

# AAU's Role in *Krush*i Mahotsav Model

## Brief Report

### **Background:**

*Krush*i Mahotsav , conceived for first time in the country by Hon'ble Chief Minister Shri Narendrabhai Modi is a knowledge sharing rendezvous visionary unique concept of the Farming community of Gujarat. It has been started to be organized from 2005-06 and onwards with an intention to double the Agriculture Production of farmers of the state. *Krush*i Mahotsav is an intensive convergence and mass contact strategy held every year during May-June for one full month and begins in the auspicious planetary affluence of "Akshay Tritiya (Akha Trij), a day for worshipping Balramji, the God of farmers. It brings together the farmers, scientists, government officials and many more individuals concerned in agriculture and allied fields for a month. Its critical components include *Krishi Mela*, Exhibition and Seminars/Talks. Experts from agricultural universities directly interact with farmers at the village level and area specific and crop specific issues and concerns of farmers are attended to. As a result of this drive, the State has achieved impressive growth in agriculture and allied fields. *Krishi Mahotsav* has led to heightened awareness amongst farmers about the advantage of scientific farming and animal husbandry, benefits of drip Irrigation and built a bridge between agri. scientists and the farming community. This event facilitates the seamless flow of knowledge from agricultural research labs to land/table.

The Anand Agricultural University, Anand located in middle Gujarat covers nine districts and 66 Talukas with a total number of 5124 villages. As per the direction of Agriculture and co-operation Department of State Government and following a new model of this *Krush*i Mahotsav, a specific place as per seat of jilla (District) Panchayat is now selected for organizing seminar and exhibition –cum-sale. In the forenoon session, two seminar lectures and delivered by the scientists from Agriculture and Animal husbandry departments of Anand Agricultural University, Anand. The questionnaires asked by the farmers are answered after the end of each lecture by these scientists. The exhibitions also are simultaneously arranged on various latest themes by various organizations viz., AAU, Line departments, NGOs etc. and are kept open for two days. On selling counters, seeds, bio-fertilizers, animal mixture etc. of AAU developed products are sold at subsidized rates to the farmers. **The modus operandi of *Krush*i Mahotsav is now not fixed; it changes every year with the development.**

### **Themes and Objectives of *Krush*i Mahotsav :**

Every year the *Krush*i Mahotsav is celebrated with new themes and objectives. However, the major themes of *Krush*i Mahotsav include:

- Latest agricultural practices

- Use of latest farm implements
- Water conservation
- Electric power saving
- Agri-business and Marketing
- Child welfare
- Specific participation of Farm women, youths
- Use of progressive farmers of the state
- Soil Health Card
- Micro-nutrient Mapping
- Finance schemes from state and central Governments
- Organic farming
- Slogan writing

**Objectives:**

- Through Public Participation, make farmers at village level aware of the advantages of scientific farming, modern agriculture tools and the programs of water accumulation and electricity conservation.
- Increase the production and productivity of main crops of the state
- Planning programs for Agriculture and Rural Development sanction and pay to the farmers Agriculture Input Assistance before the start of Autumn Season. Also make arrangements of marketing.
- Make available or provide guidance of Modern Technique at local level by Agriculture Scientists/ Officers.
- Increase use of micro irrigation system and increase the irrigation area and improve the agriculture product quality.

The program is either for full day or half day and is divided in to two parts as per the activities.

Sr.No.	Session-I	Details of Activities	Involvements
1		Activities related to Animal health care cattle camps. Vaccination, diseases diagnosis, minor surgical operation, artificial insemination, free distribution of veterinary medicine and guidance through expert lectures and `demonstrations.	Scientists/Veterinarians from AAU, Amul, Govt. Deptt. SMS(AH) from KVKS
Sr.No.	Session-I	Details of Activities	Involvements
2		Activities related to irrigation, interaction with progressive farmers, Live/CD telecasting of speech of Hon'ble Chief Minister, Kit distribution, exhibition and demonstration on agriculture, lectures and guidance by agriculture scientists.	Irrigation depts. GGRC, GLDC, DRDA, Progressive farmers, DAOs. Scientists from AAU, SMS from KVKs and Govt. Depts.

