

# **IYC – Cooperative Literacy Mega Camp**

**Name of District and DDM:** Ferozepur – Sh. Rohit Kashyap, DDM NABARD

**Date of event:** 18 July 2025

**Place of event:** Ghall Khurd PACS Society Complex

## **Purpose / Objective of Event:**

To advance cooperative literacy and financial inclusion through a saturation campaign, enabling rural communities to leverage social security and banking services under various flagship schemes.

## **Names & Designation of Participants – (50-60 participants)**

1. Sh. Lakwinder Singh Bhuttar – Block Development & Panchayat Officer (BDPO), Ghall Khurd
2. Ms. Geeta Mehta – Lead District Manager (LDM), Ferozepur
3. Sh. Rohit Kashyap – District Development Manager (DDM), NABARD
4. Sh. Paramjit Singh – District Manager, Ferozepur CCB
5. Senior Officials – Ferozepur Central Cooperative Bank
6. PACS Secretaries – 6 PACS Societies
7. Sarpanchs –from 25 Gram Panchayats
8. Farmers – Local Farming Community
9. Women Members – Self Help Groups (SHGs)

## **Important Points Discussed**

- Inauguration by Ms. Geeta Mehta (LDM) and Sh. Lakwinder Singh Bhuttar (BDPO), emphasizing the importance of financial literacy and social security schemes (PMJJBY, PMSBY, APY).
- Address by Sh. Paramjit Singh (DM, CCB) on the cooperative movement's heritage and community-centric ethos.
- Keynote by Sh. Rohit Kashyap (DDM) on expanding cooperative outreach and integrating financial literacy into daily dialogues.
- On-the-spot enrollment for social security schemes, marking tangible progress in rural financial security.
- Interactive Q&A session clarifying cooperative banking services, credit facilities, and insurance products.
- Pledge by participants to cascade financial literacy and inclusion messages within their respective communities.





