

GOVERNMENT OF INDIA  
MINISTRY OF COOPERATION

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 3041**  
TO BE ANSWERED ON 20<sup>th</sup> AUGUST, 2025

**Performance of newly formed National Multi-State Cooperative Societies**

**3041 Dr. Anil Sukhdeorao Bonde:**

**Shri Narhari Amin:**

**Shri Narayana Koragappa:**

**Smt. Maya Naroliya:**

**Shri Brij Lal:**

Will the Minister of COOPERATION be pleased to state:

- (a) the key performance indicators and targets set for the National Cooperative Exports Limited (NCEL), National Cooperative Organics Limited (NCOL), and Bharatiya Beej Sahkari Samiti Limited (BBSSL) for the current and upcoming financial years;
- (b) the specific strategies being adopted by each of these cooperative societies to enhance their market presence;
- (c) the measures taken to increase the membership and participation of primary cooperative societies in these National-level bodies; and
- (d) the current turnover and profitability of each of these three societies and what are their projected growth trajectories?

**ANSWER**

THE MINISTER OF COOPERATION  
(SHRI AMIT SHAH)

(a) to (c): With the approval of the Union Cabinet, the Ministry of Cooperation has set up three new national-level cooperative societies under the MSCS Act 2002:

- a) National Cooperative Exports Limited (NCEL),
- b) National Cooperative Organics Limited (NCOL),
- c) Bharatiya Beej Sahkari Samiti Limited (BBSSL).

The cooperative societies of all levels, PACS to Apex, interested in specified activities are eligible to become their member.

The key performance indicators, targets, strategies being adopted and measures taken to increase membership by NCEL, NCOL and BBSSL are as follows:

**National Cooperative Exports Limited (NCEL):** NCEL's objectives for the current and upcoming financial years is to focus on strengthening the cooperative export ecosystem. Key targets include becoming the nodal agency for cooperative exports, signing MoUs with nodal agencies in all States and UTs, and linking stakeholders to global markets. NCEL aims to boost

rural employment through export-related activities such as value addition, packaging, storage, and transportation, while enabling the export of agricultural and allied commodities at globally benchmarked prices. Its plans also cover market research, export consultancy, training on international standards, assistance with certifications and logistics, infrastructure development, and creating a knowledge repository. Additionally, NCEL targets to support cooperative product positioning through branding, labelling, and packaging initiatives.

To achieve its target, NCEL is implementing multiple strategies to enhance its market presence. It has signed MoUs with state-appointed nodal agencies and is developing business plans to connect with PACS. A commodity seminar programme has been launched to prepare farmers and cooperatives for exports, with events planned across several states and the first held in Madhya Pradesh in July 2025. Adopting a ‘Whole of Government’ approach, NCEL is working with nodal agencies, RCS offices, and other stakeholders to gather Mandi arrival data and design commodity-specific strategies for procurement from cooperatives. It is also focusing on branding to promote the cooperative sector and Indian produce internationally, supported by a targeted digital outreach using social media and other marketing tools.

To increase the membership and participation of primary cooperative societies, NCEL has undertaken several initiatives which include a BPO Outreach Programme to encourage societies, especially PACS, to join and engage with NCEL, and close coordination with RCS offices and Cooperation Departments across States and UTs to raise awareness. NCEL maintains an active presence on major social media platforms, conducts Nukkad Natak programmes to engage farmers and collectives, and circulates a digital newsletter in 10 languages via its website and WhatsApp. Additionally, commodity seminars are being organised across states to further connect with and support PACS. So far, 10,277 cooperative societies have become members of NCEL.

