



# कृषक सारथी

Issue 29 - May / मई 2025

Monthly Newsletter of  
**KRISHAK BHARATI COOPERATIVE LIMITED (KRIBHCO)**



## COOPERATIVES FOR PROGRESS

Empowering Farmers and  
Strengthening India's Cooperatives





## Message from the DIRECTOR (MARKETING)

**Dear Cooperators,**

It is with great pride that we bring to you the new edition of Krishak Saarathi, highlighting powerful strides being taken to elevate India's cooperative sector to new heights.

This month, we focus on a major review led by Union Home and Cooperation Minister Shri Amit Shah, where the performance and future roadmap of NCEL, NCOL, and BBSSL were keenly assessed. These three national-level cooperative institutions – integral to Prime Minister Shri Narendra Modi's vision of "Prosperity through Cooperation" – are transforming the landscape of exports, organic produce, and seed innovation in India. Strategic targets have been set, including ₹2 lakh crore in cooperative exports, expansion of Bharat Organics across major retail platforms, and advanced seed solutions for high-yield, climate-resilient agriculture.

Equally significant is the Ministry of Cooperation's recent collaboration with Swiggy Instamart to bring cooperative dairy and organic products to online marketplaces, opening up new digital avenues for rural producers. This integration of tradition with technology is yet another step in building a modern, self-reliant cooperative economy.

This edition also continues coverage of the landmark Tribhuvan Sahkari University Bill, now approved by both Houses of Parliament. This pioneering institution will professionalize

cooperative education and create robust career opportunities for youth, empowering eight lakh individuals every year with the knowledge and skills to lead India's cooperative future.

In global news, KRIBHCO participated in the IFA 2025 conference, where Shri M. R. Sharma, Managing Director, along with other senior officers, represented the organization on a global platform focused on sustainable agriculture and future-ready food systems. Their presence reaffirmed KRIBHCO's commitment to farmer-centric development through knowledge-sharing and international collaboration.

As we move ahead, these collective efforts reflect a dynamic, forward-thinking approach toward realizing a cooperative-led "Viksit Bharat 2047". We are confident this edition will offer valuable insights and inspire greater participation in this shared journey of inclusive growth.

We thank you for your continued trust and welcome your suggestions as we work together to strengthen India's cooperative movement.

**V. S. R. Prasad**

Director (Marketing), KRIBHCO

## EDITOR'S DESK



**Dear Readers,**

Welcome to the 29<sup>th</sup> edition of Krishak Saarathi, where we bring you the latest insights and updates from the agricultural and cooperative sectors.

As we transition into the upcoming month, farming practices continue to evolve in response to changing weather patterns and emerging agricultural needs. This month, we continue offering guidance through our Krishi Kary section, providing valuable tips on soil care, irrigation, pest management, and crop management, ensuring farmers are well-prepared for the challenges and opportunities of the upcoming Kharif Season.

We are also pleased to share highlights from recent events, including the enriching study tour by participants of NCCE's Training of

Trainers Programme, who visited KRIBHCO's Soil and Seed Testing Labs. This exchange further strengthens our commitment to educating and empowering agricultural professionals across the country.

Additionally, we take pride in celebrating International Labour Day with a musical evening in Surat, where we honoured the dedication of workers through a vibrant celebration.

Thank you for your continued support. We hope you find this edition both informative and inspiring as we work together toward a more sustainable and prosperous agricultural future.



**Dr. Vinod Kumar Tiwari**

Jt. GM (Marketing & PR) KRIBHCO

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# Union Home and Cooperation Minister Shri Amit Shah Reviews Progress of NCEL, NCOL, and BBSSL



New Delhi, 3 May 2025 – Union Home Minister and Minister of Cooperation **Shri Amit Shah** chaired a high-level review meeting in New Delhi to assess the performance and future road map of three key national cooperative institutions – **National Cooperative Exports Limited (NCEL)**, **National Cooperative Organics Limited (NCOL)**, and **Bharatiya Beej Sahkari Samiti Limited (BBSSL)** and sets Strategic Targets to Boost Cooperative Exports, Organic Branding, and Seed Innovation.

