Mera Gaon Mera Gaurav

Introduction:

An innovative initiative "Mera Gaon Mera Gaurav" has been planned to promote the direct interface of scientists with the farmers to hasten the lab to land process. The objective of this scheme is to provide farmers with required information, knowledge and advisories on regular basis by adopting villages.

The participation of small and marginal farmers in Indian agriculture is very important. Small farmers put forth their desire on various forums to have timely information on investment in agriculture, loans, availability of other basic amenities, market rates, extension activities and facilities provided by different agencies, new research findings and technologies, etc.

Presently, various agencies are working in agriculture and farmers are keen to know about the services provided by them. The technologies developed and refined by Research Institutes, Agricultural Universities, private and other organisations are accepted and adopted to various extent by farming community. Therefore, the awareness among farmers about the organisations and their programmes need to be created on regular basis.

Implementation:

Under this scheme, scientists will select villages as per their convenience and will remain in touch with the selected villages and provide information to the farmers on technical and other related aspects in a time frame through personal visits or on telephone. Being a resource person for the village, the scientists are also expected to monitor the process of adoption of agricultural technologies by the farmers. The scientists may make use of community radio, local newspapers, mobile messages, video, exhibition and local media and make initiatives to have dialogue with the farmers in their local language. The cooperation of KVKs, ATMA, etc. will be effective in demonstration of technologies to the farmers. Besides providing information to farmers on market rates, market trends, the information on various agricultural organisations associated with agriculture may also be given so that the farmers can contact these organisations for finding solutions to their agriculture related problems. Scientists will also create awareness among farmers about climate change, other customized services, protective measures and other issues of local and national importance. In this process of social transformation, scientists may involve local Panchayats, development agencies, NGOs and private organisations. In addition, scientists may encourage the ideology

of clean and good agricultural techniques for producing good quality agricultural products and can link this to Swachh Bharat Abhiyaan.

In this initiative, 20,000 scientists of National Agricultural Research and Education System (NARES) will work by selecting villages. At Institute /Agricultural University level, many groups of multidisciplinary scientists will be constituted. One group may consist of four scientists who will adopt 5 villages.

Selection of village:

The groups of 4 scientists at every Institute/University will adopt villages within a radius of 50-100 km from their place of working. The process of selection of villages should be completed by September, 2015. KVKs, Panchayats and other related departments may provide necessary cooperation to the scientists at the local level in the selected villages. Scientists may be provided with minimum necessary facilities by their organisations for traveling and conduct of the programmes. A format has been developed to analyse farming, climate, social and economic conditions of the selected villages. By using this format, a Benchmark survey report of the village will be generated and report will be compiled and submitted.

The following activity chart is to be followed for effective execution of this scheme.

S.No.	Activity	Stipulated Date
1.	The formation of teams of Scientists by Institutes/Agricultural Universities	August, 2015
2.	Selection of villages by the groups of scientists	Sept, 2015
3.	Benchmark survey of villages on given format	
4.	Database of mobile user farmers and timely messaging	As per season and requirement
5.	Demonstration of village specific crop/livestock/other related modules (minimum 5)	
6.	Interface with the farmers through pre-rabi/pre-kharif Goshthi	
7.	Creation of awareness about climate change and others	
8.	Educating villagers about issues of local and national importance	
9.	Emphasise the adoption of modern agricultural technologies by the farmers	
10.	Inculcate the ideology of clean and good agricultural practices like vermicomposting, soil health, water harvesting, etc.	
11.	Development of village specific brief technical literature and distribution to related farm families	
12.	Submission of quarterly reports by the Institute/university Nodal officer to the Zonal Nodal officer	Every quarter

Work expected from Scientists in a Village:

1. To identify a village and strengthen interface with farmers
2. To periodically update farmers about agricultural activities through phone and mobile messages.
3. To provide technology handout as per the agro-ecological conditions of the village.
4. To provide information to farmers about agricultural inputs, seed, fertilizer, chemical, agricultural machinery, climate, market, etc.
5. To educate farmers through newspapers, community radio, etc.
6. To create awareness among farmers about the programmes being implemented by various organizations and institutions working at local level e.g. voluntary organizations, farmers' organisation, ATMA, other Govt. departments.
7. To make farmers aware of the sensitive issues of national importance such as: Swachh Bharat Abhiyaan, climate change, water conservation, soil fertility, etc.
8. To organise farmer's meet by visiting the selected villages as per need and facilitate the participation of specialists of the concerned institutes.
9. To identify technical problems at village level and make use of those in prospective research programmes.
10. To generate technical, social and economic data related to a village and to submit quarterly report of work done.

Operational Mechanism

At national level, Assistant Director General (Agricultural Extension)/Principal Scientist, Division of Agricultural Extension, ICAR, New Delhi, will be the Nodal Officer, whereas at Zonal level, Director, Agricultural Technology Application Research Institute (ATARI), formerly known as Zonal Project Director, will be the Nodal Officer supported by one scientist of the Institute. At Institute/ Agricultural University level, a Principal Scientist/Professor will be nominated as a Nodal officer. Nodal officers at Institute/ University level will submit their benchmark survey and quarterly reports (Formats attached) to Director, ATARI who will send the consolidated report to Assistant Director General/ Principal Scientist (Agricultural Extension).