

June Activities Report – KRIBHCO

Criteria	Details
Sector	Agriculture & Farming
Location	Kodaikanal, Dindigul, Tamil Nadu
Event/ Activity Name	Training to TANFED Officials
Brief Information on the Activity	<p>Chief Guests: 1. Shri. Siva Muthukumarasamy, Additional registrar/Managing Director -TANFED 2. Smt. P. Chitra, General Manager (Fertilizer)-TANFED</p> <p>A detailed explanation of the International Year of Cooperatives (IYC 2025) was provided to the event participants. Additionally, KRIBHCO's marketing team presented information regarding the company's range of products and their advantages in crop cultivation. The top three PACS that sold KRIBHCO products were awarded shields.</p>
Objective	To educate them on the importance of the International Year of Cooperatives (IYC 2025), to highlight the cooperative concept and Tribhuvan Sahkari University, and to educate TANFED officials about KRIBHCO's various products. This also covered how farmers can benefit from using KRIBHCO products, including both organic and chemical fertilizers.
No. of Participants	98
Achievements & Outcomes	This program successfully raised awareness about the International Year of Cooperatives (IYC 2025) and educated TANFED Officials on KRIBHCO's diverse organic and chemical fertilizer range, expecting increased inquiries. Additionally, recognizing top-performing PACS motivated increased sales of KRIBHCO products.
Photographs & AV Content	Shared Below
Additional Remarks	–



Criteria	Details
Sector	Agriculture & Farming
Location	Pan India
Event/ Activity Name	Tree Plantation Campaign
Brief Information on the Activity	On World Environment Day, a significant tree plantation campaign is being organized, embodying the theme "Ekk Ped Maa Ke Naam". This initiative, held under the International Year of Cooperatives (IYC) 2025 banner, encourages individuals to plant trees contribute to a greener planet.
Objective	Through the distribution of saplings, the campaign aims to foster environmental consciousness and promote sustainable practices within communities.
No. of Participants	2049
Achievements & Outcomes	This leads to enhanced ecological balance and improved environmental conditions, potentially benefiting soil health and local biodiversity.
Photographs & AV Content	Shared Below
Additional Remarks	–



Criteria	Details
Sector	Employee Engagement & Wellness
Location	KRIBHCO Bhawan, Noida, Uttar Pradesh
Event/ Activity Name	International Yoga Day 2025
Brief Information on the Activity	KRIBHCO celebrated International Yoga Day 2025 under the IYC 2025 banner at its Noida headquarters, fostering unity among participants. The event adopted a hybrid format, enabling virtual participation from employees nationwide and live broadcasting to farmers and the wider online community.
Objective	The main objective was to celebrate International Yoga Day 2025, fostering health, mindfulness, and inner balance among participants. It aimed to unite employees nationwide through a hybrid format, extending engagement to farmers and the online community via live broadcast. Ultimately, the goal was to promote holistic well-being and the enduring spirit of yoga within the KRIBHCO family and beyond.
No. of Participants	KRIBHCO employees participated in the event both in-person at the Head Office and virtually
Achievements & Outcomes	This inclusive approach promoted health, mindfulness, and inner balance, reflecting yoga's inspiring spirit across the KRIBHCO family.
Photographs & AV Content	Shared Below
Additional Remarks	–



YouTube link:

<https://www.youtube.com/live/PINx7mOR5nw?feature=shared>

OTHER PROGRAMMES ORGANIZED IN JUNE 2025 WITH IYC BRANDING		
S. No.	PROGRAMME	No. / PPt
(A) COOPERATIVE DEVELOPMENT PROGRAMME		
1	Fertiliser Promotion Campaign	15
	Participants	1187
2	Cooperative Empowerment Campaign	9
	Participants	1000
3	Seeds Promotion Campaign in PACS	2
	Participants	129
4	Coop. Society Adoption	8
	Participants	284
5	KBSK Sales Promotion Campaign	1
	Participants	82
(B) COOPERATIVE EDUCATIONAL PROGRAMMES		
(I)	General Programmes	
1	Crop Seminar (One per Season)	5
	Participants	522
2	Farmers Meeting	86
	Participants	3842
3	Field Demonstration	18
	Participants	166
4	Field Day	0
	Participants	-
5	Soil Sampling Campaign	19
	Participants	558
6	Group Discussion	22
	Participants	1624
7	Dealers Conference	7
	Participants	643
8	Cooperative Education Conference	18
	Participants	1704
(II)	Technical Resources	
9	Tech. Farm Literature * ('000)	0
10	Products Flex Charts**	0
	Participants	-
11	Tech. Wall Painting	5
	Participants	5
12	Exhibition	3

	Participants	30240
	Education (No.)	183
	Participants	39304
(C) RURAL COOPERATIVE DEVELOPMENT PROGRAMMES		
1	Farmers meeting	9
	Participants	471
2	Field demonstration	14
	Participants	21
3	Field day	0
	Participants	-
4	Soil Sampling campaign	3
	Participants	95
5	Technical wall painting	1
	Participants	1
6	Sapling Distribution to Farmers for Tree Plantation Campaign	57
	Participants	2049
7	Income generation prog.	1
	Participants	100
8	Human health camp.	1
	Participants	132
9	Animal Health Campaign	0
	Participants	-
10	Drinking water & minor irri.	0
	Participants	-
11	Rural Sports Programme	0
	Participants	-
12	Sanitation Campaign	1
	Participants	32
	CSR (NO.)	87
	Participants	2901
	Total Programme (No.)	304
	Participants	44887