The scientists provide guidance for two days not caring about the heat and dust to facilitate the process of knowledge sharing. Before joining program, the scientists are imparted casual/preliminary training for a day in diversified areas by the subject experts of the University. During the encampment in the villages, the team of expert scientists (related to agriculture, animal husbandry, dairying, food processing, agril. Engineering) explain to the farmers about latest developments/ advancements/technologies in various fields like Agronomy, Plant protection, farm implements, water conservation, irrigation methods, bio-fertilizers, bio pesticides, bio control of insects/ pests, cultivation practices, medicinal and aromatic plants, horticulture, animal husbandry, surgical operation, clean milk production, cattle bead, mineral mixture, fisheries, green/net/poly house etc.) for adaption to earn more profit and for better livelihood. The scientists also provide guidance and possible solutions on the site (spot) for the problems and questions raised by the farmers/animal keepers. The questions asked by the farmers are collected, scrutinized and are submitted to expert scientists for appropriate solutions. Based on this concept, a book on frequently asked questions and answers is published periodically by the University.

As part of *Krusha Mahotsav*, a mega event is also celebrated by Anand Agricultural University, Anand in collaboration with State Government, District Administrations at different places of middle Gujarat as decided by the state Government. As a part of this mega event, University plans its various activities like

1. Formation of various committees for e-tendering for temporary infrastructural buildup, stage, harbour, reception, invitation, transport, parking, accommodation lodging and boarding, exhibition, publication, publicity etc.
2. Collection of Scientific material in the form of charts, clips etc. from various units/subunits of the university, arrangement and setting in the stalls on theme basis.
3. Correspondence with state government, state departments, various agencies, organizations, NGOS, progressive farmers, state transport corporation, district administration etc.
4. Publication of literature (books/ booklets/seminar Souvenirs/ Folders/Diary/ *Varsha Vigyan/ Krushi Mahotsav* Repots and e-literature (CD,DVD) for region specific various crops/ agriculture practices etc.
5. Accounts, bill settling, remuneration
6. Record keeping

During the mega event, three different programs are organized by the University:

- 1 Farmers meet and Inaugural function of the event by Hon'ble Chief Minister
- 2 *Krusha* Exhibition
- 3 *Krusha Gosthi/Seminars/Pashu Arogya mela* etc.

Farmers meet and Inaugural function by Hon'ble Chief Minister :

It is a special type of program wherein the Hon'ble Chief Minister addresses the farmers directly en-mass (brought for the purpose by AAU hiring state transport buses) and

exhorts/urges the farmers to adopt/ observe the exhibitions, where various agriculture technologies are exhibited. The Chief Minister also lays down/ inaugurates various premises (buildings/ hostels/ Cells/ Offices/ Classrooms/ Centers of excellence / plants/ exhibitions/ Animal health camps etc.) and distributes various awards (Sardar Patel awards, Krushi na Rushy, Best ATMA for Taluka and District etc.) to the farmers scrutinized by the University in consultation with the ATMA and various govt. departments. He also releases various publications (books/booklets/Seminar Souvenirs/ Folders/Diary/ *Varsha Vigyan/ Krushi Mahotsav Report/ E-Literature* etc.) related to farmers written/edited by the scientists of AAU. During this inauguration, various state ministers, Members of state legislative assembly, central government, district and taluka panchayats, various organizations, delegations from foreign countries/ states, University scientists/Officers also remain present for the function.

During this event, cultural programs are also performed by students from different schools/Ashram schools/college of the districts and professional/tribal groups invited by the University and district administration.

### ***Krushi Exhibition :***

The Krushi Exhibition is scaled into theme based different domes. The stalls are set with different agricultural technologies by progressive farmers, Anand Agricultural University and different line Departments of the state government. The live demonstration is made available in most of the stalls by LCD Projectors to the visitors. This exhibition is kept open for two days and a large number of farmers take the advantage of this exhibition.