These institutions, established in 2023 under the leadership of Prime Minister Shri Narendra Modi, are part of the government’s “Whole of Government” approach to empower the cooperative sector through coordinated efforts across ministries and departments. Present at the meeting were Secretary, Ministry of Cooperation; senior officials; and the Managing Directors of NCEL, NCOL, and BBSSL – **Shri Anupam Kaushik**, **Shri Vipul Mittal**, and **Shri Chetan Joshi**, respectively.

## NCEL: Strengthening India’s Cooperative Exports

Shri Amit Shah directed NCEL to explore fresh export opportunities for **sugar, aromatic rice from Tripura, organic cotton, and coarse grains**. He also encouraged the organization to partner with major companies for exporting **fresh vegetables to Gulf countries and special potato varieties**.



Target of **₹2 lakh crore in exports** was set for NCEL, along with instructions to identify **three new, untapped products** for international markets. The Minister stressed routing all cooperative exports through NCEL, enabling an estimated **₹20,000–30,000 crore in returns** to cooperatives.

Key milestones achieved by NCEL in its first year (FY 2024–25) include:

- Membership of over **10,000 cooperative institutions**
- Turnover of **₹4,283 crore** and a **net profit of ₹122 crore**
- Export to **28 countries** including rice, shrimp, spices, cereals, wheat, and fruits
- Strategic MoUs with **61 importers** from **Senegal, Indonesia, and Nepal**

Shri Shah further recommended opening NCEL offices in **Africa and Myanmar** for pulse imports and launching a dedicated website to connect cooperatives with global demand.

## NCOL: Expanding Bharat Organics Brand

Commending NCOL’s strides, Shri Amit Shah noted that **Bharat Organics products** are now being supplied to major platforms such as **Amul and Bigbasket**, and will soon be available in **Reliance stores** across India. The brand currently retails **22 organic products** – including cereals, pulses, spices, and sweets – in the **Delhi-NCR region**, with expansion planned in major metros.

### Key highlights for NCOL:

- Target set: **₹300 crore turnover** for FY 2025–26
- Over **7,000 cooperatives** on boarded
- **1,200+ metric tonnes** procured from **2,000+ farmers**
- Current turnover: **₹10.26 crore**
- Unique feature: Every product batch is **pesticide-tested** with **QR-code-based transparency**, ensuring authenticity and consumer trust



The Minister also advised forming state-level groups of certified organic farmers and integrating them for broader outreach and supply

## BBSSL: Strengthening India's Seed Ecosystem

Highlighting BBSSL’s critical role, Shri Amit Shah emphasized the need to:

- Establish **tissue culture facilities** to provide **high-genetic-potential banana plants** in top 10 producing states
- Focus on **sugarcane varieties** with **high sugar content and low water needs**
- Promote development of **short-maturity, high-yield crops** like **pigeon pea, black gram, and maize**
- Encourage seed production for **processing varieties**, especially **potatoes for French fries**.



The **BBSSL Centre in Kalol, Gujarat**, will be a hub for such innovations. Additionally, BBSSL was urged to develop **Lachka fodder seeds** for sale through **NDDDB and Amul** networks.

The Minister concluded by reiterating the government’s commitment to bolstering agricultural cooperatives through **quality inputs, institutional support, and technological innovation**, firmly anchored in Prime Minister Modi’s vision of **“Prosperity through Cooperation”**.



## Cooperative Ministry Signs MoU with Swiggy Instamart to Bring Cooperative Dairy and Organic Products Online

- New Delhi, 26 April 2025

The Ministry of Cooperation has taken a major step toward enhancing the market reach of cooperative products by signing a Memorandum of Understanding (MoU) with Swiggy Instamart to onboard cooperative dairy, organic, and other products onto its e-commerce and quick commerce platforms.

