ANNUAL REPORT

REVIVING GREEN REVOLUTION CELL

2022-23

GOVERNING BODY

Dr. Satbir Singh Gosal
Chairperson-ex offico
Vice Chancellor, PAU,
Ludhiana

Dr. V. Geethalakshmi
Member - Ex officio, Vice
Chancellor, TNAU,
Coimbatore

Dr. Gurvinder Singh
Member - Ex officio,
Director of Agriculture,
Punjab

Dr. Ajmer Singh Dhatt
Member - Ex officio,
Director of Research,
PAU, Ludhiana

Dr. Gurmeet Singh Buttar
Member - Ex officio,
Director of Extension
Education, PAU ,Ludhiana

Dr. Manav Indra S. Gill
Treasurer - Ex-officio,
Registrar, PAU Ludhiana

GOVERNING BODY

S. Avtar Singh Dhindsa
Member - Tata Trusts' Representative, Progressive Farmer

Mr. Mehrab Noshir Irani
Member - Ex officio, Tata Trusts' Representative, Group CFO, Tata Trusts, Mumbai

Mr. Arun Pandhi
Member - Ex officio, Tata Trusts' Representative, Director – Program Implementation, Tata Trusts, Mumbai

Mr. Ashish Deshpande
Member - Ex officio, Tata Trusts Representative, Chief Financial Officer, Tata Trusts, Mumbai

Dr. Yashpal Singh Bisht
Member - Ex officio, Tata Trusts' Representative, Regional Manager (Uttarakhand, Himachal and Ladakh), Tata Trusts

Mr. Baljinder Singh
Secretary - Ex officio, Nominee of Tata Trusts, Executive Director, RGR Cell

"Beyond the seeds we sow lie the roots of success, as each effort blossoms into a unique story of accomplishment"

Executive Director's Note

For a decade and a half, the Reviving Green Revolution (RGR) Cell has been unwaveringly dedicated to addressing crucial agricultural challenges in Punjab and Tamil Nadu. Collaborating closely with State Agricultural Universities, the State Department of Agriculture, and stakeholders, we've diligently disseminated farm-adaptable technologies.

In 2022-23, our focal point was amplifying small and marginal farmer profitability by embracing sustainable practices, reducing production costs, enhancing crop productivity, and tackling vital concerns like crop residue management and rural water access.

Our dedicated engagement with the Department of Water Supply & Sanitation (DWSS) under the Government of Punjab has brought about a paradigm shift in water resource management. By instigating behavioral shifts within communities across Moga and Ferozepur districts, we have laid the foundation for safe and adequate drinking water to the rural communities. Simultaneously, our endeavors in fostering better cotton production have elevated agricultural practices, with a distinct emphasis on water stewardship, biodiversity preservation, and the cultivation of high-quality fibers. We have also tackled the critical issue of crop residue management head-on, enlightening farmers about the advantages of in-situ paddy residue incorporation for fortified soil health. As we look forward, our collaboration with The Nature Conservancy (TNC) through the Prana project promises to extend our reach and amplify the message of non-burning agricultural methods, thereby contributing to a greener and more resilient future.

Venturing into the vibrant landscape of Tamil Nadu, Our partnership with the trustea foundation has facilitated the adoption of ethical tea production practices, enhancing the region's reputation for premium tea. The visionary Latchathipathi Vivasay model has emerged as a beacon of agricultural entrepreneurship, offering a roadmap for market linkage establishment and brand development. Concurrently, our commitment to skill development projects has helped us to bridge textile testing skill gap,via establishing a Textile Technology Training Center with Intertek's support. From promoting improved techniques for millet cultivation to elevating livestock management and nurturing water sources, our multifaceted approach encompasses a wide spectrum of endeavors. As we celebrate our achievements, we remain steadfast in our mission to empower small and marginal farmers in Tamil Nadu, ushering in a new era of prosperity and growth.

We extend gratitude to our esteemed partners and technical collaborators for their unwavering support in this shared mission to build robust rural communities.

