


InternationalYearofCooperatives2025(IYC-2025):
KeyActivitiesandAchievementsduringMarch2025 - NAFED


Criteria	Details
Sector	Cooperative
Location	Patna
Event/ActivityName	Inaugurated and lays foundation stones for various projects worth over ₹800 crore of the central and state governments in Patna, Bihar
BriefInformationonthe Activity	Union Home and Cooperation Minister Shri Amit Shah inaugurated and laid the foundation stone for various Central and State Government projects worth over ₹800 crore in Patna, Bihar.
Objective	To boost infrastructure, cooperative development, and public welfare through major investments in Bihar, while promoting cooperative-driven growth and enhancing grassroots-level impact.
No.ofParticipants	
Achievements& Outcomes	The inauguration marks a significant step toward regional development, improves access to essential services, and strengthens the cooperative sector in Bihar, aligning with the broader vision of self-reliant and inclusive growth.
Photograph	

	
AdditionalRemarks	

Criteria	Details
Sector	Cooperative
Location	
Event/ActivityName	IYC Logo On NAFED Products
BriefInformationonthe Activity	In celebration of IYC-2025, NAFED has begun featuring the IYC logo on its product packaging, symbolizing its strong commitment to the cooperative movement and its role in ensuring quality and trust for consumers.
Objective	To increase public recognition of the International Year of Cooperatives.
No.ofParticipants	

Achievements & Outcomes	The initiative has enhanced brand visibility of IYC-2025, spread cooperative awareness through daily-use NAFED products, and created a stronger connection between consumers and the values of cooperation and sustainability.
Photograph	 <p>The photograph displays five NAFED products arranged in two rows. The top row features a box of 'Instant Multi-Millet Idli Mix' and a box of 'Hakka Millet Noodles'. The bottom row features a box of 'Instant Multi-Millet Dosa Mix', a bag of 'Millet Pasta', and a jar of 'Jowar Dry Fruit Cookies'. Each product packaging prominently displays the NAFED logo and the slogan 'Tasty bhi, Healthy bhi'.</p>
Additional Remarks	

Criteria	Details
Sector	Cooperative
Location	Delhi
Event/Activity Name	Distributed Holi hampers containing NAFED products with the IYC logo.


Brief Information on the Activity	Holi hampers containing NAFED products branded with the IYC logo were distributed to NAFED employees, stakeholders, and also made available for purchase through NAFED Bazaar.
Objective	To promote the spirit of cooperation, raise awareness about IYC-2025, and encourage the use of quality NAFED products while celebrating a culturally significant festival.
No. of Participants	
Achievements & Outcomes	The initiative successfully combined festive goodwill with cooperative branding, strengthened stakeholder engagement, and enhanced visibility of both NAFED and IYC-2025 through meaningful outreach and product promotion.
Photograph	
Additional Remarks	


Criteria	Details
Sector	Cooperative
Location	


Event/ActivityName	<p>NAFED banners featuring the IYC logo are being promoted on the Indian Cooperative website.</p>
BriefInformationontheActivity	<p>As part of the IYC-2025 celebrations, NAFED banners featuring the IYC logo are being prominently displayed on the Indian Cooperative website.</p>
Objective	<p>To promote the vision of IYC-2025 by showcasing NAFED's commitment to cooperative principles, increase public engagement, and emphasize the importance of cooperatives in building a resilient rural economy.</p>
No.ofParticipants	
Achievements&Outcomes	<p>The online promotion has significantly amplified the reach of the IYC campaign, engaged a wider audience across the cooperative sector, and contributed to building momentum for cooperative awareness and celebration in the lead-up to 2025.</p>
Photograph	


AdditionalRemarks	
--------------------------	--

Criteria	Details
Sector	Cooperative
Location	NAFED HQ, Delhi
Event/ActivityName	NAFED hosts Mr. Emanuele Cusa, Italian Cooperative Law Expert
BriefInformationonthe Activity	NAFED hosted Mr. Emanuele Cusa, a distinguished Italian Cooperative Law Expert, for an enriching session focused on international cooperative law, governance models, and the legal frameworks supporting cooperative growth.
Objective	To encourage cross-border knowledge exchange, introduce global best practices in cooperative law, and strengthen the legal and institutional understanding.
No.ofParticipants	
Achievements& Outcomes	The session contributed to global dialogue under IYC-2025, offering valuable insights that support the development of a robust, legally sound cooperative sector.
Photograph	
AdditionalRemarks	

