

## **BEST PRACTICE OF IARI**

### **1. Title of the Practice**

Mera Gaon Mera Gavrav outreach programme of ICAR-IARI

### **2. Objectives of the Practice**

It is an innovative initiative to promote direct interface of scientists with the farmers, with an objective of providing farmers with required knowledge and advisories on a regular basis. The farmers of India, mostly the small and marginal ones, are information starved and they need timely information on government schemes related to agriculture, agricultural loans and insurance, critical inputs at rational rates, market price of agricultural produce, and extension services. Timely supply of necessary information on new research findings and technologies, economic and policy guidelines and market intelligence to the farmers is critical for farmers' welfare and overall development of the farming sector in India.

### **3. The Context**

Apart from the Indian Council of Agricultural Research (ICAR), State Department of Agriculture and other Government agencies, various other organizations are also presently working in the direction of agricultural development. The technologies developed and refined by the research institutes under the ICAR, Agricultural Universities, private organizations are accepted and adopted to various extents by the farming community. Therefore, the awareness among farmers about the organizations and their programmes need to be created on regular basis. At present, the gap between required and actual number of extension workers in villages is very wide. The Extension worker: farmer ratio as existing at present, will hardly solve the problem of doorstep extension service delivery, thus expediting proliferation of important agricultural technologies. The deluge of information in this world of fast connectivity needs to be timely distributed apart from judicious implementation of different agricultural development programmes. The MGMG programme is aimed to increase the farmer-scientist interface to reduce the delay in delivery of authentic information to the target group of farmers.

### **4. The Practice**

Total of 120 teams of multidisciplinary scientists of ICAR-IARI and ICAR-IASRI have been formed to work in 120 cluster of five villages each i.e., covering 600 villages in NCR covering 17 districts and 4 states. One contact farmer from each village cluster has been identified so that they will help our scientists in carrying out farmers-scientist interface. The details of activities ( No of village covered, visit to village by teams interface meeting/ Gosthies, training organized, demonstrations conducted Mobile based advisories (No.), Literature support provided, General Awareness created, Linkages developed with other agencies (No.) Facilitation for new varieties, seeds, technology, etc) . organized/ undertaken during (2015-16 to 2020-21) under MGMG programme is given in Table 1.

Table 1: Details of activities organized / undertaken under MGMG programme

Activities organized/ undertaken	2020-2021		Total (2016-17 to 2020-21)	
	Activities conducted (No)	Farmers benefitted (No)	Activities conducted (No)	Farmers Benefitted (No)
No. of village covered	190	1751	3304	63906
Visit to village by teams	88	1751	1363	63906
Interface meeting/ <i>Gosthies</i>	36	981	888	22757
Training organized	08	222	74	4655
Demonstrations conducted	483	715	2701	3795
Mobile based advisories (No.)	737	1315	11159	14111
Literature support provided	95	885	3073	11078
General Awareness created	90	2005	1060	34388
Linkages developed with other agencies (No.)	103	2971	542	20615
Facilitation for new varieties, seeds, technology etc	92	1072	624	6881
<b>Grand Total</b>	<b>1922</b>	<b>13668</b>	<b>24788</b>	<b>246092</b>

Table 2: Seed and planting material distributed under MGMG Programme (2020-21)

Seed material/ planting material distributed	Quantity /Numbers (Qt)	Area (Ha)	No. of Farmers benefitted
Kharif ;2020(Paddy) (i) PB-1509	179.60		2245

(ii) PB-1121	111.40		1492
<b>Moong:</b> (i) Pusa-9531	10.50	70.00	175
<b>Arhar (Pigeon Pea):</b> (i) Pusa-991	6.95	46.33	115
(ii) Pusa-992	5.10	34.00	85
<b>Bottle Gourd:</b> (i) Pusa Naveen	0.35	4.37	10
(ii) Pusa Santusthi	0.58	7.31	18
<b>Sponge Gourd:</b> Pusa Sneha	0.45	9.00	22
<b>Okra( Bhindi):</b> (i) Pusa-9531	1.09	10.95	27
<b>Onion:</b> (i) Pusa Madhvi	0.51	3.40	08
<b>Wheat:</b> HD-2967, HD-3086, HD-3226 & HD-3227	133	133.20	333
<b>Mustard:</b> Pusa Vijay, PM-28, PM-31 &Pusa Tarak	9.52	190.40	476
<b>Lentil: Varieties:</b> L-4076, L-4147 &L-4727	2.04	3.26	08
<b>Gram:</b> Pusa -547	2.27	3.63	09
<b>Carrot:</b> Pusa Rudhira	0.97	19.44	48
<b>Palak(Spinach):</b> Pusa Allgreen &Pusa Bharti	1.22	12.22	30
<b>Garden Pea:</b> Pusa Pragati	0.86	0.86	02
<b>Onion:</b> Pusa Madhvi	0.62	5.00	12
<b>Vegetable Seed Kits (different vegetables) for Kitchen garden</b>	---	629 Packet	629

