

February Month Activity Report – International Year of Cooperatives 2025

Criteria	Details
Sector	PACS/DCCB/StCB/Dairy/Fisheries etc.
Level	State / District / Village level
Event/Activity Name	Go Green Drive and Awareness and Promotional Activities
Brief Information on the Activity	<ul style="list-style-type: none"> • Tree Plantation Initiatives: “Go Green Drive” <ul style="list-style-type: none"> ○ Guidelines have been communicated to all regional offices for the procurement of tree saplings through District Forest Office. ○ A total of 10 lakh tree saplings to be planted across all 38 districts of Tamil Nadu ○ Planting activities are organized in open spaces, public areas, head quarters and cooperative society premises to enhance green cover. ○ Since the programme is a yearlong activity, it has been in progress. • Awareness and Promotional Activities: <ul style="list-style-type: none"> ○ The IYC 2025 logo and theme, "Cooperatives Build a Better World," are prominently displayed on all promotional materials. Social media platforms, including Facebook, YouTube, X, and Instagram, are utilized to disseminate information and spread awareness. ○ The IYC 2025 logo being affixed to all 34,852 Fair Price Shops, 7,600 cooperative society buildings, and their retail outlets, ensuring consistent branding. Usage of Logo in all official communication / Department websites, Portals, Stationery items, during events, in prominent places, within the premises to help raise awareness about the significance of cooperatives.

Objective	<p>Tree Planting: To improve the air quality, enhance the environment and provide various benefits to ecosystem, the go green drive have been initiated in the State of Tamil Nadu. It aims to create more green cover and healthier State, supporting biodiversity. The trees provide space for recreation, education and community engagement. They also hold cultural and spiritual significance for many societies.</p> <p>Awareness & Promotional activities: To increase the awareness about IYC, the logo visibility covered in all the places of social media. It generates interest and ultimately drives the movement across all the sections. It aims to raise public awareness about the contributions of cooperatives to inclusive growth of all sections of people. The yearlong celebration, proclaimed by the UN seeks to highlight the unique role of cooperatives in building a better world.</p>
No. of Participants	5000
Achievements & Outcomes	Significant Increase in Green Cover, Diverse Planting Campaigns, Community Engagement, Collaboration with Environmental NGOs, Environmental Education, Media Coverage and Publicity.

Photographs & AV Content



Additional Remarks

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