The MoU was signed in New Delhi on 25 April 2025 between Shri Amitesh Jha, CEO of Swiggy Instamart, and Shri D.K. Verma, Joint Secretary, Ministry of Cooperation. Dr. Ashish Kumar Bhutani, Secretary, Ministry of Cooperation, was present on the occasion.

This partnership aims to empower cooperative societies by providing them access to new-age customers through digital technology, thereby expanding their digital footprint. Notably, products under the Bharat Organics brand and other cooperative dairy items will now be available to a wider consumer base via Swiggy's online platforms.

Swiggy will collaborate with the Ministry to assist cooperative brands in areas such as marketing, consumer engagement, promotion, capacity building, and digital technology integration. A dedicated "Cooperative" category will be created on Swiggy's app, focusing on organic food, dairy, millets, handicrafts, and other cooperative-backed products.

Under the leadership of Prime Minister Shri Narendra Modi and the guidance of Union Home and Cooperation Minister

Shri Amit Shah, the Ministry of Cooperation has launched over 60 key initiatives to strengthen India's cooperative sector. This collaboration is a significant move in that direction, especially in offering market access to cooperative products across the country.

In alignment with the United Nations' declaration of 2025 as the International Year of Cooperatives, Swiggy and the Ministry will also undertake nationwide awareness campaigns to promote the cooperative movement and its benefits.

Earlier, on 24 April 2025, Dr. Bhutani inaugurated a state-of-the-art packaging unit of National Cooperative Organics Limited (NCOL) in Noida, Uttar Pradesh. The facility is dedicated to hygienic, high-quality packaging of pulses and other organic products.

This MoU marks a significant step in connecting traditional cooperative producers with modern digital consumers, paving the way for a more inclusive and tech-enabled cooperative economy.



## त्रिभुवन सहकारी विश्वविद्यालय को संसद की मंजूरी: सहकारी आंदोलन को मिलेगा नया आयाम, युवाओं के लिए खुलेगा रोजगार का नया द्वार

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

भारत सरकार द्वारा प्रस्तावित त्रिभुवन सहकारी विश्वविद्यालय अब संसद की मंजूरी के बाद एक वास्तविकता बन चुका है। लोकसभा और राज्यसभा दोनों से विधेयक पारित होने के साथ ही यह विश्वविद्यालय सहकारी शिक्षा, प्रशिक्षण और अनुसंधान के क्षेत्र में देश का पहला प्रमुख संस्थान बन गया है। **NCUI, IFFCO** और **GUJCOMASOL** के अध्यक्ष श्री दिलीप संघाणी, जो गुजरात सरकार में पूर्व मंत्री भी रह चुके हैं, ने इस पहल को युवाओं और सहकारी क्षेत्र के लिए स्वर्णिम भविष्य की ओर निर्णायक कदम बताया। उनके अनुसार, यह विश्वविद्यालय सहकारी आंदोलन को व्यावसायिक, तकनीकी और वैश्विक दृष्टि से सशक्त बनाएगा।

### युवाओं के लिए रोजगारपरक शिक्षा का केंद्र

त्रिभुवन सहकारी विश्वविद्यालय का मुख्य उद्देश्य सहकारी क्षेत्र में रोजगार की संभावनाओं को सशक्त बनाना है। विश्वविद्यालय सहकारी प्रबंधन, वित्त, डिजिटल सहकारिता, कृषि सहकारिता और सामुदायिक विकास जैसे विषयों में व्यावहारिक और उद्योग आधारित पाठ्यक्रम उपलब्ध कराएगा, जिससे युवा छात्र सीधे रोजगार की दिशा में कदम बढ़ा सकें।



