

## **Back to Office Report(BTOR)**

### **Cooperative Literacy & "Ek Ped Maa Ki Naame" Program**

**Date:** June 13, 2025, **Location:** Bisnubar-2 Panchayat Samiti, Sahid Matangini Block

On June 13, 2025, a successful **Cooperative Literacy Camp** was organized in conjunction with the **"Ek Ped Maa Ki Naame" (A Tree in Mother's Name) Plantation Programme** at the Bisnubar-2 Panchayat Samiti in Sahid Matangini Block.

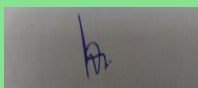
The dual-purpose event aimed to enhance financial understanding, particularly regarding cooperative banking, and to foster environmental responsibility through a community-driven tree planting initiative.

The program saw active engagement from key officials and community members, highlighting its significance for local development. Notable attendees included:

- The **DDM NABARD Purba Medinipur**, who contributed to the discussions on rural development and financial inclusion.
- The **Deputy General Manager, Tamluk-Ghatal CCB Ltd.**, who provided insights into the role of cooperative banks in empowering local communities.
- The **Secretary Gram Panchayat**, demonstrating strong local administrative support for the initiative.
- Many **Mahila SHG (Self-Help Group) members**, whose enthusiastic participation was crucial to the success of both the literacy sessions and the plantation drive.

The Cooperative Literacy Camp educated participants on the principles and benefits of cooperative banking, promoting informed financial decisions. Concurrently, the "Ek Ped Maa Ki Naame" Plantation Programme encouraged participants to plant saplings as a tribute to their mothers, instilling a deeper connection to nature and sustainable practices.

This collaborative effort served as a commendable step towards strengthening financial literacy and promoting ecological welfare within the Sahid Matangini Block.



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DDM, NABARD,  
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