholders, including cooperative societies, government bodies, NGOs, and the public, in celebrating the International Year of Cooperatives 2025.
 3. Highlight successful cooperative models and encourage wider participation in the cooperative movement under the guiding theme.
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Proposed Activities:

1. State-Level Inaugural Event

- Date: 23rd January, 2025
- Venue: Chennai
- **Activities:**
 - 1st meeting conducted on 17th January, 2025.
 - Official launch on 23rd of January, 2025 with hoisting of The Cooperative Flag.
 - Celebration of Cooperative Foundation Day.
 - Delivering speech by the veteran Cooperators of TN on "Cooperatives Build a Better World."
 - Cultural events by the students propagating the widespread roles of Cooperatives and their impact on the lives of people of the State.
 - Exhibition to showcase all the successful cooperative models and the products to demonstrate the strength of TN cooperatives.

2. Awareness Campaigns

- Mediums:
 - Social media campaigns in Facebook, Youtube, X and Instagram Handles of the department named - TNCOOPDEPT with hashtags like #Cooperatives2025 and #BetterWorldThroughCooperatives.
 - Affixing the IYC 2025 logo stickers in all the 34852 Fair Price Shops, 7600 cooperative societies building and their retail outlets.
 - Printing the IYC 2025 logo and theme on the PassBooks of members of PACCS and the Cooperative banks.
 - Procession in Floats/Tableau displaying the multi various activities, products and services of cooperatives of the State
 - Cleanliness Drive in all 7600 Cooperative societies and their retail outlets, all FPS with the theme of IYC 2025. Organise Rehabilitation works like cleaning, colour washing/ painting, scrap disposal at all Cooperative Institutions
 - Posting All the activities and the theme of the IYC 2025 in the eRCS portal and the website.
 - Advertisements in newspapers, radio, and television emphasizing the theme.
 - Distribution of brochures and posters in rural and urban areas.
 - Sending promotional SMS, Whatsapp messages and Voice blasts to advertise on Cooperative products and services.
 - Propagandising new technologies available with Cooperatives such as Micro ATMs, Digi Pay, Agro Machineries like Sugar Harvester, JCP etc.
 - Conducting eKYC drive for members in Cooperative Institutions.
 - Preparation
- **Focus Areas:**
 - Role of cooperatives in building resilient and inclusive societies.
 - Benefits of joining cooperative societies.

3. Educational Activities

- School and College Programs:

- Drawing and essay competitions with cooperative themes as Cooperatives for All and All for Cooperatives among the students of Higher Secondary and the Colleges
 - Seminars and workshops on "How Cooperatives Build a Better World." And serve all sections of the Society in the changing scenario as this being the stepping stone for a future leader.
 - Organising Debates and quiz competitions highlighting the role of cooperatives as change agents in uplifting the lives of under-privileged and marginalised.
 - Programmes on the History and Evolution of Cooperatives in around 5000 societies of TN
- **Themes:**
 - "Cooperatives: Building a Better Tomorrow"
 - "Youth in Cooperatives: Leaders of a Better World"

4. Cooperative Fairs and Exhibitions

- **District-Level Fairs at 38 Districts of the State:**
 - Cooperative Chariot displaying cooperative society products, showcasing all other services provided by the department, on spot Member Admission, banking activities, promotion and sale of cooperative consumer products under the theme **“Feel Good Cooperatives”**.
 - District Level Exhibitions with live demonstrations of cooperative initiatives (e.g., dairy, handloom, agriculture, ...).
- **State-Level Exhibition:**
 - A Cooperative museum at Thirur, Thiruvallur District.
 - A state level museum will be set up at Chennai.
 - To conduct State level exhibition at Chennai inviting cooperatives across the State to showcase their contributions.
 - Capitalising Business networking opportunities with the principle “Cooperation among Cooperatives” across the verticals of cooperatives.
 - Showcasing on the “COOPERATIVES EVERYWHERE” in all sectors of the economy.

5. Training and Capacity Building

- **Workshops for Cooperative Members:**
 - Best practices in governance and management to create positive social impact.
 - Financial literacy and use of technology for better cooperative operations.
 - Cooperatives care for its members in terms of health, wealth and its families.
- **Special Focus on Women and Youth:**
 - Empowerment programs to encourage leadership roles in cooperatives and highlight their role in socio economic improvement of members. SHG cooperative societies are formed in all districts to achieve the economic empowerment of women.
 - Offering Women Entrepreneurs, Working Women, Self Help Group, loans and Special Term Deposit Schemes to encourage leadership roles in cooperatives and highlight their role in societal improvement.