Criteria	Details
Sector	Cooperative
Location	NAFED Bhubaneswar Branch
Event/ActivityName	Sahkar Gallery
BriefInformationontheActivity	NAFED's Bhubaneswar branch set up a Sahkar Gallery, showcasing the journey, achievements, and impact of cooperatives in India
Objective	To create a visual and informative experience that spreads awareness about the cooperative movement, inspires youth and stakeholders, and highlights the role of cooperatives in nation-building.
No.ofParticipants	
Achievements&Outcomes	The Sahkar Gallery served as a powerful medium to educate and engage visitors, celebrated the spirit of cooperation.
Photograph	 <p>The photograph shows a man in a light blue shirt standing in a gallery, looking at a large display board titled "SAHKAR GALLERY". The board features various posters and information about cooperatives. A GPS overlay at the bottom right of the photo shows the location: Bhubaneswar, Odisha, India, with coordinates and a timestamp.</p>
AdditionalRemarks	

Criteria	Details
Sector	Cooperative
Location	Pune
Event/ActivityName	NAFED Mumbai branch conducted a Quiz Competition at VAMNICOM, Pune
BriefInformationontheActivity	As part of the IYC-2025 celebrations, NAFED's Mumbai branch organized a Quiz Competition at VAMNICOM, Pune, engaging students in topics related to cooperatives, agriculture, and rural development.
Objective	To enhance awareness among students about the cooperative sector, encourage active participation in the IYC-2025 campaign, and promote learning through an interactive and competitive format.
No.ofParticipants	
Achievements&Outcomes	The event successfully generated enthusiasm and interest among future cooperative leaders, aligned with the spirit of IYC-2025, and contributed to youth engagement in cooperative education and awareness.
Photograph	
AdditionalRemarks	

Criteria	Details
Sector	Cooperative
Location	NAFED HQ, Delhi
Event/ActivityName	NAFED Organized Training Programme on Cooperative Thoughts and Management System
BriefInformationonthe Activity	NAFED organized a Training Programme on Cooperative Thoughts and Management System, focusing on the principles, values, and operational frameworks that drive successful cooperatives.
Objective	To promote capacity-building and skill development among cooperative stakeholders, enabling them to adopt modern governance models, enhance operational efficiency, and contribute meaningfully to the cooperative sector.
No.ofParticipants	32
Achievements& Outcomes	The programme strengthened institutional knowledge, empowered participants with practical skills and strategic insights.
Photograph	
AdditionalRemarks	

Criteria	Details
Sector	Social media
Location	Pan India
Event/ActivityName	Promotion On Social Media
BriefInformationontheActivity	As part of the International Year of Cooperatives (IYC) 2025 celebrations, NAFED is actively promoting the IYC logo across its social media platforms. Posts highlighting cooperative values, success stories, and community engagement now prominently feature the IYC branding.
Objective	To enhance digital visibility of IYC-2025, foster public engagement, and spread awareness about the pivotal role of cooperatives in economic development and social inclusion through social media.
No.ofParticipants	More than 1 Lakh
Achievements&Outcomes	The campaign has significantly boosted awareness of the IYC movement among online audiences, encouraged meaningful conversations on cooperation, and helped reinforce the message “Cooperatives Build a Better World” in the digital space.
Photograph	 <p>The photograph shows two promotional graphics. The left graphic is a 'March Blog' titled 'Healthy Eating, Healthy Living: How NAFED Supports Better Nutrition' and 'The Alarming Reality of Unhealthy Eating'. It features text about the health risks of fast food and a list of common unhealthy foods like burgers, pizzas, fries, packaged snacks, sugary drinks, and sweets. The right graphic is a 'TEST YOUR KNOWLEDGE!' graphic with a large question mark and a quiz about the Ministry of Cooperation. The quiz asks 'Do you know when the Ministry of Cooperation was established in India?' and provides four options: A 2019, B 2020, C 2021, and D 2022. Social media handles for NAFED are also visible at the bottom of both graphics.</p>

		
<p>AdditionalRemarks</p>		