

IYC-NABARD-International Year of Cooperation 2025 Celebrations- Ek Ped Maa ki Naam on 18.07.2025 at Patiala, Punjab

With reference to the RO instructions under IDD, regarding Celebration of International Year of Cooperation 2025, the DDM conducted the camp and 44th NABARD foundation day celebrations in Patiala DDM RCO on 18.07.2025.

On the occasion, the Deputy Commissioner, Patiala, Dr Preet Yadav, paid a special visit to the RCO to commemorate the day and recognize the institution's pivotal role in rural and agricultural development.

During the event, a small cake cutting ceremony was organized and the DC congratulated the DDM for the event. She also congratulated NABARD for four decades of unwavering commitment towards the development of rural India. The undersigned briefed the Deputy Commissioner on developmental interventions in areas such as agriculture infrastructure, watershed development, SHG promotion, and rural credit planning, etc.

The DC lauded NABARD's significant contribution in promoting sustainable rural livelihoods and financial inclusion, and appreciated the collaborative efforts of NABARD with the district administration for the holistic development of Patiala's rural economy.

On the occasion Sh Sanjeev Aggarwal ,LDM Patiala, Sh SS Grewal- Deputy Director Horticulture, Sh. Amandeep Sharma- ARCS, Sh Bhagwan Verma- Director RSETI, Dr Gurupdesh Kaur- Professor KVK, Patiala, Sh Rakesh Goyal- DM Patiala DCCB, Sh Anmol Singh AGM PADB, Smt Reena Rani -DPM NRLM, Sh Vikas Singla from PSTCL, Sh Jarnail Singh from Mandaur PACS, etc, were present.

A small exhibition of phulkari products made by SHGs running a rural mart sponsored by NABARD way back in 2012 was also made during the occasion. Plants were presented to the dignitaries to mark “**Ek Ped Maa ki Naam**” event.

The event concluded with a reaffirmation of commitment by both NABARD and the district administration to work together for inclusive rural prosperity. During the course of the event, the undersigned highlighted the importance of financial literacy among the rural people and also their children, need for regular savings from an early stage, utilization of govt schemes like Sukhanya Samriddhi, PM Matasya Yojana, Standup India scheme, AIF and introduced them to the concept of SHG/JLG. The undersigned also talked about digital modes of payments being offered by various banks and informed the gathering about the precautions to be undertaken while using digital channels like Mobile banking, usage of ATM card, Aadhaar linkage etc. Then awareness was created on the various schemes launched by GoI for strengthening of PACS, their computerization and formation of new MPACS in the villages. We also apprised the participants about the training facilities being provided by NABARD under MEDP, LEDP and SDPs, etc. and urged them to participate in trainings being organized in good number.

Few photographs of the workshop are attached herewith.



