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International Year
of Cooperatives
Cooperatives Build a Better World

NAFED NEWS

..... QUARTLY NEWSLETTER

Empowering Agriculture, Strengthening Cooperation



SECTION-1

CELEBRATION OF INTERNATIONAL YEAR OF COOPERATIVES 2025



The United Nations has declared 2025 as the International Year of Cooperatives (IYC 2025), with the theme "Cooperatives Build a Better World." During the inauguration of the Global Cooperative Conference 2024 at Bharat Mandapam, New Delhi, on November 25, 2024, Hon'ble Prime Minister Shri Narendra Modi officially marked the beginning of celebration of the United Nations International Year of Cooperatives 2025 and unveiled a commemorative postal stamp to honor the global cooperative movement and its impact.

Speaking at the conference, Hon'ble Union Home & Cooperation Minister, Shri Amit Shah, highlighted the remarkable strides made under the leadership of Hon'ble Prime Minister Shri Narendra Modi in expanding the cooperative sector over the past three years. He emphasized that the cooperative movement has unlocked numerous opportunities for the empowerment of villages, farmers, women, and the underprivileged.

Shri Amit Shah reiterated that the vision of **"Sahkar se Samridhhi"** set forth by the

Prime Minister is now becoming a reality. He further stated that the International Year of Cooperatives 2025 will serve as a transformative milestone, empowering millions of poor people, farmers, and women worldwide, helping them lead lives of dignity and self-reliance.

NAFED's Role in Promoting IYC 2025

NAFED is driving IYC 2025 through dynamic initiatives, integrating the IYC logo into official communications and engaging in events with the Ministry of Cooperation. To empower cooperatives, NAFED will expand market franchises, host quizzes, debates, sports competitions, and webinars on best agricultural practices.

Key highlights include a national debate, panel discussions, and capacity-building programs. NAFED plans to launch 500 Bazaar franchises, conduct plantation drives, and promote cooperative products via social and mainstream media. These efforts aim to amplify the cooperative movement, advancing the vision of **"Sahkar se Samridhhi."**





Launch of Phase - 2 of Bharat Brand Products

Bharat brand Phase-1 of the Bharat Brand Products as part of the Open Market Sale Scheme (OMSS) was successfully implemented till June 2024, offering a wide range of high-quality products at affordable prices through NAFED Mobile Vans and organised retail chains. Phase 2 of Bharat Brand Products commenced from July 2024 and products are being distributed throughout India at reasonable rates through NAFED Mobile Vans.



The range of Bharat Brand Products comprise a total of seven products. Masoor Dal @Rs. 89 perkg, Chana Whole @₹58perkg, Bharat Rice @ ₹ 34 per kg, Bharat Atta @₹ 30 per kg, Moong Whole @₹ 93 per kg, Moong Dhuli @₹ 107 per kg, and Bharat Chana Dal @₹ 70 per kg. As on 23 February 2025, NAFED has sold 121163.42 MT of Bharat Brand Products throughout India.

Launch of NAFED Bazaar at Kartavya Path



Hon'ble Chairman NAFED, Shri Jethabhai Ahir, along with Hon'ble Managing Director NAFED, Shri Deepak Agarwal, IAS, virtually inaugurated the new NAFED Bazaar store at Kartavya Path, New Delhi, on January 31, 2025. The store will offer a diverse range of high-quality products at competitive prices, catering to the needs of consumers while supporting farmers and producers.

NAFED's Participation at SIAL 2024

NAFED participated in SIAL India at Hall No. 1C, IICC, Yashobhoomi, Dwarka, New Delhi, from December 5th to 7th, 2024. The stall displayed a variety of NAFED products, including the authentic taste of NAFED Tea at the Tea Cart. Hon'ble Managing Director NAFED, Shri Deepak Agarwal, IAS, visited the stall, engaged with the team and highlighted NAFED's commitment to quality and consumer satisfaction.





Millets Cookie & Cocoa Christmas Party at Millets Experience Centre

The Millet Cookie & Cocoa Christmas baking party, was held on December 22, 2024 at NAFED Millets Experience Centre, INA, New Delhi. Kids had a delightful time baking millet-based treats, making it a celebration filled with joy and healthy indulgence.

NAFED's Presence at Indus Food 2025

NAFED showcased India's finest Agri-produce at Indus Food 2025, held from January 8th to 10th, 2025, at the India Expo Centre, Greater Noida. Hon'ble Managing Director NAFED, Shri Deepak Agarwal, IAS, visited the stall, and engaged with the team, reinforcing NAFED's commitment to promoting India's agricultural excellence. The event highlighted NAFED's high-quality agricultural products, its contribution to India's agri-business potential, and the exploration of new opportunities in tea and rice exports.



NAFED Pavillion and Mobile Vans at Mahakumbh 2025

During Mahakumbh 2025 (January 13 – April 26) in Prayagraj, NAFED has ensured the availability of Bharat brand products under the OMSS(D) scheme, issued by the Ministry of Consumer Affairs, Food and Public Distribution, Government of India. Hon'ble Chairman NAFED Shri Jethabhai Ahir, along with Hon'ble Managing Director NAFED, Shri Deepak Agarwal, IAS, inaugurated the NAFED Pavilion at Mahakumbh, Prayagraj through a virtual ceremony held on January 31, 2025.



To facilitate ration distribution, 20 mobile vans are operating across the Mahakumbh Mela area and Prayagraj, ensuring a steady

supply of Atta, Rice, and Dal. Devotees conveniently placed orders via WhatsApp or phone calls, and supplies were delivered in a time-bound manner. Bharat brand products over 2,000 metric tons have been distributed across Mahakumbh Mela area and Prayagraj, ensuring seamless and subsidized ration supplies for saints, ashrams, Kalpvasis, and devotees.

NAFED has also set up a stall at Mahakumbh to showcase NAFED range of products. A NAFED Tea Experience Centre was established, where devotees were served complimentary tea, enhancing their experience at the event.

NAFED At Gulfood 2025

NAFED participated in Gulfood 2025 at the World Trade Centre, Dubai, from February 17-21, 2025. The event showcased NAFED's premium range of Rice, Tea, and Pulses, highlighting India's rich agricultural heritage and commitment to quality exports.



NAFED Signs MoU with Lulu Group at Gulfood 2025

During Gulfood 2025 at the World Trade Centre, Dubai, NAFED signed a Memorandum of Understanding (MoU) with Lulu Group, Dubai. Through this collaboration, NAFED products will now be available in Lulu Retail stores worldwide, while Bharat brand products will be available in Lulu's India retail outlets.



Leadership Development Program, IIM, Ahmedabad

Shri Anurag Tiwari, General Manager (Legal) attended a 3 days Leadership Development Program for Chief Legal Officers organized by IIM, Ahmedabad from 29th April to 01st May 2024. The program aimed to change the mindset of CLOs, develop leadership skills, build and manage large teams,

and understand their diverse roles as the company's conscience keeper. The program aimed to position CLOs as key business enablers.

