

# Farmer's Awareness Campaign

Shahabad, Charkhi Dadari, Hansi and Sirsa in Haryana

17<sup>th</sup> – 22<sup>nd</sup> August 2007

Organized by:



Indian Society of Agribusiness Professionals

*Supporting Organizations*



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# **FARMERS' AWARENESS CAMPAIGN**

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## **HARYANA**

Haryana is one of the most important crop growing states of India. Most of the population in the state is engaged in agriculture, directly or indirectly. It was one of the earliest states to adopt green revolution and it has shown results in the successive years. Apart from meeting its own requirement for food grains, Haryana also contributes about 45 lakh tonnes of food grains to the Central Pool annually. It is believed that agricultural production in Haryana has reached to a saturation level. Here, the need arises to convey the message of improved method of agricultural practices and marketing to increase production and productivity of agricultural produce in the state. In the state; State Agricultural Marketing Board has identified crop production zones – Shahabad for Potato, Karnal for Rice, Sirsa for Cotton, Mahendergarh for Onion, Rewari for Oilseeds & Pulses.

## **ORGANIZER**

**The Indian Society Of Agribusiness Professionals (ISAP)** a non profit organization having a network of professionals in India and SAARC countries and experience ranging from irrigation, food processing, international trade, research, agri-inputs, agri-extension etc. The functional areas of ISAP, *inter-alia*, includes SHG formation, capacity building / training, workshop / seminars, advocacy, information dissemination, technology transfer and absorption. The ultimate goal is to increase the income level of the rural poor and farming community. This could be possible through knowledge connectivity to the farmers and diversifying the farming activities in the areas like poultry, dairy, bee keeping, agro processing and agro-related services.

## **PARTNER ORGANISATION**

**Manthan, Gramin Vikas Mandal Sewa Sadan, Association for Sustainable Promotion Development and Life Line Society**

## **FARMER AWARENESS CAMPAIGN**

Despite increase in agricultural productivity and income farmers are still not aware about latest technologies and agricultural practices. This could affect the fate of agriculture and farmers adversely. With saturation in production, better practices should be followed to further increase the production. And with the increased production, proper marketing should be known to farmers so as to get better price for their produce. These awareness

camps would focus to address the issues related to quality production, productivity and farmer market linkages. It is in this background that ISAP in association with its NGO member organizations *organizing a day long Farmers Awareness Campaign at four places in Haryana.*

### **Objectives**

The Farmers' Awareness Campaign will focus on the following objectives:

- Increasing quality production and productivity of crops in Haryana
- Strengthening market linkages in agricultural produce in Haryana

### **Program**

<b>Date</b>	<b>Place</b>	<b>Venue</b>
17 <sup>th</sup> August	Shahabad (Kurukshetra)	Nayi Anaaj Mandi
18 <sup>th</sup> August	Charkhi Dadri (Bhiwani)	Yadav Dharamshala, Charkhi Gate
20 <sup>th</sup> August	Hansi (Hisar)	Jaat Dharamshala, G.T. Road
22 <sup>nd</sup> August	Sirsa	Anaaj Mandi

**Participation** - We are expecting a huge participation from farming community, Farmers Clubs, State and district level government agencies, traders, processors, Elected People's Representatives, Agri entrepreneurs and representatives of Agri input industry in this event.

**Exhibition** - There would be a small exhibition of limited stalls to showcase activities and products to farmers. Fee for participation in exhibition is Rs 5000/- per stall per location.

### **Sponsorship -**

<b>Sponsorship</b>	<b>For all four events</b>	<b>For one event</b>
Main Sponsor:	Rs. 1,50,000/-	Rs. 40,000/-
Co- Sponsor:	Rs 1,00,000/-	Rs. 25,000/-

**Chq/DD should be in favour of Indian Society of Agribusiness Professionals payable at New Delhi.**

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