At Institute/Agricultural University level, many groups of multidisciplinary scientists have been constituted. Each group consists of 4-5 scientists. They adopt a cluster of five villages within a radius of 50-100 km from their parent institutes for effective delivery of necessary services. Under this scheme, scientists selected villages as per their convenience and provide information to the farmers on technical and other related aspects in a time frame through personal visits or on telephone. They are also expected to monitor the process of adoption of agricultural technologies by the farmers. Scientists are expected to perform the following tasks under MGMG programme:

- To identify a cluster of villages and strengthen interface with farmers.
- To periodically update farmers about agricultural activities through telephone and text messages.
- To provide technology handout as per the agro-ecological conditions of the villages.
- To provide information to farmers about availability of agricultural inputs including seed, fertilizer, plant protection chemical, agricultural machinery, climate and market.

- To create awareness among farmers about the programmes being implemented by various Government, Private and Non-Government Organizations working at local level.
- To make farmers aware of the issues of national importance such as: *Swachh Bharat Abhiyaan*, climate change, water conservation, soil fertility etc.
- To organize farmers' meet by visiting the selected villages as per need, and facilitate the participation of specialists of the concerned institutes.
- To identify technical problems at village level and make use of those in prospective research programmes.
- To generate technical, social and economic data related to a village and to submit quarterly report of work done.

The use of community radio, local newspapers, mobile messages, video, exhibition and local media are common, and initiatives have been taken to have dialogue with the farmers to customize services, to provide remedy and address other issues of local and national importance. In this process of social transformation, scientists involve local *Gram Panchayats*, development agencies, NGOs and private organizations. The cooperation of KVKs and ATMA has further been proved effective in demonstration of innovative technologies to the farmers. In addition, scientists encourage Good Agricultural Practices and household level nutrition management. Ensuring village level cleanliness, hygiene and sanitation as also aimed through the *Swachh Bharat Abhiyan*, is one of the major focus of the programme. Benchmark survey was conducted at all 121 village clusters and issues for research and development were identified and based on the identified issues different technological and extension interventions were designed.

## 5. Evidence of Success

The impact assessment showed significant increase in direct farmer-scientist interaction, and frequency of farmers' meet in both the states. On an average, 39.7, 40.4, and 27.77 per cent increase in yield was noticed in UP for wheat, rice, and mustard, respectively. In case of Haryana, 42.22, 32.2, and, 24.25 per cent increase was noticed for wheat, rice, and mustard respectively. Subsequently, 59.73 per cent and 37.28 per cent increase in income was noticed for respondents in UP and Haryana, respectively. Though significant difference in awareness level and institutional linkage was found in UP between experimental and control groups of UP, no significant difference was noticed in case of Haryana. Most of the respondents (48%) reported high timeliness of services in UP, while in Haryana, majority (41.33%) reported medium level of timeliness. Majority of respondents in UP (44%), and Haryana (42.67%) reported high level of relevancy, and also, high level of satisfaction with the services (54.67% in UP

and 46.67% in Haryana). Majority of respondents in both UP (41.33) and Haryana (42.67) stated medium level of usefulness of the services. The mean index scores in case of UP and Haryana, respectively were found to be 0.692 and 0.528 respectively. Based on the discussion with experts, some strategies were proposed to enhance the performance of MGMG programme in future.

## **6. Problems Encountered and Resources Required**

Some of the problems could be identified namely, limitation of the information dissemination and transfer of technology within the contact farmers of the programme only, push-based transfer of technology process, information dissemination regarding only varietal selection and package of practices, lack of intervention for awareness and knowledge generation among the villagers, lack of effort for establishing institutional linkage, instances of untimely technology transfer, lack of clarity among the scientists about expected outcome of the programme etc. The problems can be addressed by ensuring reach beyond the contact farmers so that farmers from all socio-economic classes across the village can be reached out through the interventions. Need based, location specific and pulled based transfer of technology is to be promoted rather than push-based technology transfer. Information other than package of practices are also to be disseminated. Effort should be taken to leverage the farmers with useful institutions like KVK, Line Departments, Processing units, Agri-business Centres, Cooperatives, farmers' Organizations etc. Timely delivery of relevant technologies must be ensured, Scientists must be clarified about objectives and expected set of activities under the programme and periodic performance assessment of the activities must take place to keep track of the progress of the programme and also to check the several lacunae which might take place while implementation of the programme.