**National Cooperative Organics Limited (NCOL):** For upcoming financial years, NCOL’s key priorities include the expansion of the ‘Bharat Organics’ brand. Currently, NCOL has introduced 25 products namely Arhar Dal, Brown Chana, Chana Dal, Kabuli Chana, Masoor Malka, Masoor Split, Masoor Whole, Moong Dhuli, Moong Split, Moong Whole, Rajma Chitra, Urad Dal, Urad Gota, Urad Split, Urad Whole, Jaggery Cube, Jaggery Powder, Brown Sugar, Khandsari Sugar, Harinarayan Rice, Coriander Powder, Turmeric Powder, Fenugreek, Coriander Whole and Apple Cider Vinegar in the Delhi–NCR market and is marketing them through retail chains, e-commerce, quick commerce platforms, and institutional channels. NCOL is also entering new markets in Bengaluru, Hyderabad, Mumbai, Ahmedabad, and Pune to strengthen its national presence.

To achieve its target, NCOL and its associated cooperative societies have adopted several strategies to enhance market presence, including the consolidation of “Bharat Organics” as a unified national brand for their organic produce and forming retail partnerships with NAFED, NCCF, IFFCO, State Cooperatives, e-commerce and q-commerce platforms such as Swiggy, Blinkit, Bigbasket, Amazon, and Safal outlets, as well as private retail chains like Reliance and More. The approach also focuses on market diversification by targeting domestic institutional buyers, including PSUs and defence canteens. To ensure credibility, strict adherence to NPOP and FSSAI organic standards is maintained through certification and quality assurance measures, while consumer awareness drives are organised to highlight the benefits of organic products.

To increase the membership and participation of primary cooperative societies, NCOL is conducting awareness and capacity-building programmes, facilitating membership enrolment, and linking PACS produce to its marketing channels to increase the membership and participation of Primary Agriculture Credit Societies (PACS). So far, 7,299 cooperative societies have become members of NCOL.

**Bharatiya Beej Sahkari Samiti Limited (BBSSL):** The target for BBSSL in the current and upcoming financial years is to focus on expanding membership by increasing cooperative societies, boosting seed production capacity, and diversifying into multiple crop varieties. BBSSL aims to widen its market reach through a strong distributor network of member cooperatives, forge strategic collaborations with research institutions for agronomic and R&D services, and promote, conserve, and produce traditional seeds to preserve land races. It also targets positioning itself as the apex body for quality seeds in India, delivering value to members while advancing sustainable, inclusive agricultural growth, and strengthening engagement with central and state agencies for policy support, schemes, and partnerships.

To achieve its target, Bharatiya Beej Sahakari Samiti Limited (BBSSL) has adopted a targeted growth strategy to strengthen its market presence in 15 states, focusing on key districts and major crops with high cultivation. The approach includes expanding sales channels, prioritising high-demand crops like wheat, paddy, groundnut etc. and enhancing both own production and strategic sourcing for timely availability of certified seed to farmers. To extend its reach, BBSSL is implementing an integrated marketing plan with digital campaigns, farmer sessions, and active engagement with its extensive cooperative and distributor network. Supported by strong on-ground team, these measures aim to boost market penetration, strengthen the 'Bharat Beej' brand, and serve over one million farmers through an efficient and reliable seed supply chain.

To increase the membership and participation of primary cooperative societies, Bharatiya Beej Sahakari Samiti Limited (BBSSL) is enhancing Primary Cooperatives membership and participation through targeted awareness campaigns at the state and district levels, supported by coordination and direct engagement with State and District RCS offices. PACS are being integrated into BBSSL's seed production and distribution to maximize their participation, with progress reviewed and monitored in coordination with the concerned state departments. So far, 25,121 cooperative societies have become members of BBSSL.

(d): All three cooperatives i.e., NCEL, NCOL and BBSSL are working towards becoming one of the premium institute of their sector by leveraging the strength of network of cooperatives so as to maximize the benefit to the farmers in the next 10 years.

Sl.No	Name of Cooperative	Turnover during 2024-25 (in Crores)	Profit (2024-25)
1	National Cooperative Exports Limited (NCEL)	₹ 4,283	₹ 122 Crore
2	National Cooperative Organics Limited (NCOL),	₹ 10.26	₹ 36.12 Lakhs
3	Bharatiya Beej Sahkari Samiti Limited (BBSSL).	₹ 55.25	₹ 28 Lakhs

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