6. Community Engagement Programs

- **Rural Outreach:**
 - Member Education Programme to be conducted by 5000 cooperative institutions functioning in the State.
 - Account opening for School and College students.
 - Membership drives for marginalized/underprivileged people and the general public by door-to-door canvassing
- **Health and Livelihood Initiatives:**
 - Creation of cooperatives in more diversified fields and new age cooperatives in uncovered areas of economy viz., Handicrafts, Beauty care, Geriatric Care, Housemaids/Caretakers, Street vendors, Auto/Taxi Drivers, Manpower, Catering, Organic etc so as to achieve all inclusive membership of the entire State population into Cooperative fold.
 - Planting 10lakhs tree saplings within the year 2025.
 - Conduct blood/ eye/ organ donation camps.
 - Organize free health check-up camps for public, livestock.
 - Job Melas to create employment opportunities through cooperative societies.

- Loan Melas to facilitate processing of loans quickly.
- Skill development programme for the unemployed youth of villages and the tribal communities exclusively. Conduct Diploma courses like Cooperative Management, Jewel Appraiser Training etc.
- Entrepreneurship Development programmes for the educated youth of Rural/Urban with the financial assistance through cooperatives.

7. Documentation and Knowledge Sharing

- **Publication:**

- Release of 2 monthly magazines named Cooperation and Nilavalam (Land Development) in English and Tamil highlighting the achievements, present trends and services offered by the department.

- **Video Documentaries:**

- Create short films on successful cooperative societies and their contributions to building a better world.

8. State-Level Awards Ceremony

- **Objective:**

- Recognize outstanding cooperatives and individuals contributing to the cooperative movement under the IYC 2025 theme.

- **Award Categories:**

- Best performing Cooperative Society in each category
- Best Performing Employee of Cooperative Society in each Category
- Cooperative Societies offering best services to Women, Transgenders and Differently Abled.

- Event Date: During 3rd week of December 2025 (Closing Ceremony)
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Implementation Timeline:

Activity	Timeline
Formation of State Coordination Committee	January 2025
Inaugural Event	January 2025
Awareness Campaigns	February - December 2025
Educational Activities	March - June 2025
Cooperative Fairs and Exhibitions	April - November 2025
Training and Capacity Building	May - October 2025
Community Engagement Programs	June - November 2025
Documentation and Knowledge Sharing	July - December 2025
Awards Ceremony	November 2025 (2 nd or 3 rd Week)

Monitoring and Evaluation:

1. Formation of a Monitoring Committee to oversee the implementation.

State Level : RCS, AR(Consumer Activities), AR(Finance & Banking), AR(Marketing Planning and Development), AR(Integrated Cooperative Development Project), AR(Election) and AR/ MD(TamilNadu State Cooperative Union)

District Level : Region JR, DCCB MD, JR/DR MDs Society, DR(PDS)

Village Level : Circle DR, CSR(FO), PACCS/ APCMS Secretary/ GM

2. Monthly progress review meetings.

Updating the progress of all events/activities in the e-RCS portal and monitoring the progress in terms of Creation of New Societies, Addition of Members, Opening of Accounts in Cooperatives, Deposit Mobilisation, Sales Performance, Income and Profitability etc.

3. Submission of quarterly reports to the Ministry of Cooperation.

4. Students of ICMs will be involved to do Impact Assessment Study in the field under the guidance of Principals of Natesan ICM, Madurai ICM and Gandhigram University Professors to measure the achievements of proposed activities in line with the theme.

Budget Allocation:

- Awareness Campaigns: 1.75 Crore
 - Educational Programs: 2.05 Crore
 - State Level Events, Commemoration: 4.2 crore
 - Meeting, Training and Capacity Building: 1.10 crore
 - Awards and Recognition, Fairs, Exhibitions : 1.2 Crore
 - Advertisement and wide publicity in all media – Rs.5 crore
 - To Set up Cooperative Museum at Chennai – Rs.3 crore
 - Total = 18.30 Crore
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Key Stakeholders:

1. State Department of Cooperation.
 2. Functional Registrars of all other Cooperatives
 3. District and State Level Cooperative Societies
 4. National Bank for Agriculture and Rural Development and National Cooperative Development Corporation
 5. Educational and Cooperative Training Institutions – Natesan Institute of Cooperative Management, Chennai; Institute of Cooperative Management, Madurai and The Gandhigram Rural Institute, Dindigul.
 6. TN Women Development Corporation, Federation of FPOs
 7. Media Partners – Department of Information and Public Relations, Government of TamilNadu, Social Media, Television, Radio and Newspapers.
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Registrar of Cooperative Societies

for Registrar of Cooperative Societies