

## **IYC Event Report**

**Venue:** VERKA Milk Plant, Ferozepur

Under the International Year of Cooperatives (IYC) 2025

As part of the International Year of Cooperatives (IYC) 2025 celebrations and in observance of World Environment Day, a district-level awareness event was organized by NABARD Ferozepur in collaboration with MILKFED Punjab (VERKA) on 5th June 2025 at the VERKA Milk Plant, Ferozepur.

The programme was aligned with the Ministry of Cooperation's national-level agenda to promote sustainable cooperative models through Bio-Villages, Natural/Organic Farming, Climate Smart Agriculture, and Solar Villages.

As part of NABARD's promotional initiatives through cooperatives, the event also highlighted models such as Bio-Village, Natural Farming, Organic Farming, Climate Smart Agriculture, and Solar Village. These themes were emphasized in line with the national directive to strengthen sustainable rural ecosystems through cooperative engagement. The discussions and displays during the event encouraged local stakeholders to adopt and promote these models in their operational areas, with technical and financial facilitation support from NABARD.

### **Key Highlights:**

- Sh. Rohit Kashyap, DDM NABARD, addressed the gathering, emphasizing the pivotal role of cooperatives in transforming rural landscapes through environment-friendly and sustainable practices viz. Bio-Villages, Solar Villages.
- He elaborated on NABARD's initiatives under Climate Resilient Agriculture, Watershed Development, and support for Solar-based interventions in rural Punjab.
- Chairman, Verka Society Ferozepur showcased their sustainable practices such as water recycling systems, energy-efficient milk processing, and organic manure production from dairy waste and exhorted farmers present to join in on this movement.
- Awareness material on natural farming, solar irrigation pumps, and cooperative-based green initiatives was distributed among the participants.
- A tree plantation drive was undertaken at the plant premises, symbolizing the commitment to a greener future.
- The event saw participation from cooperative Deptt. representatives, local farmers, youth, and VERKA staff. (attendance sheet enclosed)
- The event was covered by press (clipping enclosed) along with photographs.