General Management program, ASCI, Hyderabad

Shri Sudhir Kumar Singh, Manager, Shri Ranjay Kumar, Manager, Shri Manoj Kumar Mishra, Dy.Manager, Ms. Surbhi Rajput, Assistant Manager, Ms. Arundhati Dutta, Assistant Manager, Shri Bhagaban Murmu, Assistant Manager, Shri Veerappa Nagasai Manoj, Assistant Manager - II, Mr. Naresh Sharma, Assistant Manager-II (Accounts) attended 5 days General Management program designated and conducted by Administrative Staff College of India (ASCI), Hyderabad for the officials of NAFED from 20th to 24th January 2025. The training program aimed to enhance NAFED employees' managerial and social skills through interactive sessions on marketing, finance, leadership, decision-making, global trade, agricultural sector challenges, cooperative banking, E-Business, innovation management, and strategic planning.

Study Tour Sessions



NAFED organizes study tour sessions periodically for students from Agricultural Universities as well as for Chairmen and Directors of Marketing Cooperative Societies. These study tours serve as an educational and exposure-building initiative, allowing participants to gain firsthand knowledge of

agricultural marketing practices, cooperative management, supply chain processes, and modern agricultural trade techniques.



Certified Seed Minikits Distribution by NAFED during Rabi 2024-25

NAFED being one of the central seed agency of Department of Agriculture & Farmers Welfare, Government of India supplies seed minikits (C/s) of Oilseeds & Pulses under NFSM scheme of Govt. of India. During Rabi 2024-25, NAFED supplied 4,08,961 Lentil seed minikits of Pulses (8 Kg each) in Chhattisgarh (8125 kits), M.P. (192690 kits), UP (138499 kits), Rajasthan (9375 kits), Uttarakhand (12519 kits), Maharashtra (4375 kits) and West Bengal (14760 kits), Bihar (28616 kits), Haryana (4000 kits), under NFSM-Pulses of worth Rs 35.33 Cr.

Vegetable Seed / Other hybrid / TL Seed Supply

NAFED sold various vegetable seeds (OP, TL, and Hybrid) to states like Jammu & Kashmir etc. under Central and State schemes such as MIDH, RKVY, and DMF. April 2024-January 2025, NAFED successfully generated a vegetable seed sales revenue of approximately ₹63.86 lakh.

Turnover of Seed business for April 2024-January 2025 is ₹ 5969.93 lakhs with gross profit of ₹ 406.17 lakhs (Tentative). Profit earned from Seed Production Subsidy claim was ₹ 2181.21 Lakhs.

NAFED Biofertilizer and Bio-Agri Input

- The tentative turnover of NAFED Bio-Fertilizers for April 2024 to January 2025 was ₹ 32.87 lakh, with a gross profit of approximately ₹ 21.11 lakh.
- The tentative turnover of Back-to-Back Bio-Agri Input business for April 2024 to January 2025 is ₹ 2.33 Cr. with Gross profit of around ₹ 11.13 lakhs.

NAFED Newly Launched Products

NAFED has launched a new range of specialty products from different regions of India, supporting farmers and promoting a healthier lifestyle. This initiative has not only introduced high-quality, traditional food items to consumers but has also helped thousands of farmers become self-reliant.



The newly introduced products include:

- **Pure Honey:** Sourced from the pristine landscapes of Saharanpur, this natural honey boosts immunity, enhances the nutritional value of food, and adds a sweet touch to your meals.
- **Jaggery:** Made from the finest sugarcane in Muzaffarnagar, this chemical-free jaggery is rich in iron and minerals, supporting digestion and providing natural energy.
- **Foxnuts (Makhana):** Grown in the ponds of Bihar, Makhana is a light, crunchy snack rich in protein and fiber, making it a healthy choice for all ages.
- **Mustard Sauce:** Kasundi Mustard, made from special mustard seeds in Gujarat, adds a tangy, spicy flavor to dishes while offering health benefits.

NAFED Millet-Based Products

As part of the International Year of Cooperatives 2025, NAFED has introduced a range of millet-based products, supporting

small farmers and promoting economic independence. Grown in the scenic Satpura region with the collaboration of Farmer Producer Organizations (FPOs) and Self-Help Groups (SHGs), these nutritious products offer a healthy twist to everyday meals.

The newly launched millet-based products include:

- **Instant Multi Millet Idli Mix** – A light, nutritious, and easily digestible breakfast option.
- **Millet Dosa Mix** – A crispy and flavorful alternative to traditional dosa, perfect for any meal.
- **Millet Hakka Noodles** – A healthy and light substitute for regular noodles, packed with the goodness of millets.
- **Millet Pasta** – A wholesome, guilt-free choice for pasta lovers, made with nutritious millets.
- **Jowar Dry Fruit Cookies** – A crunchy and flavorful snack made with jowar and dry fruits.



NAFED'S REACH THROUGH SOCIAL MEDIA

In today's digital era, social media is more than just a platform—it's a powerful tool that connects NAFED with millions, spreading awareness and showcasing India's agricultural strength. It enables real-time engagement, keeping farmers, stakeholders, and consumers informed about key developments. Through monthly blogs, NAFED provides insights into Agriculture, Markets, and Initiatives, while engaging reels and short videos offer quick glimpses into key efforts and success stories. Daily updates highlight events, farmer interactions, and on-ground activities, ensuring that NAFED's impact is seen and felt across digital platforms.

More than just sharing updates, social media helps build trust, strengthen connections, and empower farmers. It allows NAFED to listen, engage, and address concerns in real time. By promoting transparency and market awareness, it helps farmers make informed decisions. It also serves as a bridge between farmers and consumers, reinforcing India's agricultural potential on a global scale. With every post, video, and interaction, social media is transforming the way we connect, grow, and shape the future of Indian agriculture.



SECTION-2

त्रिभुवन सहकारी विश्वविद्यालय: युवाओं और सहकारी आंदोलन के लिए स्वर्णिम भविष्य

- दिलीप संघाणी, अध्यक्ष NCUI, IFFCO & GUJCOMASOL, पूर्व मंत्री, गुजरात



भारत में सहकारी आंदोलन को नई दिशा देने और युवाओं के लिए रोजगार के नए अवसर सृजित करने के उद्देश्य से सरकार ने 'त्रिभुवन सहकारी विश्वविद्यालय' (Tribhuvan Cooperative University) की स्थापना का प्रस्ताव रखा था। अब यह सपना साकार हो चुका है, क्योंकि त्रिभुवन सहकारी विश्वविद्यालय विधेयक (Tribhuvan Cooperative University Bill) को लोकसभा और राज्यसभा दोनों ने पारित कर दिया है। इस विधेयक के पारित होने के साथ ही, यह विश्वविद्यालय न केवल सहकारी शिक्षा, अनुसंधान और प्रशिक्षण को बढ़ावा देगा, बल्कि सहकारी क्षेत्र को अधिक पेशेवर और प्रभावी बनाने में भी मदद करेगा।

भारत में सहकारी आंदोलन का इतिहास काफी पुराना है, लेकिन इसके विकास की गति अपेक्षाकृत धीमी रही है। सहकारी संस्थाएँ अक्सर पेशेवर प्रबंधन की कमी, नवीनतम तकनीकों की अनुपस्थिति और प्रभावी नेतृत्व के अभाव में संघर्ष करती रही हैं। त्रिभुवन सहकारी विश्वविद्यालय इन सभी समस्याओं का समाधान प्रस्तुत करेगा और सहकारी क्षेत्र को एक स्वर्णिम युग में प्रवेश करने में सहायता करेगा।

