

O.I.H.

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE, COOPERATION & FARMERS WELFARE

LOK SABHA
STARRED QUESTION NO. 129
TO BE ANSWERED ON THE 26TH JULY, 2016

KISAN MELAS

*129. SHRI BIRENDRA KUMAR CHOUDHARY:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण
½âãè be pleased to state:

- (a) whether the Government is sponsoring Kisan Melas in various parts of the country;
- (b) if so, the details thereof along with the framework/norms for organising such Melas and the success achieved thereunder in addressing the issues of farmers;
- (c) the funds allocated and utilised for the purpose during the last three years and the current year, State/UT-wise;
- (d) whether the Government is imparting training to the farmers in these Melas and educating them about farm practices; and
- (e) if so, the details thereof along with the number of farmers who have availed benefits thereunder during the said period, State/UT-wise?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण ½âãè

(SHRI RADHA MOHAN SINGH)

(a) to (e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 129 DUE FOR REPLY ON 26TH JULY, 2016.

(a): Yes, Madam. The Government is sponsoring Kisan Melas in various parts of the country to disseminate relevant information and promote appropriate technologies and improved agronomic practices among the farmers and other stakeholders in agriculture and allied sectors.

(b): Financial assistance is provided for organization of Regional Agriculture Fairs (RAFs) to State Agriculture Universities and Indian Council of Agricultural Research (ICAR) institutes. Five (5) Regional Agriculture Fairs @ one in each region, namely, North, South, East, West and North East organised through State Agriculture Universities/ICAR Institutes during a year are supported with a maximum funding of Rs.15 lakh each.

The Ministry of Agriculture and Farmers' Welfare also provides financial assistance to other institutions for organization of farmer-centric International/ National/ State level events.

Besides, a few mega agricultural fairs have also been sponsored/ organized by the Government in the past. The framework/ norms/ guidelines is given at **Annexure-I**

The Indian Council of Agricultural Research (ICAR) has established a network of 645 Krishi Vigyan Kendras (KVKs) in the country aiming at assessment and demonstration of technologies/products. The KVKs also organize a number of extension programmes including Kisan Melas for creating awareness on improved technologies among farmers.

Farmers visiting these fairs benefit substantially by gaining knowledge and skills that help them to enhance productivity and income levels.

(c): Expenditure incurred on Krishi Melas and Exhibitions during the last three years & current year by Department of Agriculture, Cooperation & Farmers' Welfare are at **Annexure-II**.

(d): During these Melas, farmers are educated & oriented about innovative and new farm practices through Exhibits, Displays, Live Demonstrations, Kisan Goshthies, Technical Seminars, and Cultural Programmes etc.

(e): The details of State/UT-wise number of farmers who have benefitted during the said period by these Kisan Melas are depicted in **Annexure-III & IV**.

Annexure-I

GUIDELINES/Framework OF PARTICIPATION/SUPPORT IN DIFFERENT EXHIBITIONS/FAIRS/ SEMINARS/CONFERENCES

1. AWARENESS GENERATION THROUGH ORGANIZATION / PARTICIPATION IN EXHIBITIONS/FAIRS

1.1 The DOE participate and supports exhibitions, fairs, and related events as listed below:

- International Fairs & Exhibitions

- National, Regional and State level Fairs and Exhibitions.

- National and International Seminars on Agriculture and allied activities.

1.2 INTERNATIONAL EVENTS:

DOE participate in 2-3 international exhibitions/fairs organized in a year and held either abroad or within the country. These Exhibitions/Fairs are organized by ITPO, Industry Associations, host countries which are nominated by Indian Missions, IC Division of the Department. These Exhibitions are generally held with an objective of highlighting the achievements of Indian Agriculture and to showcase its strengths/potentials and to create markets for Agro-products at the international level.

1.3 PREPARATION and PARTICIPATION

Two to three officers well conversant with the theme / area / subjects of Exhibition from within DOE/DAC will be deputed to set up and manage the exhibition pavilion/stall in international level events.

Preparation in terms of deciding theme of the event; design and development of publicity and display material of standard quality is to be started well in advance i.e. 2-3 months before the event. Participation of all related Government Organizations/ Boards/ Exporters is to be ensured. Documentation of the event is essential with detailed report on the participation to be submitted immediately on return and follow up action initiated with regard to Trade Inquiries received in the event. Meeting at appropriate levels are to be convened, if required, to ascertain the actions taken in the matter by the concerned agencies. Space can also be hired as per requirement in the event with the approval of competent authority.