## सहकारी संस्थाओं को मिलेगा नया नेतृत्व

भारत में सहकारी संस्थाएं जैसे अमूल, इफको, कृभको आदि वर्षों से ग्रामीण विकास, कृषि, बैंकिंग और उपभोक्ता सेवाओं में योगदान दे रही हैं। लेकिन तकनीकी समावेशन, पेशेवर नेतृत्व और आधुनिक रणनीतियों की कमी इनकी प्रगति में बाधा रही है। यह विश्वविद्यालय इन सभी कमियों को दूर करेगा और सहकारी क्षेत्र को आधुनिक युग में प्रवेश कराने का मार्ग प्रशस्त करेगा।

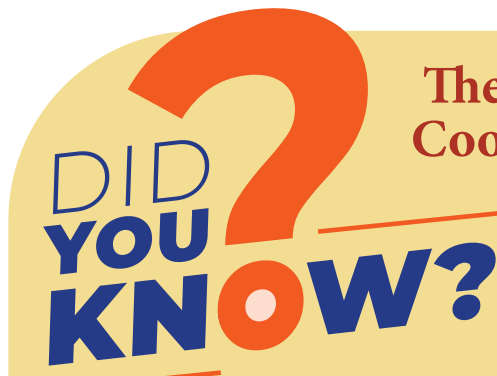
## डिजिटल और वैश्विक सहकारिता की ओर

विश्वविद्यालय के पाठ्यक्रमों में डिजिटल तकनीक, आर्टिफिशियल इंटेलिजेंस, डेटा एनालिटिक्स और ब्लॉकचेन जैसी आधुनिक विधाओं को शामिल किया जाएगा, जिससे सहकारी संस्थाएं वैश्विक प्रतिस्पर्धा के लिए तैयार हो सकें। अंतरराष्ट्रीय सहकारी संगठनों से साझेदारी कर भारतीय सहकारिता को वैश्विक पहचान दिलाना भी इसका उद्देश्य है।

## विकसित भारत 2047 में सहकारिता की भूमिका

श्री संचाणी ने कहा कि यह विश्वविद्यालय 'विकसित भारत 2047' के सपने को साकार करने में सहकारी क्षेत्र की भूमिका को मजबूत करेगा। आत्मनिर्भर भारत, ग्रामीण रोजगार, कृषि विकास और वित्तीय समावेशन जैसे लक्ष्यों को प्राप्त करने में सहकारी आंदोलन अब अधिक प्रभावशाली भूमिका निभा सकेगा।

त्रिभुवन सहकारी विश्वविद्यालय न केवल युवाओं के लिए नए रोजगार विकल्प खोलेगा, बल्कि भारत में सहकारी आंदोलन को पेशेवर, आधुनिक और वैश्विक स्तर पर प्रतिस्पर्धी बनाने वाला एक ऐतिहासिक संस्थान साबित होगा। यह सिर्फ एक विश्वविद्यालय नहीं, बल्कि सहकारी आंदोलन का भविष्य है।



## The Seven Principles That Guide Cooperatives Worldwide

Cooperatives are distinct from other business models due to their strong foundation in shared values and democratic processes. Their functioning is guided by seven internationally recognized principles, which translate cooperative values into practice and ensure that members remain at the heart of every decision.

Here is an overview of these key principles:

### 1. Voluntary and Open Membership

Cooperatives are voluntary organizations, open to all individuals who are able to use their services and willing to accept the responsibilities of membership, regardless of gender, social background, race, political beliefs, or religion.

### 2. Democratic Member Control

They are democratic organizations controlled by their members. In primary cooperatives, each member has one vote, ensuring equal participation in policy-making and decision processes.

### 3. Member Economic Participation

Members contribute equitably to, and democratically control, the capital of their cooperative. A portion of the surplus is often reinvested for the development of the cooperative and its services, while also benefitting members proportionately to their use of the cooperative.

### 4. Autonomy and Independence

Cooperatives are autonomous, self-governing entities. Even when entering into agreements with other organizations or raising external capital, they ensure that democratic control and independence are preserved.

