

NCEL IYC Activities Report: February 2025

Criteria	Details
Sector	Export
Location	New Delhi
Event/ Activity Name	Sahakar Mandap at Maha Kumbh Mela, Prayagraj, Uttar Pradesh
Brief Information on the Activity	NCEL took the lead in establishing a Sahakar Mandap stall at Maha Kumbh Mela 2025. In the spirit of “Cooperation Among Cooperatives”, NCEL invited NCDC, NCOL and BBSSL to set up booths in the stall.
Objective	<ul style="list-style-type: none"> - Raise awareness about cooperative principles - Raise awareness about the International Year of Cooperatives - Raise awareness about the Ministry of Cooperation and Hon’ble Minister sir’s “Sahakar se Samriddhi” vision - Directly reach out to farmer communities and Kumbh visitors to raise our profile and gain new members
No. of Participants	<ul style="list-style-type: none"> - Approximately 3000 people have visited the stall - Engaged approximately 15,000 Maha Kumbh visitors through membership pamphlet, flyer and booklet distribution
Achievements & Outcomes	<ul style="list-style-type: none"> - Increased awareness amongst the general public about

	<p>NCEL's mission, objectives and function</p> <ul style="list-style-type: none"> - Increase in number of visitors to NCEL's website and social media profiles
Photographs & AV Content	<ul style="list-style-type: none"> - Shared via email
Additional Remarks	

Criteria	Details
Sector	Export
Location	New Delhi
Event/ Activity Name	Nukkad Natak Programme at Maha Kumbh Mela, Prayagraj, Uttar Pradesh
Brief Information on the Activity	NCEL developed 4 scripts for Nukkad Nataks which highlight the importance of cooperatives and the role they play in empowering Indian farmers. Buniyaad Theatre Group was hired to perform the Nukkad Nataks in different locations inside the Maha Kumbh Mela.
Objective	<ul style="list-style-type: none"> - Raise awareness about cooperative principles - Raise awareness about the International Year of Cooperatives - Raise awareness about the Ministry of Cooperation and Hon'ble Minister sir's "Sahakar se Samridhhi" vision

	<ul style="list-style-type: none"> - Directly reach out to farmer communities and Kumbh visitors to raise our profile and gain new members
No. of Participants	<ul style="list-style-type: none"> - Approximately 300-500 people have attended each Nukkad Natak show - We have conducted a total of 24 shows - Approximately 8,000 people have watched the Nukkad Natak
Achievements & Outcomes	<ul style="list-style-type: none"> - Increased awareness amongst the general public about NCEL's mission, objectives and function - Increase in number of visitors to NCEL's website and social media profiles
Photographs & AV Content	<ul style="list-style-type: none"> - Shared via email
Additional Remarks	

Criteria	Details
Sector	Export
Location	New Delhi
Event/ Activity Name	Production of an NCEL Business Profile video highlighting the Indian cooperative sector
Brief Information on the Activity	YouTube link: https://youtu.be/R6wKvoqWbbg?si=Qf1jkiZmXxn-VMCX

Objective	<ul style="list-style-type: none"> - Highlight achievements of the Indian cooperative sector - Highlight the achievements of NCEL in cooperative exports - Raise awareness and increase reach of NCEL
No. of Participants	
Achievements & Outcomes	Business Profile Video has been shared on our YouTube channel, as well as with importers and with Indian Embassies and Missions abroad.
Photographs & AV Content	
Additional Remarks	