This program is also live telecast by Information Technology Centre of AAU, Anand and various professional media on various channels of Television.

### ***Krushi Gosthi/ Seminars/Pashu Arogya mela :***

Anand Agricultural University also organizes *Krushi Gosthi/Seminars/ Demonstrations* (on various topics like summer, monsoon banana farming/ scientific animal farming/ poultry farming/ green net poly house/ micro irrigation/organic farming etc. at either university farms/centres or at farmers filed), *Mahila shibirs/training programs/khedut shibirs* in coordination with APMC line departments etc.

### ***Krushi Mahotsav Activities and Program:***

- Kit distribution for Agriculture, Plantation and Animal Husbandry
- Take new samples of land and issue of Soil Health Card
- Awareness amongst farmers about the advantages of scientific farming and animal husbandry, benefits of drip irrigation and build a bridge between agri- scientists and the farming community
- Demonstration of farming tools.
- Make high tech demonstration on Horticultural crops and provide personal guidance.
- Distribution of Assistance Scheme and Agriculture connected Technical Hand outs / Booklets.

- Animal vaccination, artificial seeding, Animal Health Camps, Good Animal Husbandry practices, Clean Milk Production etc. related programs.
- Seminars/ Talks to Farmers/ Milk Producers by Agriculture Production Marketing Committees/ Milk Producers' Union/Sugar Manufactures' Societies/ *Mahasath Sahakari* Cooperative Bank.
- Electric connection for Agriculture
- Farmers Credit Card Scheme, Bankable Scheme.
- Overall development projects/ schemes like Check Dam, *Bari Bandh*, Village Pond, Farm Pond, *Tirth Gram*, cleanliness Campaign, *Nirmal Village*.

The extension education activities carried out in six districts of middle Gujarat under *Krushi Mahotsav* program of Government of Gujarat during 2005 to 2015 is an under:

#### **Farmer Beneficiaries through *Krushi Rath* and APMC *Shibirs***

Year	No. of Beneficiaries through Krushi Mega event / Seminar & Exhibition-cum Sale	Krushi Shibirs/Seminar & Exhibition-cum sale	
		No.	Beneficiaries
2005	7,98,725	26	16,450
2006	3,65,424	73	15,645
2007	7,14,282	60	50,689
2008	4,89,967	47	77,330
2009	4,92,700	121	24,200
2010	5,18,389	52	28,516
2011	3,09,758	41	17,829
2012	7,23,076	41	28,778
2013	3,87,465	34	12,609
2014	3,15,428	23	21,475
2015	2,22,500	253	2,02,400

#### **No. of Publications published during *Krushi Mahotsav* for the benefit of Farmers**

S.No.	Details	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
1	Book/Booklets		1	1			1	1	5	15	
2	Seminar Souvenirs				11						2
3	Folders	9	6	2	10	14	16	11	11	7	-
4	Diary	-	1	1	1	1	1	-	-	-	-
5	Varsha Vigyan Sanshodhan Panchag	4	4	4	4	4	4	-	-	-	-
6	Krushi Mahotsav Report	1	1	1	1	1	1	1	1	1	1
7	E-Literature		-	-	-	-	2 DVD	7 DVD	6 DVD	5 DVD	2 DVD

### **Impacts /Benefits of *Krishi Mahotsav* :**

- Direct interaction of farmers by Agriculture Scientists/Officers, intimacy between the farmers and Agriculture Scientists/Officers increased.
- Farmers made their Interaction with Agricultural Scientists/Officers without any hesitation with their questions regarding information/technology.
- Farmers started adopting the new techniques, which in turn increased their income more than double.
- Due to systematic cultivation and use of proper inputs their agriculture cost reduced and hence, their Income increased.
- Water accumulation/storage water level came up due to which the irrigation area increased.
- Farmers started growing new crops so that the loss due to growing of same type of crops risk reduced.
- State border level farmers also adopted New Agriculture Technology systems.
- Due to easy availability of information of State/Central Govt. schemes, farmers came forward to take benefits of Assistance Schemes.