

IYC-NABARD- DDM Sangrur conducted the cooperative literacy camp at Maniana village, Sangrur, Punjab

With reference to the RO allocated promotional programmes targets under IDD, DDM Sangrur conducted the cooperative literacy camp at Sangrur. It was held on 25 Aug 2025 at Maniana village, Sangrur and attended by Sarpanch, village Maniana, NGO-PYF and approx. 40 farmers attached to Maniana PACS.

Major focus of the discussions was on topics like cooperation among cooperatives, strengthening of cooperatives, role of cooperatives in financial inclusion, increasing their membership, role of PACS in rural economy, etc. It was highlighted how projects like PACS computerization can transform the complete cooperative ecosystem.

Representative of NGO-Progressive Youth Forum briefed about the need of diversification in agriculture in Punjab state due to significant decline in ground water. They requested the farmers to try other crop varieties other than paddy. They shared that government is offering a financial incentive of Rs 17,500 per hectare for farmers who switch from paddy to maize cultivation, as part of a pilot project. They shared that farmer can become a member of FPO and work towards processing of food products under their own brand name.

Also, touched upon the themes like digital literacy, frauds and thefts in digital ecosystem, precautions and steps to be taken in case of fraud, general awareness related to usage of debit cards/KCC etc. The meeting concluded with a commitment from all stakeholders to further enhance and contribute to strengthening of cooperative movement.

Photographs taken during the day are appended.



