

# **GRAM UDAY SE BHARAT UDAY ABHIYAN – FARMER CENTRIC INITIATIVES**

**An awareness generation movement.....**

# Objectives

---

- Make nationwide efforts to boost social harmony;
- Strengthen Panchayati Raj System;
- Promote comprehensive rural development &
- Foster farmers welfare

# Highlights

- Social Harmony Programme - April 14-16, 2016
- National meeting of tribal women sarpanches - April 19, 2016
- **Gram Kisan Sabha** - **April 17-20, 2016**
- Gram Sabha or Village Assembly - April 21-24, 2016

# Actions taken by DAC&FW, MOA&FW

- Joint letter by Secretary MOPR & Secretary DAC&FW sent to States on 28.3.16 – *request to rope in farmers participation in all activities of Abhiyan*
- Operational Modalities to roll out Gram Kisan Sabhs – *Suggestive activities with detailed modalities shared with States by Addl. Secy.(Agri.)*
- Minute-to-Minute Programme – *Full day suggestive activities of Gram Kisan Sabha chalked out & shared with States*
- Reporting format developed – *Reporting Formats developed & shared with States*
- Brochure & Farmer Friendly Hand Book *carrying provisions under various Schemes shared with States , to be even used in GKS*

# Actions taken by DAC&FW, MOA&FW...contd

- **Mass Media Plan Developed-** *An Ad to come in all newspapers on 16.4.16*
- **Publicity through Radio Jingles-** *Media Plan developed for broadcast of Radio jingles; 40 second video spot, on DD Kisan, DD News, DD National Network & Private TV Channels*
- **Participation of Ministry in MOPR Exhibition-** *at Jamshedpur by hiring 72 sq. mt. area. All Divisions to showcase their activities*
- **State Agriculture Departments to be sensitized-** *in ensuing National Kharif Conference to be held on 11.4.16 & 12.4.16*



# Organisation of Gram Kisan Sabhas

# THE ISSUES :

## Farming - viable, steady sustainable and profitable

- Increase productivity, Better inputs, technologies and extension support
- Remunerative prices and Market support
- Risk Mitigation
- Livelihoods diversification through allied activities.
- Second Green Revolution in the Eastern Region
- Doubling Farmers Income by 2022

# Initiatives taken

- PM Fasal Bima Yojana
- PM Krishi Sinchai Yojana
- Paramparagat Krishi Vikas Yojana -Organic Agriculture
- National Food Security Mission -Pulses
- Soil Health Management
- Neem Coated Urea
- National Agriculture Market
- National Gokul Mission
- Blue Revolution



# PM Fasal Bima Yojana

## □ Problem

- inherent reasons - ranging from high premium rates to low claim value and non- coverage of localized crop-loss
- Not more than 20% of farmers opted for Crop Insurance

## □ Focus of the Scheme

- **one premium rate** for each season for all food grain, oil seeds and pulses -Kharif: 2% only; Rabi: 1.5% only
- farmers to pay the **lowest ever premium rate**
- Govt. to bear remaining financial burden - even if govt. share **exceeds 90%**.
- Farmers to get **full insurance cover**
- For the first time, **Post –harvest loss arising out of cyclones and unseasonal rains** have been covered nationally

# Drought Proofing Agriculture – PMKSY in Irrigated & Rain fed Areas

- Problem:
  - ▣ Only 45% area is irrigated
  - ▣ 23% gap between irrigation potential created and utilized
- Focus of the Scheme:
  - ▣ bringing water to every single farm
  - ▣ Conserve soil & water through Good Agricultural Practices
  - ▣ Harvest rain water through construction of check dams & ponds
  - ▣ Adopt crop diversification, seed production & nursery raising in water logged areas
  - ▣ Adopt drip & sprinkler irrigation

# Harnessing Modern Technology for Extension

- Problem:
  - ▣ Weak Extension system
  - ▣ Limited use of technology, only 10% farmers have smart phones
- Solution:
  - ▣ Creative use of mobile and digital technology for effective communication – reaching out to the unreached through Kisan Call Centres and use of Mobile
  - ▣ Development of farmer friendly mobile apps – Kisan Suvidha, Pusa Krishi, NAM app
  - ▣ Sharing of features of these Apps with farmers
  - ▣ Downloading of mobile apps in farmer's phones
  - ▣ Making farmers know Toll Free KCC No. 1800-180-1551
  - ▣ Hands on by making farmers call and talk on this no.

# Soil Health Card(SHC) Scheme – Way Forward

- Problem:
  - ▣ Indiscriminate use of chemical fertilizers
  
- Focus of the Scheme
  - ▣ Test the soil, learn about the status of its health and nurture it with requisite nutrients
  - ▣ Work Done so Far:
    - Samples for 4.5 crore cards have been collected.
    - Three crore cards have been analyzed and being distributed
    - 1.5 crore cards are under testing and analysis

# Prampragat Krishi Vikas Yojna

## □ Problem

- modern methods not followed fully & old legacy lost

## □ Focus of the Scheme

- promote organic farming for sustainability
- Make entire North-Eastern Region, especially **Sikkim, Nagaland, Meghalaya, Mizoram** a hub of Organic farming.

# National Agriculture Market

## □ Problem

- ▣ Farmers unable to fetch remunerative price

## □ Focus of the Scheme

- ▣ Launch of e-market to help farmers get the best remuneration for their produce.
- ▣ Under the scheme, 200 Mandis to be linked by September 2016; next 200 mandis by March 2017 and remaining 200 mandis by March 2018
- ▣ E-linking in collaboration with State Government support

# Towards Self Sufficiency in Pulses

## □ Problem:

- Production 18 Million tons against demand of 23 million tons
- Grown in rainfed areas

## □ Solution:

- ICAR to release 55 day maturity moong & 110 day Arhar within 2 years
- 20-25 Quintals of breeder seeds in 2017-18 & 18-19.
- Create credible mechanism of pulses procurement at MSP
- Maintain Buffer stock of 5 lakh Tonnes

**Target – 21 million tons in 2017-18 , 24 million tons in 2020-21**

# Bringing Green revolution to Eastern India

## □ Problem:

- Low productivity
- Only 32% irrigated area
- Low bank Credit
- Low storage capacity

## □ Solution:

- Promote Variety Replacement for Paddy & Pulses
- Promote SRI technique (high acceptability even now)
- Focus on Higher Coverage of SMF for bank credit
- Strengthen procurement of Rice and Pulses
- Bring Rice fallows under Pulses and oilseeds ( 1 million Ha targeted in 3 years against 8 million ha fallow lands)

**Breakthrough in Eastern region – bringing 6 lakh hectares area under irrigation in 3 years, diversifying new crops, increasing credit flow.**



# Build on India's success in Dairy Sector

## □ Problem:

- Out of 300 million Bovines only 85 million are in milk
- Productivity/animal is 1647 kg/annum against global average of 2189
- Diseases and large unproductive population

## □ Solution:

- Launch animal wellness scheme 'Sanjeevani' - Health cards, Tagging, Health services at door step.
- Sex semen sorting techniques use to increase female population.
- Electronic platform for trading of germ plasm— '*E-Pashudhan*'.

**THANK YOU**