### 5. Education, Training, and Information

They provide education and training to members, elected representatives, managers, and employees to enhance their effectiveness. Additionally, they promote awareness about the cooperative model among the public, especially youth and opinion leaders.

### 6. Cooperation among Cooperatives

By working together at local, national, regional, and international levels, cooperatives strengthen the overall movement and provide greater value to their members.

### 7. Concern for Community

Cooperatives work for the sustainable development of their communities, implementing policies approved by their members to support long-term social and environmental well-being.

These principles are not merely theoretical—they form the operational and ethical framework that distinguishes cooperatives globally.



## KRIBHCO Joins Global Dialogue on Sustainable Agriculture at IFA 2025

The International Fertilizer Association (IFA) 2025 conference is a global platform where industry leaders unite to rethink the future of agriculture –focusing on responsible production practices, fertilizer policies and building food systems that are resilient, inclusive, and future-ready.

KRIBHCO is proud to contribute to this global vision. Representing the organization at the event are Shri M. R. Sharma, Managing Director, Shri S. S. Yadav, Director (HR), and Shri L. P. Goodwin, Joint General Manager (Marketing). Their participation underscores KRIBHCO's ongoing commitment to sustainable growth and farmer prosperity.

With a strong focus on knowledge-sharing and international cooperation, KRIBHCO aims to support the development of farming models that are not only productive but also environmentally conscious and economically viable. Through meaningful engagement at IFA 2025, KRIBHCO continues to champion innovation and collaboration in agriculture – ensuring that farmers remain at the heart of global sustainability efforts.



## Participants from NCCE's Training of Trainers Programme Visit KRIBHCO for Study Tour

KRIBHCO had the privilege of welcoming participants from the National Centre for Cooperative Education (NCCE) as part of their Training of Trainers Programme during a special study visit.

As part of their learning experience, the participants toured KRIBHCO's Soil Testing Lab and Seed Testing Lab, where they interacted with experts and gained first-hand knowledge about scientific practices in agriculture. Dr. Rakesh Kumar, Deputy General Manager (Marketing), along with other senior officials, engaged with the participants and shared valuable insights into cooperative operations and field experiences.

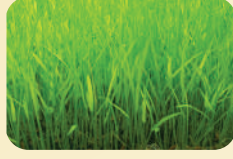
This study visit served as a meaningful exchange, reinforcing KRIBHCO's commitment to strengthening cooperative education and supporting the professional development of trainers from across the country.



## जून माह के मुख्य कृषि कार्य

### धान की नर्सरी

धान की नर्सरी के लिए मिट्टी तैयार कर 3-4 बार जुताई करें और बीज उपचार के बाद नर्सरी में बोआई करें। उन्नत किस्मों में पूसा बासमती, पूसा सुगंध, सीआर धान की किस्मों प्रमुख हैं।



### मिर्च

मिर्च की पौध जून के अंत तक 30-35 दिनों की होनी चाहिए, और रोपाई के लिए उचित दूरी रखें। खेत की तैयारी में उर्वरकों का संतुलित उपयोग करें।



### ग्रीष्मकालीन मक्का

मक्का की कटाई भुट्टों की सूखी अवस्था में करें और धूप में सुखाकर दाने अलग करें। बेबीकॉर्न 2-3 दिन में और स्वीटकॉर्न 20-22 दिन बाद तुड़ाई के लिए उपयुक्त होते हैं।



## ..... बागवानी फसलें .....

### आम

आम की डासी मक्खी के नियंत्रण के लिए मिथाइल यूजीनाल ट्रेप का उपयोग करें। मिलाबग के लिए मिथाइल पैराथीयान का प्रयोग करें।



### बाजरा

बाजरे के लिए जल निकास वाली दोमट मिट्टी और 15 जून से 15 जुलाई के बीच बोआई करें। पंक्तियों में बोआई से जल की बचत और पोषक तत्वों का बेहतर उपयोग होता है।



