

Government of Tamil Nadu

Department of Cooperation

April Month Activity Report – International Year of Cooperatives 2025

Criteria	Details
Sector	PACS/DCCB
Level	District level (38)
Event/Activity Name	Reach the Unreached
Brief Information on the Activity	"Reach the Unreached" is a transformative initiative aimed at bringing marginalized, underserved, and informal sector workers into the cooperative fold—building economic resilience, fostering entrepreneurship, and ensuring financial inclusion through robust cooperative structures.
Objective	<ol style="list-style-type: none"> 1. Expand Membership Base <ul style="list-style-type: none"> ○ Launch an inclusive Membership Drive targeting informal workers, women, youth, artisans, gig workers, small traders, and rural populations. ○ Utilize grassroots outreach, local languages, and community leaders to spread awareness about cooperative benefits. 2. Account Opening & Financial Inclusion Drive <ul style="list-style-type: none"> ▪ Open zero-balance or low-minimum balance accounts for all new members. ▪ Offer tailored financial products—savings, credit, insurance—to meet their specific needs. ○ Ensure that no section of society is left out, especially SC/ST, minorities, women, and differently-abled individuals.

	<p>3. Build Capital for Cooperatives</p> <ul style="list-style-type: none"> ○ Encourage member contributions, matching grants, and community-based savings models to: <ul style="list-style-type: none"> ▪ Strengthen the capital base of existing and new cooperatives. ▪ Make cooperatives self-sustaining and bankable.
No. of Participants	2,50,500.
Achievements & Outcomes	Till April 2025 – 2,05,491 Bank Accounts were opened and new members brought to the Cooperative network.
Photographs & AV Content	Enclosed
Additional Remarks	During April 2025 Tamil Nadu Cooperative Department officials participated in the Cooperative Exhibition conducted by Kerala Government at Thiruvananthapuram (Photos enclosed).





**IYC 2025- Thoothukudi Region-
account opening Drive**





24 Apr 2025, 11:06 am



24 Apr 2025, 11:02 am



Participation of Tamil Nadu Cooperative Department officials in Kerala Expo





