

Bharatiya Beej Sahakari Samiti Limited (BBSSL)

International Year of Cooperatives (IYC) – 2025
Progress Update – July 2025

1. Overview

July 2025 marked a significant phase in BBSSL's contributions to the International Year of Cooperatives (IYC-2025) through wide-ranging field programs, institutional collaborations, and strategic meetings at both state and national levels. Activities during the month focused on environmental sustainability, cooperative strengthening, farmer engagement, and the promotion of quality seed production in line with the Ministry of Cooperation's vision for a self-reliant, farmer-led agricultural ecosystem.

2. Membership Growth

BBSSL's membership base expanded from 22,295 in June to 25,121 in July 2025. The organization has set an ambitious goal of enrolling 20,000 additional cooperative societies during FY 2025–26. Membership expansion was actively supported by outreach events, PACS interactions, and high-level state meetings aimed at showcasing the benefits of BBSSL membership.

3. Key Activities and Engagements

A. Ministry of Cooperation Foundation Week (1–6 July 2025)

In alignment with both IYC-2025 and the Ministry's 4th Foundation Day celebrations, BBSSL rolled out the national "Ek Ped Maa Ke Naam" campaign. Scale & Reach:

- 84 locations across 12 states (Uttar Pradesh, Delhi, J&K, Chhattisgarh, Rajasthan, Madhya Pradesh, Gujarat, Odisha, West Bengal, Haryana, Punjab, Bihar).
- Participation of over 5,000 stakeholders, including 25 PACS, farmers, cooperative leaders, panchayat representatives, and government officials.
- **Activities Conducted:**
 - Tree Plantation Drives: Daily events symbolizing gratitude to Mother Earth.
 - Awareness Rallies: Promoting cooperative values and sustainable agriculture.
 - Stakeholder Workshops: Sessions on seed production, certification, and governance.
 - Farmer Engagement: 700+ farmers participated in field-level events.
 - Cooperative Exhibitions: Display of 16 Foundation Stage seed samples in Kalibanga, Rajasthan.
 - **Sales Outreach:**
71 structured meetings held, involving 2,928 participants.

B. State & Institutional Engagements

- Jammu & Kashmir (3 July): PACS session on BBSSL's vision, membership, and certified seed usage.
- Punjab (7–8 July): Meetings with Agriculture Dept. and Punjab Seed Corporation.
- Telangana (24–26 July): Meetings with HACA, Agriculture Marketing Dept., NCDC.
- Guest lecture at MANAGE.
- Strategic meeting with Mulkanoor Cooperative Society.

C. Other Notable Engagements

- 29 July: Meeting with BBSSL Board Director & KRIBHCO Chairman.
- 30 July (Lucknow): UP Cooperative Dept. review chaired by Registrar; directive for all active societies to apply for membership by 20 Aug 2025.
- 31 July (Orai, Jalaun): Meeting with Labour Federation, Consumer Forum, and cooperative officials.

4. Thematic Achievements

- Environmental Sustainability: Thousands of trees planted across 12 states.
- Strengthening Cooperative Values: Grassroots outreach promoting cooperative governance.
- Farmer Empowerment: Hundreds of farmers engaged on certified seed usage.
- Seed Sector Development: Showcased BBSSL's seed portfolio and expertise.
- National Alignment: Activities aligned with Ministry of Cooperation's IYC-2025 objectives.

5. Conclusion & Way Forward

July 2025 was a month of strong grassroots action, strategic institutional engagement, and progress toward BBSSL's membership and outreach targets. Moving forward, BBSSL will intensify the membership drive, deepen state collaborations for seed production and marketing, and continue integrating environmental responsibility with cooperative growth.