1.4 NATIONAL/STATE/AD-HOC EVENTS

The Directorate of Extension participates in the following exhibitions/ fairs during a year.

- IITF at Pragati Maidan, New Delhi from 14-27 November through Agriculture Pavilion.
- CII organized Agro Tech at Chandigarh every alternate year subject to availability of funds/human-resource
- Adhoc exhibitions/ fairs in agricultural and allied sector organized by Government Departments, Industry, Trade and Research Associations and Private Sector related organizations (supported by respective State Governments) in the country.
- On an average 6-8 such exhibitions / fairs of 4-6 days duration are organized in a year.

1.5 PREPARATION and PARTICIPATION

At least one officer dealing with the activity of exhibitions/fairs along with supporting staff may be deputed to set up and manage the exhibition pavilion/stall and in national, state and regional level events.

DOE may not participate in any adhoc exhibition/fair in the state where a Regional Agriculture Fair has been organized or is being organized during the year. Further, the selection of the event is to be done in such a manner so that these may not clash with other events. The participation is to be properly documented and report on the event should be prepared immediately after the event is over. Space will be hired as per requirement for the event with the approval of competent authority.

1.6 REGIONAL AGRICULTURE FAIRS (RAFs)

Regional Agriculture Fairs started in 2004-05 in the Country to promote exchange of ideas among various States/UTs of a particular Region in order to pave way for better transfer of technology applicable to the Region. Such fairs speed up the Public-Private-Participation and help in up-gradation of knowledge and skills of farmers keeping in view the successful organization of Regional Fairs since 2005, the activity is continued in the existing pattern.

These Regional Agriculture Fairs @ one in each Region namely North, South, East, West and North East through State Agriculture Universities/ICAR Institutes/Industry Associations during a year.

1.6.1 SELECTION OF ORGANIZING AGENCIES

Proposals along with an Action Plan indicating the details of date, venue, theme etc. along with financial involvement are to be invited from state Agriculture Universities and ICAR Institutes for organizing the fairs in the respective regions recommended by the concerned state Government by SAUs/ICAR Institutes.

1.6.2 DURATION, VENUE and THEME

Each Fair shall be of 3-5 days, organized at a place easily accessible for the greater participation of different organizations/agencies and farmers. The theme would be identified by the organizing SAU/ICAR Institute in consultation with DAC.

1.6.3 MOBILIZATION of Funds

A maximum of Rs. 15 lakh can be provided for each fair as Grant-in –Aid to the organizing agency of the Regional Agriculture Fairs from 2014-15. The organizing agencies would also mobilize funds from their own sources and/or by marketing of stalls. However, the organizing agencies would provide free space to government agencies such as SAUs/ICAR Institutes and Organization under DAC, Government of India for their participations.

1.6.4 ACTIVITIES/FAIR PROFILE

These events will be made more farmers centric on the lines of Krishi Vasant by ensuring direct participation of farmers from the Region. Farmer-Scientist interactions in regional languages demonstrating appropriate technologies directly and by way of organizing crop/livestock demonstrations, Web casting and live interactions from various district headquarters will also be attempted. Suitable entertainment programs with some technical message may also form a part of the fair. Cash prizes, prizes, Certificates, Awards may be given to the farmers for their achievements.

1.6.5 PUBLICITY & MEDIA COVERAGES

Pre-event publicity through press releases, AIR, DD, Kisan Call Centre, Kisan Vani programme through FM Radio Station is to be essentially arranged for the fairs with suitable coverage of the event in the local newspapers, TV and Radio.

1.6.5 PARTICIPATION

- Participation of various State Agriculture Department/SAUs / Agriculture Institutes / Input suppliers along with participation of the farmers of the Region to be ensured
- Participation of local media to cover the event and special features of the fair and its wide publicity may also be ensured.

1.6.6 Supportive role of the DOE

- DOE/DAC would write to the Central Government Agricultural Organizations, SAUs and ICAR Institutes to support the fairs by providing services of experts and also for participating in it.
- DAC would write recommendatory letters to State Government of the region for their participation and sponsoring farmers to the fair under the prevailing schemes.
- DAC would request Organizations under it to sponsor the farmers visit to the fairs under existing schemes.
- Request Doordarshan & AIR for adequate coverage of the regional fairs.