भारत में सहकारी आंदोलन: एक संक्षिप्त परिचय

भारत में सहकारी आंदोलन की शुरुआत औपनिवेशिक काल में हुई थी। 1904 में सहकारी समितियों से संबंधित पहला कानून लाया गया, जिसके बाद इस आंदोलन को एक

संरचित रूप मिला। आज, भारत में सहकारी समितियाँ कृषि, बैंकिंग, डेयरी, आवास, उपभोक्ता वस्तुएँ और अन्य कई क्षेत्रों में कार्यरत हैं। अमूल, इफको (IFFCO), कृभको (KRIBHCO) जैसी संस्थाएँ सहकारी आंदोलन के सफल उदाहरण हैं।

हालाँकि, सहकारी क्षेत्र की बढ़ती चुनौतियाँ, जैसे डिजिटल तकनीक का अभाव, प्रतिस्पर्धा में पिछड़ना, और व्यावसायिक कौशल की कमी, इसके सतत विकास में बाधा बन रही हैं। इन समस्याओं के समाधान के लिए त्रिभुवन सहकारी विश्वविद्यालय की स्थापना की जा रही है।

त्रिभुवन सहकारी विश्वविद्यालय की स्थापना का उद्देश्य

त्रिभुवन सहकारी विश्वविद्यालय की स्थापना निम्नलिखित उद्देश्यों को पूरा करने के लिए की जा रही है:

1. युवाओं के लिए रोजगारपरक शिक्षा: सहकारी क्षेत्र में व्यावसायिक शिक्षा की कमी के कारण युवा इस क्षेत्र की ओर आकर्षित नहीं होते। यह विश्वविद्यालय युवाओं को सहकारी प्रबंधन, वित्तीय समावेशन, सहकारी विपणन, डिजिटल सहकारिता और अन्य विषयों में विशेष शिक्षा प्रदान करेगा।
2. सहकारी संगठनों का सशक्तिकरण: पेशेवर प्रशिक्षण और नवीनतम शोध के माध्यम से सहकारी समितियों को अधिक प्रभावी और प्रतिस्पर्धात्मक बनाया जाएगा।
3. डिजिटल युग में सहकारी आंदोलन का विकास: डिजिटल तकनीकों, डेटा एनालिटिक्स और कृत्रिम बुद्धिमत्ता (AI) के उपयोग से सहकारी संस्थानों को आधुनिक तकनीकों से जोड़ा जाएगा।
4. ग्लोबल कोऑपरेटिव नेटवर्किंग: विश्वविद्यालय अंतरराष्ट्रीय सहकारी संगठनों के साथ साझेदारी कर भारतीय सहकारी क्षेत्र को वैश्विक स्तर पर प्रतिस्पर्धात्मक बनाएगा।

रोजगारोन्मुख पाठ्यक्रम: युवाओं के लिए नया करियर विकल्प

त्रिभुवन सहकारी विश्वविद्यालय सहकारी क्षेत्र में उच्च शिक्षा प्रदान करने वाला पहला संस्थान होगा। इसके पाठ्यक्रम विशेष रूप से व्यावहारिक और रोजगारोन्मुख होंगे, जिनमें शामिल होंगे:

1. सहकारी प्रबंधन (Cooperative Management): सहकारी संस्थानों के सुचारू संचालन और नेतृत्व कौशल के लिए।
2. सहकारी वित्त (Cooperative Finance & Banking): सहकारी बैंकों और वित्तीय संस्थानों के लिए पेशेवर ट्रेनिंग।
3. डिजिटल सहकारिता (Digital Cooperatives): सहकारी क्षेत्र में डिजिटल तकनीकों के समावेश के लिए।
4. सामुदायिक विकास और सहकारिता (Community Development & Cooperatives): ग्रामीण और शहरी क्षेत्रों में सहकारी आंदोलन को बढ़ावा देने के लिए।
4. कृषि और ग्रामीण सहकारिता (Agricultural & Rural Cooperatives): कृषि आधारित सहकारी समितियों को आधुनिक बनाने के लिए।
5. विश्वविद्यालय से डिग्री या डिप्लोमा प्राप्त करने वाले छात्रों को सहकारी संस्थाओं में प्राथमिकता दी जाएगी, जिससे यह एक आकर्षक करियर विकल्प बन सके।

सहकारी शिक्षा, अनुसंधान और प्रशिक्षण का सुदृढ़ीकरण

सहकारी आंदोलन को मजबूत बनाने के लिए शोध और प्रशिक्षण का विशेष महत्व है। त्रिभुवन सहकारी विश्वविद्यालय निम्नलिखित पहलुओं पर ध्यान देगा:

1. सहकारी नीतियों पर अनुसंधान: विभिन्न राज्यों और देशों में सहकारी नीतियों का अध्ययन कर भारत के लिए उपयुक्त नीतियों का विकास।
2. प्रशिक्षण कार्यशालाएँ: सहकारी क्षेत्र के कार्यकर्ताओं और प्रबंधकों के लिए समय-समय पर विशेष प्रशिक्षण कार्यक्रम।
3. नवाचार एवं तकनीकी समावेशन: सहकारी संस्थानों में आर्टिफिशियल इंटेलिजेंस, ब्लॉकचेन और डेटा एनालिटिक्स का उपयोग।

सहकारी आंदोलन और 'विकसित भारत' का लक्ष्य

भारत सरकार 'विकसित भारत 2047' के लक्ष्य की ओर बढ़ रही है। सहकारी क्षेत्र इसमें एक महत्वपूर्ण भूमिका निभा

सकता है। त्रिभुवन सहकारी विश्वविद्यालय इस लक्ष्य को प्राप्त करने में निम्नलिखित तरीकों से योगदान देगा:

1. **आत्मनिर्भर भारत:** सहकारी समितियाँ स्थानीय स्तर पर उत्पादन और विपणन को बढ़ावा देकर भारत को आत्मनिर्भर बनाएँगी।
2. **रोजगार सृजन:** सहकारी क्षेत्र के विस्तार से लाखों युवाओं को रोजगार मिलेगा।
3. **कृषि क्षेत्र में क्रांति:** कृषि सहकारी समितियों को डिजिटल तकनीक से जोड़कर किसानों की आय बढ़ाई जाएगी।
4. **वित्तीय समावेशन:** सहकारी बैंक और क्रेडिट सोसायटीज़ ग्रामीण भारत को वित्तीय सेवाएँ प्रदान करेंगी।
5. **स्थानीय से वैश्विक:** त्रिभुवन सहकारी विश्वविद्यालय भारतीय सहकारी संगठनों को वैश्विक प्रतिस्पर्धा के लिए तैयार करेगा, जिससे वे अंतरराष्ट्रीय बाजारों में अपनी पहचान बना सकें।
6. **हरित और सतत विकास:** सहकारी संगठनों को पर्यावरण अनुकूल नीतियों के साथ जोड़ा जाएगा, जिससे सतत विकास को बल मिलेगा।

