

Annual Action Plan for IYC -2025 of TamilNadu

Month	Subject & Number of Events/ Workshops/Seminars	Level (National / State / District)	Estimated Budget	Number of Participants	Venue	Any other relevant input
January	State Level Meeting conducted on 17.1.2025	State	Rs.10 lakhs	75	Conference Hall, O/o RCS, Chennai	
February	“Go Green Drive” Promote Plantation of trees among the society, formation of Organic Farming cooperative society.	State-1 District-38	50 lakhs	State level – 1000 District Level – 11400 (@ 300 per district)	Conference Hall, O/o RCS, Chennai District H.Q convention halls. Tree saplings plantation in open spaces	
March	“Mass Cleaning Drive” Facelifting, branding, image building measure for cooperatives by repairing, colour washing of buildings.	State-1 District and Society level -7600 Fair Price shops - 34500	75 lakhs	State level – 500 District/Society Level-7600 Fair Price shops – 34500	All Cooperative office buildings, Fair Price Shops, Retail outlets.	
April	“Reach the Unreached” The Membership Drive and creation of workers/Service cooperative society. Account opening drive to include all sections into cooperative fold and to build capital base for cooperatives	State-1 District -38	70 lakhs	State level – 1000 District Level – 38000 (@ 1000 per district)	Anna Centenary Library Chennai District H.Q convention halls	
May	Seminars/Workshops Empowering Marginalised and Underprivileged Sections of the State through Cooperatives. Exposure visit, Cooperative Tour to bring awareness among the youth.	Statelevel-1 District level -38	60 lakhs	State level – 1000 District Level – 19000(@ 500 per district)	State Stadium District H.Q convention hall/Stadium	

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June	<p>“Power of Cooperatives in transformation of Economy, Cooperatives as Game changer in modern world</p> <p>Debates/Quiz/Drawing/Essay competition/Exposure visit</p> <p>Colleges/Universities</p>	<p>Statelevel-1</p> <p>District level -38</p>	75 lakhs	<p>State level – 1000</p> <p>District Level – 19000 (@ 500 per district)</p>	<p>Anna Centenary Library,Chennai</p> <p>Colleges and Universities in all Districts</p>	
July	<p>Celebration of International Cooperative Day with release of Souvenir</p> <p>“Cooperative Care”</p> <p>Programme for health check up/ Eye & Blood donation camps/ Yoga and Wellness Programme for the welfare of Cooperative Families</p>	<p>State level – 1</p> <p>District level-38</p>	150 lakhs	<p>State level – 5000</p> <p>District Level – 39000</p> <p>(@ 1000 per district)</p>	<p>Kalaignar Centenary Memorial Hall,Chennai</p> <p>District H.Q convention halls.</p>	
August	<p>Cooperative Fair & Fest</p> <p>Showcasing the products, handicrafts, services to public. And a cultural programme of rural artisans and street plays.</p>	<p>State level – 1</p> <p>District level-38</p>	120 lakhs	<p>State level – 5000</p> <p>District Level – 39000</p> <p>(@ 1000 per district)</p>	State Island Grounds and district level convention halls	
September	<p>Cooperatives Sports Event and Marathon</p> <p>To propagate the spirit of cooperative principles among the employees and members</p>	<p>Statelevel-1</p> <p>District level -38</p>	70 lakhs	<p>State level – 500</p> <p>District Level – 38000 (@ 1000per district)</p>	<p>State Stadium, Chennai</p> <p>Stadium at District headquarters.</p>	
October	<p>New-Gen cooperatives Drive</p> <p>Promoting cooperatives in all sections of economy and membership campaigning to bring innovation, technology to cooperatives</p>	<p>Statelevel-1</p> <p>District level 38</p>	50 lakhs	<p>State level – 100</p> <p>District Level – 3800 (@ 100per district)</p>	<p>ACSTI Madhavaram</p> <p>DCCB Conference Hall.</p>	

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November	Celebration of Cooperative Week. Capacity building programme for Department and Employees of cooperatives.	Statelevel-1 District level -38	2 crores	State level – 1000 District Level – 38000 (@ 1000 per district)	State Convention Centre, Chennai District H.Q convention halls.	
December	Celebrating pioneers of Cooperative Movement Awarding for Meritorious achievement of Staff/Members/ Wards of Staff and Members for their contribution. Strengthening Cooperatives Initiative by Member Support to leverage the strengths amongst them. Concluding Events of IYC 2025	Statelevel-1 District level -38	100 lakhs	State level – 500 District Level – 38000 (@ 1000 per district)	Anna Centenary Library Hall, Chennai ACSTI, Madhavaram Chennai District H.Q convention halls.	
Total		State level – 12 District level -7980	10.30 crore	307475		

- All the events/programmes at State and District levels proposed above, will be conducted with Cooperative Song in Tamil and Cooperative Flag hoisting.
- A State level museum shall be set up at Chennai at an estimate of Rs.3 crore
- Banners/posters/stickers shall be affixed in all prominent locations and public places and cooperative societies buildings, Fair Price Shops.
- Panel advertisement in Public transport like buses, auto rickshaws
- Advertisements in print media, electronic media through Jingles, short films/documentaries. Total cost estimate will be Rs.5 crore
- Live streaming of all the events shall be done in the social media handles and You Tube. All District level and Village level events shall be posted in all the social media handles of the Department, the District level offices, and Cooperative Societies.