2. PERMIT USE OF THE NAME “MINISTRY OF AGRICULTURE, GOI” BROCHURE AND OTHER PUBLICITY MATERIAL OF EVENTS.

The DAC may permit use of the name “Ministry of Agriculture, GOI” in the agriculture related events after examination of the proposal keeping in view the following.

- The event is related to agriculture / allied sector.
- It is recommended / supported by the State Governments concerned.
- Permission to use the logo / name of the Ministry does not automatically qualify for financial support.
- The agency / organizer can be allowed to use the name “Ministry of Agriculture, GOI” in the brochure and other publicity material of the event.

3. SUPPORT FOR INTERNATIONAL, NATIONAL AND STATE LEVEL SEMINARS / WORKSHOPS/ CONFERENCES.

3.1 The Department of Agriculture & Cooperation has been supporting seminars/ Workshops / Conferences in the past on a case to case basis. SAUs, ICAR Institutes, Industry Associations, Agribusiness Firms, Farmers Associations have been requesting for financial assistance for organizing seminars/workshops/conferences on various agriculture related subject of topical interest and for the benefit of farmers. Financial support would be provided only for the following:-

- (i) International and National events organized by the State Department / SAUs / ICAR Institutes / Federation Houses like CII, FICCI, ASSOCHAM and Institutes of repute like TERI.
- (ii) International and National events organized by the Farmers Associations, Farmers Producer Companies, Agri-preneurs and Agri-business firms which are supported by state Departments / SAUs/ICAR Institutes.

3.2 Maximum funding support up to Rs.5 lakhs for the International events; up to Rs. 3 lakh for the National event and Rs.1.5 lakh for State level event can be provided by DAC, with the approval of Secretary (A&C). A maximum of 5 events can be supported in a year depending on the budget availability @ one in each of the 5 Regions of the country on the pattern of Regional Fairs.

3.3 These guidelines will not apply to such exhibition / fairs/ workshops / seminars which are organized by the DAC directly or in collaboration with other Ministers, Departments, Industry and Research Associations, Academic Institutions etc.

Annexure-II

Summary of Expenditure incurred on Kisan Melas (Agriculture Fairs) and Exhibitions supported/ sponsored/organized by DAC&FW) during last 3 years (2013-14 to 2015-16 & Current Year (2016-17)

Item	Level of the Melas	Funds released to the State/ agencies	Amount Released (in Lakh)			
			2013-14	2014-15	2015-16	2016-17 (till date)
Expenditure by States/UTs under Support to State Extension Programmes for Extension Reforms (ATMA)	National/ Regional/ State/ District	Govt./SAU's/ ICAR Institutes/ Private/ Autonomous Bodies etc.	1696.21	1247.46	1305.54	58.50
Expenditure by the Directorate of Extension, Department of Agriculture & Cooperation, Govt. of India	National/ Regional/ State	Govt./SAU's/ ICAR Institutes/ Private/ Autonomous Bodies etc.	1751.23	222.68	1479.14	12.74
Total			3447.44	1470.14	2784.68	71.24

Annexure-III

State wise and year-wise details of 'Kisan Melas (Agriculture Fairs)' organized and farmers benefited under "Support to State Extension Programmes for Extension Reforms (ATMA)" during last 3 years (2013-14 to 2015-16 & Current Year (2016-17).

