

## **Press Release**

### **DG visit and Cultural Evening Liven UP Pusa Agri Krishi Haat**

Dr Himanshu Pathak, the Secretary DARE and Director General , ICAR; along with Dr A.K.Singh, Director, ICAR-IARI, New Delhi and other dignitaries visited the Pusa Agri Krishi Haat on May 5, 2023. He interacted with the farmers and farm women entrepreneurs who have put up their shops of value added products in the haat. He exhorted them to focus upon quality of produce and competitive price. Addressing the media as well as the officials of IARI and the visitors; he emphasized upon scaling up the model to attract the larger footfalls from the city and also on replicating the model at other places in order to support the farmers in linking them directly with consumers for win-win situation for both. He also appreciated the efforts of the President of Pusa Institute Ladies Association (PILA), Dr Renu Singh, in arranging the promotional event of cultural evening by engaging the staff and PGGSU of IARI.

Dr A.K.Singh stated that ICAR-IARI, New Delhi established the Pusa Agri Krishi Haat at its campus near ATIC to empower and facilitate the agri-preneurs as well as farmers and farm women in marketing of their fresh as well as valued added farm products through direct linkages with urban consumers. The Haat has been made operational and to provide a wider publicity among the consumers, initiatives of media coverage and campaigns have been made and, in this regard, a cultural evening, presented by the Pusa Institute Ladies Association (PILA) and The Post Graduate School Students Union, was organized on May 5<sup>th</sup>, 2023 from 6.30 PM in the premises of the Pusa Agri Krishi Haat.

Dr Renu Singh highlighted the works of PILA. Dr DK Yadav (ADG, Seeds), Dr RR Burman (ADG, Extension), Dr C. Viswanathan (Joint Director, Research) and Dr R.N.Padaria (Joint Director, Extension) also graced the occasion.



Floral Welcome of Dr. Himanshu Pathak , Secretary DARE and DG ICAR by Director ICAR- IARI



Dr. Himanshu Pathak , DG ICAR ICAR and Dr A K Singh, Director ICAR- IARI visiting stalls of entrepreneurs at Pusa Agri Krishi Haat



Dr. Himanshu Pathak, DG- ICAR interacting with entrepreneurs at Pusa Agri Krishi Haat



Spectators enjoying the cultural evening at Pusa Agri Krishi Haat



Dance performance by the kids



Uttarakhand State dance performance by PILA members



Sambhalpuri/ Odishi dance performance by PILA members



Bhojpuri group song by PILA members