निष्कर्ष -

त्रिभुवन सहकारी विश्वविद्यालय सहकारी आंदोलन के लिए एक ऐतिहासिक कदम साबित होगा। यह विश्वविद्यालय सहकारी शिक्षा को एक नए स्तर पर ले जाएगा, जिससे सहकारी संस्थानों का कार्य अधिक पेशेवर, आधुनिक और प्रभावी होगा।

- यह युवाओं को एक वैकल्पिक और आकर्षक करियर विकल्प प्रदान करेगा।
- सहकारी संस्थानों को डिजिटल और तकनीकी रूप से सशक्त बनाएगा।
- वैश्विक सहकारी संगठनों के साथ भारत की भागीदारी को मजबूत करेगा।
- 'विकसित भारत' के लक्ष्य को प्राप्त करने में सहकारी क्षेत्र की भूमिका को प्रभावी बनाएगा।

इस प्रकार, त्रिभुवन सहकारी विश्वविद्यालय भारत में सहकारी आंदोलन को स्वर्णिम युग में प्रवेश कराने वाला एक ऐतिहासिक संस्थान साबित होगा।

ARTIFICIAL INTELLIGENCE IN AGRICULTURE AND FOR COOPERATIVE DEVELOPMENT

- By Ms. Ajit, AFE, Cochin Branch

The advancement of Artificial Intelligence (AI) in the areas of agriculture is transforming by enhancing productivity, efficiency, and sustainability. Here listed a few areas where AI is making an impact in agriculture:

1. Precision Farming

A farm management concept that uses modern technologies such as GPS (Global Positioning System), GIS (Geographical Information System), remote sensing, and data analytics to optimize inputs like water, fertilizers, and pesticides to enhance productivity, efficiency, and sustainability in agriculture. AI-powered tools have been utilized for analysing data from sensors, satellites, and drones to optimize irrigation, fertilization, and pest control. This

reduces resource wastage and increases crop yield. It focuses on site-specific crop management (SSCM) by analysing variations within a field and applying inputs accordingly, reducing waste and improving yields.

2. Crop Monitoring & Disease Detection

Crop monitoring is essential for modern agriculture as it ensures optimal crop growth, maximizes yield, and minimizes losses. AI-based image recognition and computer vision detect crop diseases, nutrient deficiencies, and pest infestations. Farmers can take preventive actions before significant damage occurs. Eg: CropIn – SmartFarm, Plantix, AgriSense (By Microsoft & ICRISAT)



3. Smart Irrigation Systems

Smart Irrigation is an advanced irrigation method that uses AI, IoT (Internet of Things) sensors, weather forecasts, and real-time data to optimize water use efficiently. It ensures crops receive the right amount of water at the right time, reducing water wastage and improving productivity. AI-driven irrigation models use weather data, soil moisture sensors, and past usage patterns to optimize water distribution, reducing wastage and conserving natural resources.



4. Supply Chain & Market Forecasting

The agricultural supply chain refers to the entire process of producing, processing, transporting, and distributing agricultural products from farmers to consumers. It includes input suppliers, farmers, processors, wholesalers, retailers, and consumers. Efficient supply chain management ensures reduced post-harvest losses, fair pricing, and timely delivery of agricultural goods. Market forecasting in agriculture is the process of using historical data, AI, weather patterns, and economic trends to predict future demand, supply, and prices of agricultural products. It helps farmers, traders, and policymakers make informed decisions about planting, selling, and pricing crops. Machine

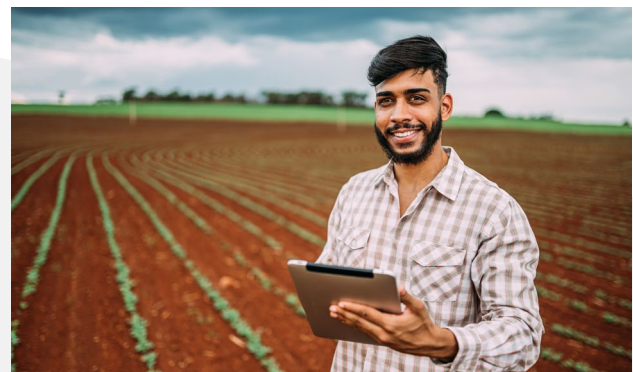
learning models predict crop yields, market demand, and price trends, helping farmers make informed decisions about planting, storage, and selling strategies. Eg: Krishi Network, AgriBazaar, CropIn – SmartRisk, AgroStar

5. Weather Prediction & Disaster Management

Weather refers to the atmospheric conditions in a particular place at a particular time, including factors such as temperature, humidity, wind speed, rainfall, and air pressure. It is short-term, typically covering hours to a few days. A disaster is a sudden, catastrophic event that causes significant damage to life, property, and the environment, often disrupting normal activities. Disasters can be natural (e.g., floods, earthquakes, hurricanes) or human-made (e.g., industrial accidents, chemical spills). AI integrates satellite data and meteorological information to provide accurate weather forecasts, helping farmers prepare for extreme weather conditions like droughts or floods.

6. Other areas include

- **AI-Based Advisory Systems:** AI-powered chatbots and virtual assistants provide farmers with real-time advice on best practices, pest management, and crop selection.



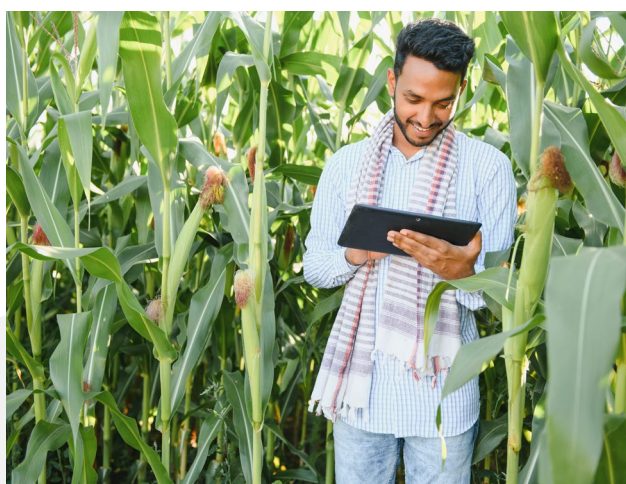
- **Automated Machinery & Robotics:** Autonomous tractors, harvesters, and drones use AI to perform tasks like planting, weeding, and harvesting with minimal human intervention.
- **Soil Health & Fertility Management:** AI analyzes soil composition data and recommends the best crops, fertilizers, and soil treatments to improve soil health and maintain long-term productivity.

AI for our cooperative development

Agricultural cooperatives play a crucial role in supporting small and marginal farmers by providing access to resources, markets, and financial services. AI can significantly enhance the efficiency, profitability, and sustainability of these cooperatives.

Here listed key areas where AI can drive agricultural cooperative development in India:

1. AI driven smart farming solutions which includes precision farming, Pest and Disease detection and automated irrigation system
2. AI for the financial inclusion and credit access which includes AI powered credit



scoring, fraud detection and automated loan disbursement and recovery.

3. AI for market linkages and price forecasting which uses AI based price prediction, AI powered market platforms and blockchain and AI for transparent transactions.



