



International Year
of Cooperatives

Cooperatives Build
a Better World

**Annual Action Plan
for
INTERNATIONAL YEAR OF COOPERATIVE 2025
Cooperative Department Uttarakhand**



**"Cooperative Build
a Better World"**



ANNUAL ACTION PLAN

International Year of Cooperative 2025 Cooperative Department Uttarakhand

Month	Date	Event/level	No of Participants	Venue	Social Media Activity
February	4 th February	State level: Workshop on “Cooperatives in Uttarakhand-GOI Initiatives”	All MPACs Sec, All MD’s Apex Co-operative, All Gm’s DCB, All ARCS, DRCS, Joint RCS, Add. Rcs Total 500 Participants.	UCF Auditorium Dehradun Chief guest-Hon. Cooperative minister of state.	Share key cooperative principles using hash tags like #Start With Cooperatives and #Uttarakhand Cooperatives.
	20th February	District Level: Launch of youth cooperative leadership training programs	Newly enrolled Youth and Women Members of various MPACS Total 200 Participants per district (Total 2600)	In all district Headquarters	Share photos of event with hash tags like #Building Youth Co-op Leadership
March	08th March (International Women Day)	State level : Seminar on “Empowering Women through Cooperatives.”	Women SHGs/Cooperatives Through concerning Mpacs 300 Participants	ICM Dehradun	Social Media: Share video testimonials from women leaders. Use #Women In Cooperatives.
	25th March	District Level: Skill development launch for women in agriculture and handicrafts.	Women SHGs/Cooperatives Through concerning Mpacs . Total 200 Participants per district (Total 2600)	In all district Headquarters	Social Media: Post tutorials and reels showing women-led cooperative activities
April	14 th To16 April	District Level: Training on Leadership in Cooperatives	Newly elected women chairperson and directors. Total 200 Participants per district (Total 2600)	In all district Headquarters	Social Media: Host a live Q&A on Face book
	24th April:	District Level: Awareness drive on Collective Co-operative Farming	Secretaries of MPACS, Progressive Farmers Total 200 Participants per district (Total 2600)	In all district Headquarters	
	28th April:	District Level: Technology training for youth in agriculture cooperatives.	All Farmers, Newly Enrolled Young members. Total 200 Participants per district(Total 2600)	In all district Headquarters	Social Media: Share tutorial clips on YouTube.
May	05th May	State level : Financial literacy workshop for rural women.	Women Member of MPACS Dairy Fisheries, cooperatives Total 500 Participants	UCF dehradun	Social Media: Instagram campaign: “5 Tips to Financial Empowerment in Cooperatives.”
June	12th June:	State level: Panel discussion on “Market expansion for cooperative products”.	State level: Senior Cooperators, Journalist, Successful entrepreneur. Total 500 Participants	ICM Dehradun	Social Media: Share expert tips in short-form videos.
	25th June:	Marathon Race – “Run for Co-operative” .	All volunteers. (Approx 1000)		Social Media: Post pictures and videos of Marathon on Face book and Instagram.

July	(International Day of Cooperatives) Morning: 10Am to 12pm 1st Saturday - 5th July 2025)	State level: Launch of a state-wide digital campaign: •Photo Contest: “Capture Your Local Cooperative in Action Theme: “Cooperatives: Partners for Accelerated Sustainable Development” State-level celebration in Dehradun with keynote speeches and exhibitions showcasing cooperative innovations. Felicitation of women- and youth-led cooperatives for their contributions to Uttarakhand’s growth.	In presence of Hon’ble CM/State Cooperative minister. All MPACS, Fisheries, Dairy. All Apex Cooperatives. 4000 Participants	State level UCF auditorium dehradun	Social Media: sharing pictures of event via You tube hastag using# International day of cooperative. hashtags #CooperativesDay #Together We Cooperate #Uttarakhand Cooperatives.
	Afternoon: 12 pm to 2 pm	Panel discussion on “The Role of Cooperatives in Women and Youth Empowerment” featuring experts and cooperative members.	All MPACS, Fishries, Dairy. All Apex Cooperatives.		
	10 July:	District level: Cooperative-led plantation drive in rural Uttarakhand. Event: Workshop on eco-friendly practices in cooperatives.	All MPACS departmental officers and Employees. Total 200 Participants per district (Total 2600)	District Headquarter	Social Media: Post time-lapse photos and videos of plantations. Use #Green Cooperatives. Social Media: showcasing sustainable cooperative models
	28th July:	District level: Program on credit and thrift cooperatives.	Employees of State and Central Government. Total 200 Participants per district(Total 2600)	District Headquarter	Social Media: Conduct Instagram Live with cooperative finance experts.
August	12th August (International Youth Day)	District level: Sports competition for members of Cooperative	District level: All volunteers organized by Sports department. Total 200 Participants per district (Total 2600)	Available open field ground.	Social Media: Post reels highlighting events.
September	5th September (Teacher’s Day):	District level: Cooperative awareness campaigns in schools and colleges.	Block level and district level student of class 10 to 12. Total 100 Participants per district (Total 1300)	Govt. School	Social Media: Share videos of students learning about cooperatives.

October	10th October:	District level: Essay and poster competitions on “Cooperatives for a Sustainable Future.”	District level Open Competition Total 100 Participants per district (Total 1300)	Available School facility at District Headquarter	Social Media: Share the winning entries on Instagram and Twitter.
November	Co-op. Week (14th–20th November)	State level: Fair and Various Workshop 14th November (Day 1): Inauguration and keynote speeches. (Livestream on Facebook)	inauguration by Hon’ble CM/State Cooperative minister. Cooperative, Mpacs Total 5000 Participants (Representation from different cooperative sectors)	Venue will be decided as per availability.	Social Media: Conduct Facebook Live with cooperative finance experts.
	15th November (Day 2):	Seminar on “Women in Cooperative Growth.”	Women Shgs/ cooperative		Social Media: Share testimonials from participants and expert quotes.
	16th November (Day 3):	Youth workshops on innovation.	Sec. of Mpacs/Dairy/Fisheries/SHGs		(Share reels on Instagram)
	17th November (Day 4):	Success stories from cooperatives.			(Post videos on YouTube)
	18th November (Day 5):	Cultural celebrations showcasing cooperative diversity.	Handicraft Cooperatives/Artist Connected to Traditional Songs of Uttarakhand		(Twitter updates and photos)
	19th November (Day 6):	Cooperative product exhibitions.			(Create Instagram shopping guides)
	20th November (Day 7):	Felicitation ceremony. (Post winner highlights across platforms).	State level: Mpacs/fisheries/Dairy		
December	20th December	Planning session for next year’s cooperative activities.	Departmental Officials. Total 50 Participants	State level In ICM dehradun	Social Media: Conduct an online survey to gather feedback on cooperative programme
		TOTAL	35250 Including volunteers.		

General Activity:

PACS membership Drive, Street Play at village level for awareness of Cooperative activities, C.S.C Jan Aushudhi camps, Loan Disburse for SHGs Womens or Farmers of Cooperatives.

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