

## NCEL IYC Activities Report: February 2025

Criteria	Details
<b>Sector</b>	Export
<b>Location</b>	New Delhi
<b>Event/ Activity Name</b>	Visit of delegation of officials from Zambia
<b>Brief Information on the Activity</b>	NCEL welcomed an official delegation led by Dr. Siakalenge Siazongo, Deputy Secretary to the Cabinet, Government of Republic of Zambia, and comprising of Mrs. Subeta K. Mutelo, Permanent Secretary for the Ministry of Small and Medium Enterprises Development, Dr. Mweemba Mwiinga, Director, Cooperatives and Entrepreneurship Development, and Ms. Esther Sianga, Principal.
<b>Objective</b>	<ul style="list-style-type: none"> <li>- Raise awareness about the International Year of Cooperatives</li> <li>- Raise awareness about the Ministry of Cooperation and Hon'ble Minister sir's "Sahakar se Samridhhi" vision</li> <li>- Facilitating greater cooperation between India and Zambia</li> </ul>
<b>No. of Participants</b>	<ul style="list-style-type: none"> <li>- 4 officials from Zambia</li> </ul>
<b>Achievements &amp; Outcomes</b>	<ul style="list-style-type: none"> <li>- In-depth discussions about the International Year of Cooperatives</li> </ul>

	<ul style="list-style-type: none"><li>- In-depth discussions about the successes of India's cooperative sector, and NCEL's activities</li><li>- Greater understanding of ways to increase cooperation between Zambia and India</li></ul>
<b>Photographs &amp; AV Content</b>	<ul style="list-style-type: none"><li>- Shared below</li></ul>
<b>Additional Remarks</b>	







Criteria	Details
<b>Sector</b>	Export
<b>Location</b>	New Delhi
<b>Event/ Activity Name</b>	Publication
<b>Brief Information on the Activity</b>	Prepared an article on the history of the cooperative movement, recent transformations in India's cooperative sector, and NCEL's role in increasing cooperative exports.
<b>Objective</b>	<ul style="list-style-type: none"> <li>- Raise awareness about cooperative principles</li> <li>- Raise awareness about the International Year of Cooperatives</li> </ul>

	<ul style="list-style-type: none"> <li>- Raise awareness about the Ministry of Cooperation and Hon'ble Minister sir's "Sahakar se Samriddhi" vision</li> <li>- Raise awareness about NCEL</li> </ul>
<b>No. of Participants</b>	
<b>Achievements &amp; Outcomes</b>	<ul style="list-style-type: none"> <li>- Increased awareness amongst the general public about NCEL's mission, objectives and function</li> <li>- Increase in number of visitors to NCEL's website and social media profiles</li> </ul>
<b>Photographs &amp; AV Content</b>	
<b>Additional Remarks</b>	

<b>Criteria</b>	<b>Details</b>
<b>Sector</b>	Export
<b>Location</b>	New Delhi
<b>Event/ Activity Name</b>	Outreach and registration of shrimp farmers and collectives in Andhra Pradesh
<b>Brief Information on the Activity</b>	NCEL executives are conducting an outreach and registration drive for shrimp farmers and collectives in Andhra Pradesh. During this drive, flyers in English and Telugu have been distributed which raises awareness about IYC.

<b>Objective</b>	<ul style="list-style-type: none"> <li>- Raise awareness about cooperative principles</li> <li>- Raise awareness about the International Year of Cooperatives</li> <li>- Raise awareness about the Ministry of Cooperation and Hon'ble Minister sir's "Sahakar se Samridhhi" vision</li> <li>- Directly reach out to shrimp farmers and farmer collectives</li> </ul>
<b>No. of Participants</b>	<ul style="list-style-type: none"> <li>- Approximately 300-400 farmers engaged</li> </ul>
<b>Achievements &amp; Outcomes</b>	<ul style="list-style-type: none"> <li>- Increased awareness amongst the shrimp farmers of Andhra Pradesh about NCEL's mission, objectives and function</li> <li>- Increased awareness about various cooperative sector government initiatives</li> <li>- Increased awareness about cooperative movement and IYC</li> </ul>
<b>Photographs &amp; AV Content</b>	Shared below table
<b>Additional Remarks</b>	

Flyers:

[https://www.canva.com/design/DAGf7ImFRY4/rKNNeR\\_i24fWT95GyV2nSw/view?utm\\_content=DAGf7ImFRY4&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=uniquelinks&utm\\_id=h8200441ddd](https://www.canva.com/design/DAGf7ImFRY4/rKNNeR_i24fWT95GyV2nSw/view?utm_content=DAGf7ImFRY4&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utm_id=h8200441ddd)











