

IYC - NABARD- Cooperative Financial Literacy Camp organized by DDM at Village Dalla, Moga-I Block, Moga District on 30.05.2025

A Cooperative Financial Literacy Camp was organized by DDM Moga at Village Dalla, Moga-I Block, Moga District on 30.05.2025 to spread awareness about Cooperatives among rural masses. The camp was attended by BM, Dalla Branch, Moga CCB, Sh. Vikas, Manager, HO-Moga CCB, FLC from CFL, Moga, PACS Secretary-Dalla MPCASS, Managing Committee of Dalla MPCASS. The camp was attended by around 65 villagers.

2. At the outset, BM welcomed all the participants in the camp. He explained the purpose of the camp with the participants and then shared the various bank schemes offered by MCCB to the public.

3. DDM discussed the following with the participants in the camp:

- Significance and role of Cooperatives in financial inclusion and equitable growth.
- Cooperative movement in the State with examples and success story of Bhinder MPCASS.
- Active role of MoC & NABARD initiatives for the development of the cooperative sector.
- Data/ information on the financial and other services rendered by cooperatives and cooperative banks in the district.

DDM Moga also shared with the rural masses the importance of timely repayment of loans, sharing of data by Credit Information Companies, end use of loans, PMJDY, PMSBY, PMJJBY and APY. Topics like prompt repayment, ISS, Rupay Kisan Card etc. were also covered during the camp. Thereafter, undersigned outlined the importance attached to Going digital for cashless transaction through various modes of digitized systems like Mobile Banking and BHIM, UPI, IMPS etc. The villagers were also informed about various Modus- Operandi of frauds being committed in recent days by fraudulent persons over phone in the name of the banks. The rural masses were requested not to share their account/ATM information with anybody as this can lead to fraudulent transactions. The masses were motivated to take maximum benefit of the Cooperative services to increase the standard of living. Undersigned also shared the role played by NABARD in rural development and agriculture and development of Cooperatives in the country.

4. Some of the photographs of the camp are enclosed.

Encl: As above