4. AI in supply chain and logistics for cooperatives by optimising storage and inventory managements, smart transportation and logistics and also cold chain management.
5. AI for Governance and cooperative management by making automated member management, virtual advisory services and predictive analytics for policy making

The challenges for the above listed operations include digital literacy among cooperative members, high cost for the adoption of AI for the small scale cooperative and concerns over data privacy and security.

ROLE OF ARTIFICIAL INTELLIGENCE IN AGRICULTURE

By - Dhanraj Vijaykumar Barbade, AFE, NAFED Seed & Biofertilizer Division, Indore

With the growing world's population and the demand for food rising, it is crucial to use efficient farming methods to increase production on the limited amount of land. AI is becoming more prevalent every day in agriculture, and AI-based devices are elevating the current farming system. Agriculture is dependent on a number of variables, including soil nutrient content, moisture, crop rotation, rainfall, temperature, etc. Products based on artificial intelligence can use these variables to track crop productivity. In order to improve a wide range of agriculture-related tasks throughout the entire food supply chain, industries are turning to Artificial Intelligence technologies.

Applications and solutions that use AI in agriculture have been created to assist farmers in precise and regulated farming by giving them the right advice on water management, crop rotation, timely harvesting, the type of crop to be cultivated, optimal planting, pest attacks, and nutrition management.

AI-enabled systems make weather predictions, monitor agricultural sustainability, and assess farms for the presence of diseases or pests and undernourished plants using data like temperature, precipitation, wind speed, and sun radiation in conjunction with photographs taken by satellites and drones.

With equipment as basic as an SMS-enabled phone and the Sowing App, farmers without connectivity may profit from AI right away.

Farmers with Wi-Fi connectivity can utilise AI apps to get a constantly AI-tailored plan for their farms, in the meantime. Farmers can meet the increased demand for food while growing output and revenues responsibly and without diminishing priceless natural resources with the help of IoT and AI-driven technologies. Climate variables include heat, precipitation, wind, and solar radiation.

There are many possible areas in which AI can help farmers such as :

1. Weather forecasting using AI:

Farmers find it challenging to determine the best time to sow seeds due to climate change and rising pollution. With the aid of artificial intelligence, farmers can analyze weather conditions by using weather forecasting, which helps them plan the type of crop that can be grown and when seeds should be sown.

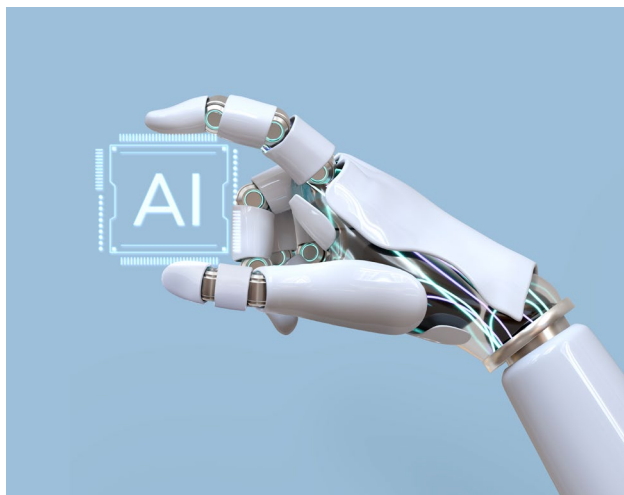
2. Soil and crop health monitoring system:

The kind of soil and nutrition of the soil have a significant impact on the crops that are grown and their quality. The quality of the



soil is deteriorating as a result of growing deforestation, making it difficult to assess.

3. AI Robotics:



Robots that can effortlessly carry out a variety of activities in farming fields are being developed based on AI. When compared to people, these robots are trained to harvest crops more quickly and in greater quantities while controlling weeds. These robots are taught to harvest and pack crops while simultaneously inspecting the crops' quality and looking for weeds. These robots can also overcome the difficulties experienced by agricultural labours.

4. Pests' detection using AI:

One of the deadliest enemies of farmers who cause agricultural damage are pests. AI systems employ satellite photos and historical data to determine whether any insects have landed and, if so, which species—such as locusts, grasshoppers, and others—have done so. AI aids farmers in their battle against pests by sending alerts to their cell phones so that farmers may take the necessary precautions and employ the necessary pest management.

5. Crop health monitoring using drones:

Drone technology has had a lasting effect on the productivity of India's agriculture sector. The companies like Equinox Drones, Dhruva Space etc provide farmers with drone-powered solutions to boost productivity in a variety of farming operations, including precision farming, livestock management, pesticide application, crop stress identification, treatment planning, plant growth monitoring and scouting. In the future, AI will help farmers evolve into agricultural technologists, using data to optimize yields down to individual rows of plants.



NURTURE THE NATURE BY BIO FERTILIZERS FOR BETTER FUTURE....

By - MK Rawat, Head NSBD Indore

Soil is the fundamental basis of life on our planet earth, not a commodity. Soil is a wide, old intelligent process the intelligence in soil recognizes the life in a seed planted in it. It provides the seed with necessary nutrients to nature which grows into a plant which in turn produce food and it is the food that comes from soil. We consume it to nature and sustain the body. Apart from this magnificent contribution, soil carries out your diverse range of functions and services to life on earth.

It's time we bring this to our awareness that magnanimity of soil is immeasurable. We also need to be aware of the fact that with current rate of soil degradation it is estimated about 90% of the earth's top soil could be degraded by 2050 resulting into 45% decline in food production when the world will have to feed 9.3 billion people.

Presently the excessive usage of chemical is one of the main deciding factors for decline of agriculture productivity, soil deterioration, global warming, toxic chemical presence in food, soil and water pollution due to indiscriminate usage of chemicals fertilizers /pesticides.

Hence the need of the time is to adopt integrated plant nutrients including green manure, organic manure, Biofertilizers along with judicious use of chemical fertilizers. Biofertilizers are the preparation carrying beneficial microorganisms which mobilize and recycle the natural nutrients.

NAFED is an Apex level cooperative

organization which understood the importance of this noble biotechnology under the Ministry of Agriculture & Farmers Welfare(Government of India) . NAFED own manufacturing unit is at Indore (MP) since 1984-85. NAFED has been receiving National productivity award (Government of India) for the past 11 consecutive times for quality of Biofertilizers production. NAFED covers a full range of biofertilizers and bio-fungicides to boost the organic farming in India. All the products are eco friendly and help the restoring of soil health fertility and crop protection in nature thus improving the environment and social public health. At current position following biofertilizers are manufactured by NAFED Seed and Biofertilizer Division, Indore as under:

1. Nafed Rhizobium
2. Nafed Azotobacter
3. Nafed Psb
4. Nafed Composting Culture
5. Nafed Tricoderma Viride 1.5% Wp (Bio-Fungicide)

Besides above NSBD Bio-fertilizer unit cell provides technical support to the farmers for converting the agriculture waste to useful natural organic manure.



RURAL DEVELOPMENT BY BRINGING WOMEN INTO FORMAL SECTORS THROUGH EDUCATION

- By Kathiravan, AM-II, Cochin Branch

Development of rural area is very complex process which involves various socio-economic, cultural and political factors. It will happen when people in rural areas are taken out of agriculture as the world has moved to agriculture revolution to industrial revolution 5.0. But, india has failed to take women out of their homes. Even homes are not safe for women were they are untouchables during their menstrual period, not respected by her husband or by her children. Average marriage age of women in india is 20-24. Literacy rate of women in rural areas is lower than that of the urban area. Women after marriage are stopped from getting education. Without the same they are unable to become employable at any age of their life.

