


Jan'2025

Format for Monthly Activities Report from National Federations & Organizations

National Cooperative Organics Limited (NCOL)

Criteria	Details
Sector	Agriculture Farming (Promoting organic farming under the cooperative model)
Location	Pan India
Event/ Activity Name	<ol style="list-style-type: none">1. Participation in Kumbh Mela2. Include the IYC logo on all Bharat Organics product packaging throughout the year to promote the initiative and its objectives3. Actively engaging in IYC-related events, organized by the Ministry of Cooperation.
Brief Information on the Activity	<ol style="list-style-type: none">1. IYC-Themed Branding at Office Locations: Install IYC-themed banners, digital displays, and standees in all NCOL office locations to create awareness among employees and visitors.2. Participation in Kumbh Mela:<ol style="list-style-type: none">1. Host a dedicated NCOL stall at the Kumbh Mela to promote Bharat Organics products and cooperative initiatives.2. Distribute brochures and pamphlets on NCOL's role in organic farming and its contribution to the IYC campaign.3. Conduct procurement of organic tool whole directly from farmers of Vidarbha region-Maharashtra.
Objective	<ol style="list-style-type: none">1. Promote cooperative organic farming, showcase NCOL's contributions, empower farmer cooperatives, and align with the Ministry of Cooperation's vision for strengthening

	cooperatives during the International Year of Cooperatives (IYC)
No. of Participants	Kumbh Mela Participation: Estimated engagement with 10 Lakhs + visitors through NCOL's stall.
Achievements & Outcomes	<ol style="list-style-type: none"> 1. Enhanced visibility of NCOL's role in cooperative organic farming and sustainable practices. 2. Provided training and resources to cooperatives, boosting organic adoption and market access. 3. Established NCOL as a key contributor to the Ministry's IYC initiatives done at Kumbh Mela through impactful participation.
Photographs & AV Content	
Additional Remarks	<ol style="list-style-type: none"> 1. NCOL's active participation in IYC initiatives has strengthened its position in cooperative-driven organic farming. 2. NCOL plans to expand outreach efforts in the coming months, focusing on awareness and organic product promotion. 3. Boosted brand visibility with IYC logo on packaging and digital platforms. 4. Identified focus areas: training, marketing innovations.

