

# **GUIDELINES FOR ORGANIZING AGRICULTURE AND FARMER DEVELOPMENT WORKSHOP- CUM- EXHIBITION - KHARIF 2008**

## **1. Aim and Objective:**

The aims and objectives of organizing an Agriculture and Farmer Development Workshop- cum- Exhibition are to:

- disseminate information about new technology and best farming practices;
- demonstrate new farm implements and other agricultural inputs;
- bring awareness about Central Government Schemes like RKVY, NFSM, NAIS and other important State Government Schemes;
- sensitize different stakeholders (Public, Private, Civil Society, trade, industry, academics) towards challenges in agriculture; and
- get feedback from farmers about the constraints, issues and successful interventions.

## **2. Organising Agency:**

The event will be organized by ATMAs and KVKs. The Inter-Departmental Working Group (IDWG) at the state level may however provide necessary guidance /directives for organization of this event. An Organizing Committee may be constituted in the division/district under the chairmanship of Commissioner/District Collector to oversee day to day preparations

## **3. Major Activities:** The following set of activities could be organized for the event; however, the list is suggestive in nature.

**3.1 Technology Halls** – Separate Technology Halls may be held for each important Kharif Crop including pulses and oilseeds and horticulture with focus on providing end-to-end technology package.

**3.2 Conference Halls** -Two major conferences are proposed to be organized viz.

## ## 2 ##

- Farmers Kharif Conference – Farmers Kharif Conference would focus on Farmer specific issues of agriculture such as soil testing and preparation; High Yielding Varieties (HYV) and suitable varieties of seeds; nutrient management; pest management; modern agricultural implements; post harvest management and value addition and similarly those of allied sectors with involvement of SAUs, KVKs, ICAR Institutes, Govt. Departments & Institutions and Farmers.
  - Stake-holders Conference – The Stake-holders Conference would focus on issues related to planning, research and extension in order to come out with a District Strategy for agriculture and allied sectors involving SAUs, KVKs, ICAR Institutes, Industries & Trade, Export Corporations, NGOs, Academics, Researchers, Farmer Cooperatives, Growers Organizations, Bankers, Marketing Agencies/ Boards etc.
- 3.3 **Farmers Interactive Sessions** – Farmers Interactive Sessions would be organized daily for knowledge up-gradation and feedback of farmers on specific crops /areas. Besides other agencies, NAFED, Seed Corporations and NHB will work in close association with the states for providing suitable information to the farmers.
- 3.4 **Food Processing Technology Hall** – The focus would be to display technology/processes of existing products including high-value raw materials which could be grown in the fields to cater to the needs of Food Processing industries and prospects for the new products. It would also focus on dissemination of know-how of these processes/products.
- 3.5 **Marketing and Post Harvest Management Halls-** The focus would be to display technologies and process involved in Post Harvest Management and value addition to enable farmers to get better incomes from their farm produce.

### # 3 #

- 3.6 **Demonstration and shows** – The demonstrations and shows would be organized daily on best agriculture practices and produce/ products, animal/ livestock. Information dissemination would be ensured through films, skits, puppet shows, folk songs and/or through any other innovative local methods
- 3.7 **Exhibition** – General exhibition will be organized with stalls displaying/ selling different Agri-Inputs, products, services, Govt. Schemes, SHGs activities etc.

To ensure participation of large numbers of farmers, massive publicity of the event may be ensured through Mass Media Radio, Television, Newspapers, hoardings, banners, pamphlets, posters, handbills etc.

#### 4. **Stakeholders:**

- ICAR institutes/ SAUs/ KVKs/ ZRS/ Research Institutions of Private Sector, if any.
- All line departments of State Government including Rural Development, Panchayati Raj.
- Training Institutions.
- Institutions concerning with Marketing, Management and Social Studies.
- NAFED, NHB, NCDC, SFCI, SFAC, NSC, MANAGE and other autonomous bodies of Centre and state Government.
- Input Supply Agencies including Input-dealers, Cooperatives, Representatives of the State Seed Corporation, Private Seed Companies and NGOs
- Growers Associations/ Federations/ Cooperatives/ Women Organizations/ Youth Clubs/ Agro-industries.
- Banking Institutions.
- Common Service Centre/ Info-kiosks etc.
- Industries, Trade, Academics, Researchers, Univesities.

**## 4 ##**

- 5. Period :** 3 -5 such events may be organized in March – April 2008. Each event would for a period of 5-7 days. The states may hold more number of such events, if they desire and can manage.
- 6. Location:** The event will be organized at District Headquarter but farmers from 4-5 neighboring states would participate in the event.
- 7. Funding:** Following sources of funds could be utilized, however, necessary approval may be obtained as per guidelines of the scheme:-
  - Rs. 20.00 lakhs per event – Rs.4-5 lakh may be contributed by each ATMA participating in the event. As regards funds from Cafeteria of activities namely District level exhibitions/ Kisan Melas/ Vegetable Shows, District level Farmer-Scientist Interaction, Organizing Field Days/ Kisan Goshties, Information dissemination through print media and Innovative activities may be utilized for these events.
  - Sponsorship by Public/Private Institutions – Rs.5.00 lakhs or more to come from the Public/Private Institutions.
  - Rent from Stalls/Advertisement.
  - Funds may also be utilized from other schemes such as NFSM/RKVY/Macro Management.
- 8. Suggestive Cost details:** The tentative cost of the event would be around Rs.25.00 lakh as per following details: -
  - **Installation of Exhibition Stalls** - Rs.9.00 lakhs for putting up 70 number of exhibitions stalls of 9 Sq. Meter (3x3 meter). In the Octonorm System with counters, chairs, carpet, banner and other related items. This may also include cost of inauguration.
  - **Preparation of Exhibits/ Blow-ups/ Charts** – Rs.6.00 lakhs for thematic area of 100 Sq. Meter.

**## 5 ##**

- **Expenditure for Kisan Goshties/ Workshop/ Panel discussions** – Rs.2.00 lakhs for Goshties which includes cost of honorarium to the resource persons, arrangement of Pandal, Dias, Chairs, Tea/Snacks and Stationary.
- **Animal Live-Stock/Agriculture/Horticulture produce Show/Awards** – Rs.2.00 lakh.
- **Publicity of event** – Rs.2.00 lakh.
- **Food/Lodging & Boarding arrangement for farmers** – Rs.4.00 lakh for 1000 farmers.
  - (i) Food/tea for 7 days - Rs.35/- per farmer
  - (ii) Transport/POL – Rs.15/- per farmer.
  - (iii) Lodging – Rs.30/- per farmer for 100 farmers per day.