For example: a women got married at the age of 21 and studied only till 8th standard, it will be impossible for her to adopt new technologist in her remaining years of life (average lifespan of women in india now is 68 years it will be increasing in coming future). With the level of technological advancement in coming future it the level of technology going to reach those 8th grade women will be very meagre.

Further as per ministry of labour and employment's employment statistics in 2023, higher the income of the family lesser will be the need for women to get into jobs, even though a women is well educated. And only highly educated women will be in work force.



If we consider the above said woman is self employed, in the pace of technology advancement happening in the world right now, she will not able to sustain in that business. Further the organised sector in india is growing at a rate of 10 to 12%, a women with a educational qualification like her won't get into formal sector ever again. Land owner ship of women in india is only around 13 - 20%. Hence, re-educating women who stopped education at her 8th grade needs to be educated again to bring her into the formal sector of working population and to have a better future.

Around 50% of the women in rural area are uneducated with no literacy in india. They need to live their remaining 50 years of age without education because of the socio-economic conditions prevailed before their marriage. Why can't government take some initiatives to give them education? Government can establish separate schools /institutions to help the uneducated women to get their school education and make a way to enrol them for college education.

Creating school schools by government (not outsourcing) will employee many rural women who are educated and are unemployed in rural areas. Part time schooling.

Create employment opportunity.

Will result in spending on infrastructure.

A conditioned cash transfers may be given to women who are again continuing their education.

This cash transfers may in turn help in increasing the income of her family.

Education level will reduce the total fertility rate which will help in controlling population.

She can spend the money on purchasing of household items like mixy, grinder, washing machine there by reducing

her work at home also helps in local manufacturing companies as only 20-30% of household items are imported from other countries.

Better spending on her child nutrition and education.

Will bring women out of agriculture will create demand for mechanization. As most of the rural women are dependent on agriculture, working as labours at farm land.

Increase awareness about government schemes.

If we educate women at houses there won't be need to worry about the education of the children at home. As this may reduce the dropout of children.

However, practicality of re-educating women needs to be researched / discussed to make the idea come possible. Technology penetration will be easy, so that women may able to use technological devices like drones.

Without education and lifting people out of agriculture, rural development is impossible and it remains irrelevant as they can't adapt as there is no education.

THE POWER OF PERCEPTION: WHY PUBLIC RELATIONS IS THE LIFELINE OF EVERY ORGANIZATION

- By Pallavi Chowdhary, AM, HQ, New Delhi

In a world driven by information and perception, an organization's success is no longer determined solely by the quality of its products or services. Reputation, credibility, and visibility now play equally pivotal roles. This is where public relations (PR) emerges as the unsung hero, quietly shaping narratives and building bridges between organizations and their audiences.

Beyond the Megaphone: PR as a Strategic Asset

Many mistakenly equate PR with mere publicity—press releases, media coverage, and crisis management. While these are integral components, modern PR transcends traditional boundaries. It's about crafting a compelling brand story, fostering authentic connections, and ensuring that an organization's values resonate with its stakeholders.

Effective PR is strategic. It aligns communication efforts with business goals, ensuring every message reinforces the organization's mission. Whether it's launching a new product, navigating a challenging situation, or championing corporate social responsibility, PR professionals act as navigators, steering organizations through the complex waters of public opinion.

Building Trust, One Story at a Time

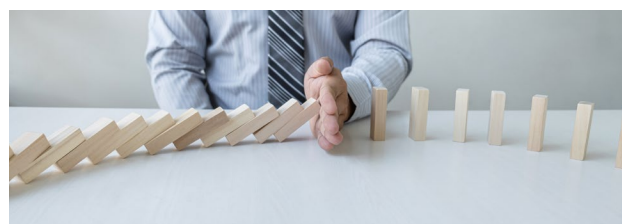
Trust is the currency of modern business. Consumers no longer buy products; they buy into brands. An organization's reputation can be its greatest asset or its most significant liability. PR plays a crucial role in cultivating

trust by ensuring transparency, promoting positive stories, and addressing concerns proactively.

Consider how brands like Amul have leveraged PR not just to promote products but to champion social causes, reinforcing their brand identity. From their iconic topical advertisements addressing current events to campaigns promoting farmer welfare, Amul has successfully built trust and loyalty through thoughtful PR strategies.

Crisis Management: The Test of True PR Prowess

"It takes 20 years to build a reputation and five minutes to ruin it," Warren Buffett famously said. When crises hit—a product recall, a scandal, or a PR misstep—the way an organization communicates can make or break its future.



PR professionals act as first responders during crises, controlling narratives, clarifying misinformation, and ensuring stakeholders hear the organization's side of the story. A well-handled crisis can even strengthen an organization's reputation, demonstrating accountability and resilience.

Driving Growth Through Positive Visibility

While advertising pays for attention, PR

earns it. Positive media coverage, thought-out leadership articles, and industry awards enhance an organization's credibility without the overt commercial tone of advertisements. This "earned media" often holds more weight with audiences, influencing decisions and driving business growth.

Moreover, PR extends beyond media relations. Today, it encompasses social media engagement, influencer partnerships, and content marketing—all working in tandem to shape brand perception.

The Social Media Effect: Amplifying PR Efforts

Social media has become an indispensable tool for public relations (PR), profoundly influencing how organizations communicate and engage with their audiences. As of January 2025, over 5.24 billion people worldwide use social media, accounting for approximately 63.9% of the global population¹. This vast user base presents organizations with unparalleled opportunities to enhance their visibility, build relationships, and manage their reputations.



Social media significantly shapes public perception. Studies indicate that 26% of

internet users utilize social media to discover products to purchase, underscoring the platform's role in influencing consumer behavior². By consistently sharing authentic and value-driven content, organizations can enhance their credibility and cultivate a loyal community.

Platforms like Twitter, LinkedIn, and Instagram allow organizations to share real-time updates, humanize their brand, and respond swiftly to both praise and criticism. This instant, two-way communication strengthens relationships with stakeholders and enhances brand visibility.

The Human Touch in a Digital World

In an era dominated by algorithms and automation, PR brings the human touch to organizational communication. It ensures that messaging remains authentic, empathetic, and relatable—qualities that algorithms alone cannot replicate.

Ultimately, public relations are not just about managing reputations—it's about building relationships. For organizations aiming not just to survive but to thrive, investing in PR is not optional—it's essential.

Similarly, PR can play a transformative role for organizations like NAFED. By highlighting the federation's efforts in supporting farmers, promoting agricultural sustainability, and ensuring fair prices, PR can enhance NAFED's reputation as a champion of the agricultural community. Consistent storytelling around our initiatives, partnerships, and successes can build stronger connections with stakeholders, including farmers, policymakers, and consumers.

¹Source: <https://www.statista.com>.

²Source: <https://blog.hubspot.com>.