Sr. No.	State/UT	2013-14		2014-15		2015-16		2016-17*	
		No. of Kisan Melas organized	No. of farmers benefited	No. of Kisan Melas organized	No. of farmers benefited	No. of Kisan Melas organized	No. of farmers benefited	No. of Kisan Melas organized	No. of farmers benefited
1	Andhra Pradesh	48	41,137	21	17,367	33	17,367	3	11,443
2	Bihar	55	28,237	54	38,384	42	5,171	5	2,945
3	CG	14	18,659	15	1,89,505	17	27,717	3	3,770
4	Goa	-	-	0	-	-	-	-	-
5	Gujarat	40	90,116	98	75,069	61	98,900	-	-
6	Haryana	10	1,700	6	-	16	1,850	-	-
7	H.P	14	20,875	12	10,220	27	16,790	-	-
8	J&K	49	-	14	-	-	-	-	-
9	Jharkhand	24	24,689	20	17,483	18	22,575	-	-
10	Karnataka	58	1,43,258	15	-	58	7,900	2	53,765
11	Kerala	33	2,30,162	14	32,808	13	39,770	-	-
12	MH	28	-	66	93,443	-	80,262	4	805
13	M.P	49	1,30,415	40	1,42,811	51	6,961	4	5,468
14	Orissa	15	1,76,000	31	98,124	30	15,000	10	2,200
15	Punjab	42	54,332	45	47,223	27	22,436	20	21,167
16	Rajasthan	29	70,440	6	14,822	5	14,992	1	531
17	Tamil Nadu	40	76,403	7	17,500	28	84,000	-	-
18	Telangana	-	-	27	37,800	20	26,698	1	99
19	UP	140	1,15,500	141	1,16,172	88	87,450	5	5,983
20	UK	24	8,543	16	5,503	14	5,935	-	-
21	WB	5	1,32,000	1	12,225	-	15,347	-	-
22	Assam	0	-	0	-	2	-	-	-
23	Ar. Pradesh	16	53,555	17	53,600	5	360	-	-
25	Manipur	7	5,643	3	-	10	5,000	-	-
26	Meghalaya	1	-	0	-	-	-	-	-
24	Mizoram	5	4,500	0	-	4	4,300	-	-
27	Nagaland	15	54,100	11	61,500	12	45,426	-	-
28	Tripura	0	-	0	-	-	-	-	-
29	Sikkim	4	-	4	-	5	1,195	-	-
30	Delhi	-	-	0	-	-	-	-	-
31	Puducherry	0	-	2	-	2	2,12,000	-	-
32	A&N	0	-	0	-	4	1,500	-	-
	Total	765	14,80,264	686	10,81,559	592	8,66,902	58	1,08,176

* - Based on the reports received till 19.07.2016

Annexure-IV

State/ UT-wise and year wise list of Kisan Melas conducted by ICAR during last 3 years (2013-14 to 2015-16 & Current Year (2016-17)

S. No.	States	2013-14		2014-15		2015-16		2016-17 (Current Year)	
		No. of Kisan Melas organized	Farmers Participated	No. of Kisan Melas organized	Farmers Participated	No. of Kisan Melas organized	Farmers Participated	No. of Kisan Melas organized	Farmers Participated
1.	A&N	0	0	0	0	9	1059	8	659
2.	A. P.	33	18834	19	13096	27	7770	21	14219
3.	Arunachal Pradesh	2	805	0	0	11	1945	14	2106
4.	Assam	11	5399	4	5213	32	5713	47	20173
5.	Bihar	33	69861	38	96976	170	87142	131	29901
6.	CG	25	22616	12	6507	47	30402	15	12868
7.	Delhi	0	0	0	0	0	0	1	450
8.	Goa	3	519	2	364	2	225	0	0
9.	Gujarat	36	51796	28	39234	53	74456	21	16400
10	Haryana	0	0	0	0	12	8028	18	13560
11	Himachal Pradesh	0	0	4	5345	12	9778	9	3900
12	J&K	7	9380	10	11518	35	13540	8	3513
13	JH	17	31110	22	47278	105	81003	74	17234
14	Karnataka	69	1246244	61	161557	54	3729436	16	2610
15	Kerala	15	4404	20	13758	3	639	1	104
16	Lakshadweep	0	0	0	0	2	410	0	0
17	M.P.	72	137643	70	290149	160	257465	33	27709
18	Maharashtra	124	35211	180	56717	163	28955	205	30192
19	Manipur	3	977	1	768	7	1060	10	1502
20	Meghalaya	1	410	1	623	3	727	5	1070
21	Mizoram	2	478	0	0	13	1758	14	1688
22	Nagaland	3	845	0	0	4	283	9	2477
23	Odisha	40	21697	32	19772	59	25928	25	7538
24	Pudducherry	0	0	1	16	0	0	0	0
25	Punjab	2	22453	2	24564	70	25518	20	12580
26	Rajasthan	42	72479	28	73051	29	43011	34	26750
27	Sikkim	0	0	0	0	3	560	4	1020
28	T.N	69	10286	20	13758	196	13443	5	3940
29	Telangana	0	0	32	3527	25	6516	10	4431
30	Tripura	2	917	1	771	4	1105	5	1854
31	UK	13	58913	18	119592	183	123896	72	32665
32	U.P.	771	206582	233	145491	27	52570	15	6698
33	W.B.	18	28232	21	41873	95	109936	61	7357
Total		1413	2058091	860	1191518	1615	4744277	911	307168