### पपीता

पपीता के लिए उपजाऊ और जल निकासी वाली मिट्टी आवश्यक है, गड्डे में गोबर की खाद और नीम की फली मिलाकर रोपण करें। प्रमुख उन्नत किस्मों पूसा मेजस्टी, वाशिंगटन, सोलो हैं।



### सूरजमुखी

फूल का पिछला भाग पीला होने पर सूरजमुखी की कटाई करें और बीजों को सुखाकर अलग करें। सूखे बीजों को भंडारण से पहले अच्छी तरह सुखा लेना चाहिए ताकि नमी 10% से कम हो।



### नींबू

नींबू के पौधों में नाइट्रोजन और पोटैश का संतुलित प्रयोग करें, आयु के हिसाब से इनकी मात्रा बढ़ानी चाहिए।



### मूंगफली

प्रजातियों के अनुसार उचित दूरी पर बोआई करें और बीज को फफूंदनाशक व राइजोबियम से उपचारित करें। उर्वरकों में नाइट्रोजन, फॉस्फोरस, पोटैश, जिप्सम, बोरेक्स व जिंक सल्फेट का संतुलित प्रयोग करें।



### केला

केला रोपने के लिए 3 माह पुरानी स्वस्थ और रोगमुक्त पौध का चयन करें। रोपाई के बाद सिंचाई आवश्यक है।



### सोयाबीन

सोयाबीन की बोआई उचित जल निकास वाली दोमट मृदा में मध्य जून से जुलाई तक करें। बीज उपचार, जैव उर्वरक उपयोग व खरपतवार नियंत्रण से उपज और गुणवत्ता बढ़ती है।



### लीची

लीची में गुटी द्वारा प्रवर्धन के लिए जून के दूसरे पखवाड़े से शुरुआत करें, यह समय सर्वोत्तम है।



### हरी खाद वाली फसलें

ढेंचा, सनई, ग्वार जैसी फसलों को वर्षा पूर्व सूखे खेत में छिटक कर बोआई करें। हरी खाद की फसल 40-45 दिन में मिट्टी में पलटें, अन्यथा तना सख्त होने से विघटन रुकता है।



### अंगूर

अंगूर की मिठास बढ़ाने और जल्दी पकने के लिए इथिफान और बोरेक्स का छिड़काव करें, सिंचाई न करें।



## ..... सब्जी फसलें .....

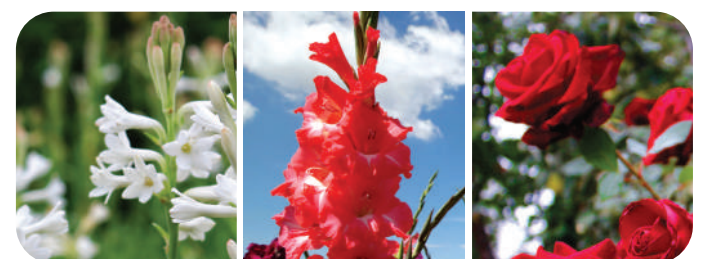
### बैंगन

बैंगन की पौधशाला में बीज बोने से पहले फफूंदनाशक से उपचारित करें। अगेती प्रजातियाँ जैसे पूसा श्यामला, पूसा पर्पल क्लस्टर उपयुक्त हैं।



## ..... पुष्प व सुगंध वाले पौधे .....

गुलदावदी की कटिंग तैयार करें और अन्य पौधों में निराई-गुड़ाई, सिंचाई का ध्यान रखें। बेहतर फूलों के लिए जिब्रेलिक एसिड का छिड़काव करें।



# KRIBHCO's Nationwide Soil Testing Campaign

KRIBHCO's nationwide soil testing drive is helping farmers boost productivity and protect their land for future generations.



कृषक भारती कोआपरेटिव लिमिटेड

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