A NEW ERA FOR INDIA'S COOPERATIVES: THE ROLE OF TRIBHUVAN SAHKARI UNIVERSITY

- By Rituraj Singh, Assistant Manager, Retail Business Branch, Delhi

In a strategic initiative to strengthen India's cooperative sector, Union Home Minister Amit Shah introduced the Tribhuvan Sahkari University Bill in the Lok Sabha on February 3, 2025. The bill proposes the transformation of the Institute of Rural Management Anand (IRMA) into Tribhuvan Sahkari University, an institution of national importance. The university aims to provide structured education and research in cooperative management, finance, and governance, enhancing the efficiency and sustainability of the cooperative movement in India.

The Need for a Dedicated Cooperative University India has over 8.5 lakh registered cooperative societies, covering sectors like agriculture, dairy, fisheries, banking, housing, and consumer goods. These cooperatives play a crucial role in rural employment, financial inclusion, and economic empowerment. However, there is a lack of specialized education and training to manage and modernize these organizations effectively. Some key challenges include:

1. Fragmented and Outdated Training

- Cooperative education in India is not standardized, and most institutions offer general management courses that do not cater to the unique challenges of cooperatives.
- Training programs are short-term and unstructured, failing to provide a comprehensive understanding of cooperative laws, governance, and business models.

2. Lack of Skilled Professionals

- Unlike corporate enterprises, cooperatives require leaders who understand member-driven governance, profit-sharing models, and rural economics.
- Many cooperative societies, especially Primary Agricultural Credit Societies (PACS), struggle due to a shortage of well-trained professionals.

3. Low Productivity and Innovation

- The cooperative sector contributes nearly 20% of India's GDP, yet many organizations remain inefficient due to outdated practices and poor management.
- There is limited research and innovation in cooperative finance, supply chain management, and digital integration.

4. Global Competition and Market Access

- Indian cooperatives need to compete with private enterprises and multinational corporations in sectors like dairy (Amul vs. global brands) and agriculture (cooperative farming vs. agribusiness companies).
- There is a growing need for training in modern cooperative business strategies, export management, and digital marketing.

To address these challenges, Tribhuvan Sahkari University will serve as a center

of excellence for cooperative education, training, and research, equipping future leaders with specialized knowledge and practical skills. The proposed university will focus on the following key areas:

1. Structured Education & Standardization

- Introduce degree, diploma, and certification programs in cooperative management, rural finance, and agribusiness.
- Develop a national curriculum for cooperative education in partnership with institutions like NAFED, ICAR, IIMs, NABARD, and NCDC.

2. Skill Development & Leadership Training

- Train PACS officials, cooperative bank officials, dairy managers, and Self-Help Group (SHG) leaders in governance and financial management.
- Offer executive education programs for professionals working in cooperative organizations.

3. Research & Innovation in Cooperative Models

Conduct studies on sustainable cooperative business models, microfinance, and digital transformation.

Support cooperative enterprises in adopting blockchain-based supply chains, AI-driven pricing models, and e-commerce platforms.

4. Policy Development & Advocacy

- Provide policy recommendations to state and central governments for cooperative sector reforms.

- Collaborate with international organizations like FAO, ICA, and WTO to align Indian cooperatives with global best practices.

5. Integration of Traditional and Modern Knowledge

- Blend traditional economic principles with modern cooperative governance.
- Promote sustainable agriculture, organic farming, and community-led enterprises through cooperative frameworks.

Long-Term Vision & Economic Impact

As mentioned in Tribhuvan Sahkari University bill, by 2047 the university aims to:

- Contribute to 50% of India's Gross National Product (GNP) through cooperative enterprises.
- Train over 5 lakh cooperative professionals in the next 10 years.
- Develop 200+ research papers and case studies on best practices in cooperative business.
- Enhance the competitiveness of Indian cooperatives in domestic and global markets.

Conclusion

The establishment of Tribhuvan Sahkari University marks a historic step toward professionalizing India's cooperative sector. By providing structured education, skill development, and research-driven solutions, the university will create a new generation of cooperative leaders capable of driving innovation,

sustainability, and economic growth. As India moves towards Atmanirbhar Bharat (Self-Reliant India), a strong cooperative education system will be a key pillar of rural and economic development.



MAGICAL MANAGALAZODI- THE BIRDS PARADISE

By - Anindita Guha, Manager, Bhubaneshwar Branch

The Mangalazodi wetlands, located in the northern fringes of Odisha's Chilika Lake is rare spectacle of nature. About 70 Km south east of Bhubaneshwar, Managalazodi has proven over the years to be sheltering paradise of nearly 300 species of migratory birds all coming from distant lands during winter on the Central Asian Flyway.



Chilika lake being the largest coastal lagoon in India and second largest in the world spanning over 1100 square kilometers across Odisha covering three districts of Khurda, Puri and Ganjam. The brackish water lagoon is fed by more than 50 rivers and streams and sea water ingress from Satpada. This wetland is amalgamation of shallow fresh water, weeds, reeds, creeks, mudbands, marshylands and is completely different from Chilika Lake.

Years ago, the place was notoriously famous for bird poaching. The villagers used to hunt the migratory birds for living their livelihood. Over the years, upon continued and focused efforts of the conservationists, the place has shown remarkable transformation and turned out to be birds resting place and conservatory of both resident and

migratory birds. Today Managalazodi is a pristine ecotourism destination and every birdwatcher's paradise. These wetlands have now become home to wide variety of resident birds who earlier use to visit here during migration but stayed back because of the habitat of large silent green marshy lands and lowland creeks and plenty availability of fresh and marine life for feed. Numerous marshes scattered over the wetlands like emeralds on a turquoise necklace provides nesting grounds for the terns and gulls. The intricate tapestry of the habitat is the harbinger of wide variety of avian life. Most importantly it is an amaze to understand the natural navigation system provided by God to these fliers who reach their exact destination without the help of all technical facilities flying the way from Siberia, Mongolia and Northern arctic cycle to India.

During my visit to this nature's wonder during January'2025, the calls of gagging geese, wobbling whistles of Pintail Ducks, haunting calls of Herons happen to recreate a symphony of natural and warm melody. The pristine beauty was sounded busy with the cacophony of chaos that had been recreated by the calls of Ruddy Shelduck,



Citrine Walktail, Black winged Stilt and the Grey Herons. The experience of witnessing large mass of spot billed pelicans and Black winged Stilts meeting closely and chattering over some issue is a memory stored forever in the memory for a nature lover. It is a feast to the eyes to see the labyrinth of marshy green grasses become a wading station for the birds Herons and Egrets.

Birding in Chilika is an immersive activity. Glide through the narrow reeds on a traditional country boat and get a close view of the birds and their adaptive features. The local guide would explain all the bird's

species with their extensive knowledge and expertise which would help understand this wonder habitat. Nutrient rich waters attract insects, plankton, and aquatic animals which ensure bountiful feed for the avian life.

Mangalazodi is not just a wetland but a proven testament of the bond between nature and human staying in harmony. Some day some time when willing to escape into the lap of the nature, just answer to the magical call of nature from Mangalazodi – Odisha and immerse yourself to the warmth of this wonderland



FOOD WASTAGE IN INDIA: A CRISIS THAT DEMANDS ACTION

By - Anjali Bansal

India, where agriculture supports millions of livelihoods, faces a harsh reality: while being one of the world's largest food producers, millions go to bed hungry every night. This contradiction highlights a critical issue—a staggering amount of food is wasted across farms, markets, and households. Food wastage is not just an economic loss but also a humanitarian and environmental crisis. Farmers struggle with unsold produce, supply chain inefficiencies lead to spoilage, and consumers discard edible food without realizing the impact. Addressing this issue is critical to ensuring food security, supporting farmers, and minimizing environmental harm.

The Reality of Food Wastage in India

According to the United Nations Environment Programme, India discards 74 million tonnes of food annually, leading to a financial loss of ₹92,000 crore.

This massive wastage contributes to hunger, economic instability, and environmental damage.

Key Reasons Behind Food Wastage

Several interconnected factors drive food wastage in India:

- Inadequate storage facilities – Many farmers lack access to proper warehouses



and cold storage, causing fresh produce to perish.

- Market inefficiencies – Fluctuating demand and delays in procurement often leave farmers with excess unsold stock.
- Gaps in the supply chain – Weak transportation networks and inefficient handling lead to food loss before it reaches consumers.
- Consumer behavior – Lack of awareness, over-serving, and improper food management result in significant wastage at homes and restaurants.

The Impact of Food Wastage

- Economic Loss – Farmers, retailers, and businesses suffer financial setbacks, reducing agricultural profitability.
- Food Insecurity – Wasted food could have fed millions struggling with hunger and malnutrition.
- Environmental Damage – Rotting food releases methane, a greenhouse gas that contributes to climate change.

NAFED's Role in Reducing Food Wastage

As a key player in India's agricultural sector, NAFED actively works to minimize food wastage by Procuring, Storing, and Efficiently Distributing Essential Commodities. Through its procurement at Minimum Support Price (MSP), NAFED prevents farmers from distress selling and ensures their produce is not wasted due to market fluctuations. The federation also maintains advanced storage facilities, reducing post-harvest losses and ensuring better shelf life for commodities. Additionally, NAFED stabilizes markets

by selling essential items like Onions and Tomatoes during price fluctuations, preventing unnecessary hoarding and spoilage. By leveraging its NAFED Bazaar retail network, it further ensures that quality food products reach consumers efficiently. With a strong commitment to food security and farmer welfare, NAFED continues to play a vital role in building a more sustainable and waste-free food system in India.

Towards a Waste-Free Future

Food wastage is not just an economic loss—it is a missed opportunity to feed millions and support our farmers. By improving storage, strengthening supply chains, and being mindful consumers, we can reduce waste and ensure that food reaches those who need it most. NAFED plays a vital role in this effort by procuring crops at fair prices, maintaining storage facilities, and stabilizing markets to prevent unnecessary losses.

Every meal wasted is a meal taken away from someone in need. Let's respect our food, support our farmers, and reduce waste. Store wisely, buy only what you need, and share whenever possible. Small actions can create a big change because every grain matters!



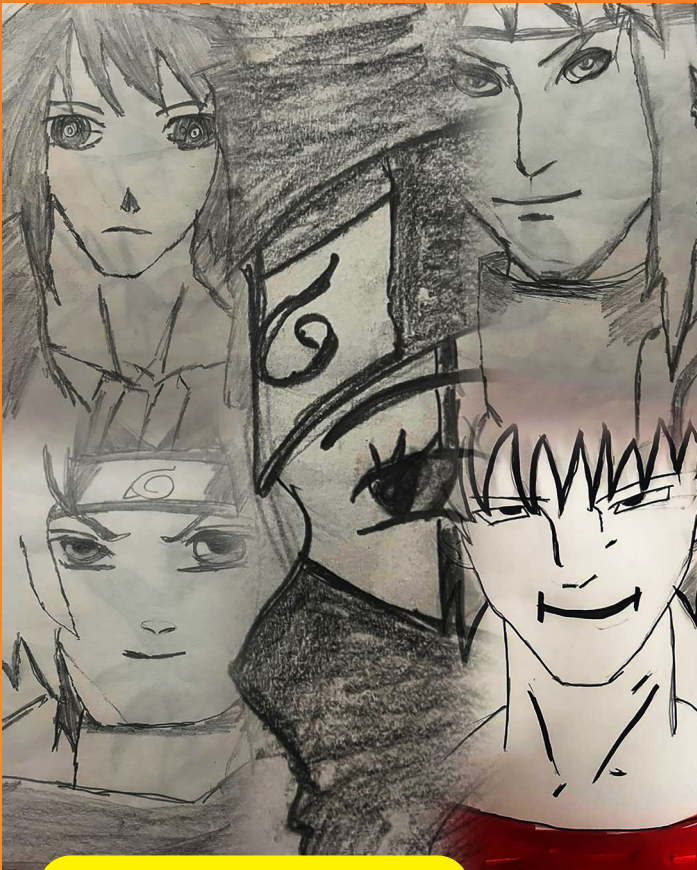


CREATIVE Canvas

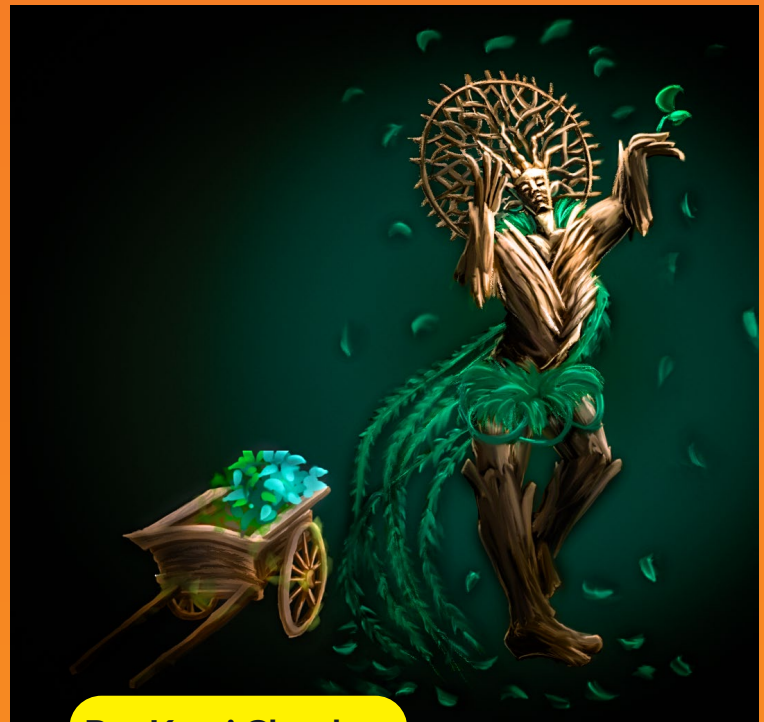
SECTION-3



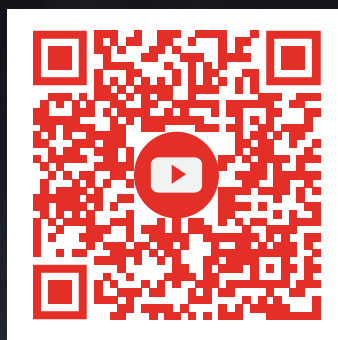
By- M.K. Rawat



By- Anish Chakraborty



By- Kruti Choubey



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