Table of Content

2022-23

PARTNERS


PUNJAB AGRICULTURAL UNIVERSITY
LEARN AND SERVE
1962


TATA TRUSTS


WWF


TITAN
COMPANY


DEPARTMENT OF HORTICULTURE PUNJAB


trustea


DEPARTMENT OF AGRICULTURE
GOVERNMENT OF PUNJAB


BCI
Better
Cotton
Initiative


intertek


NDDB
DAIRY
SERVICES

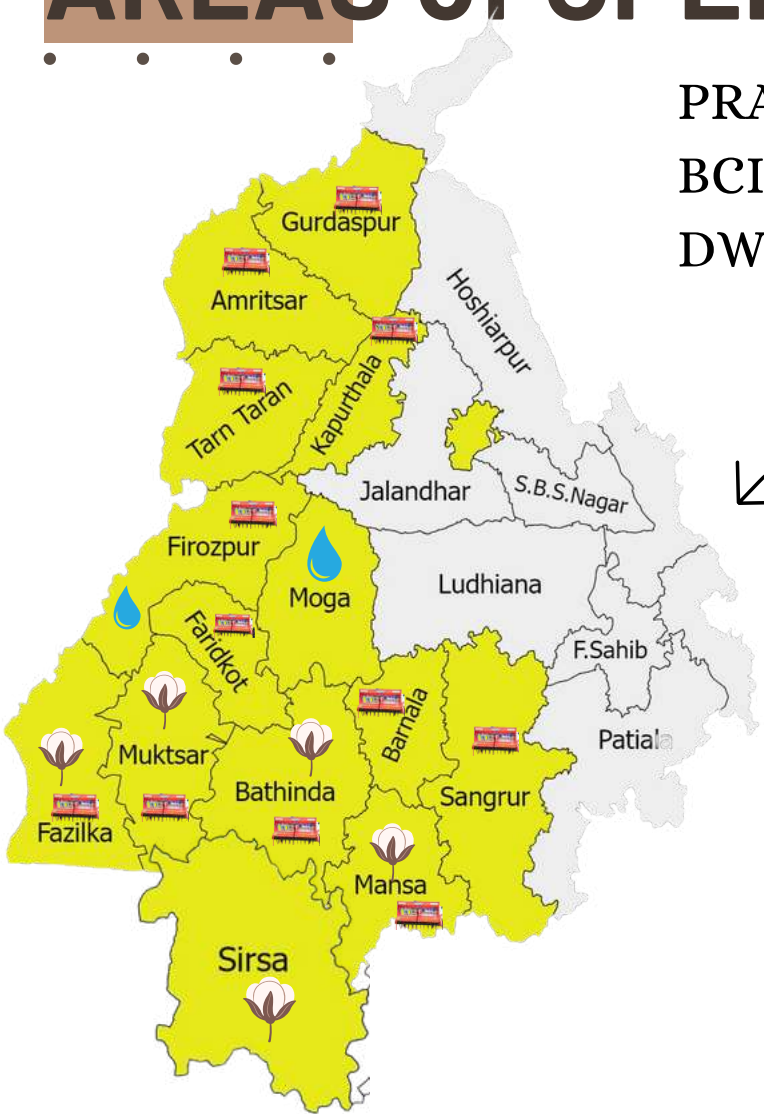

The Nature
Conservancy

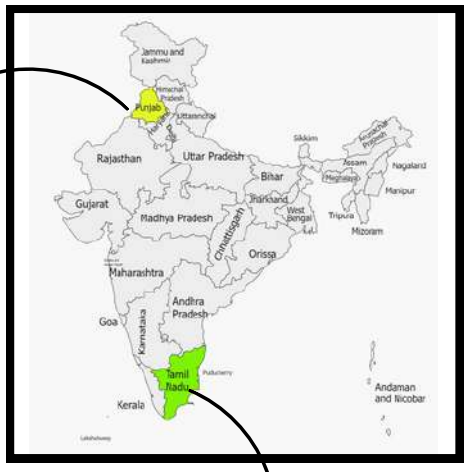
AREAS of OPERATION

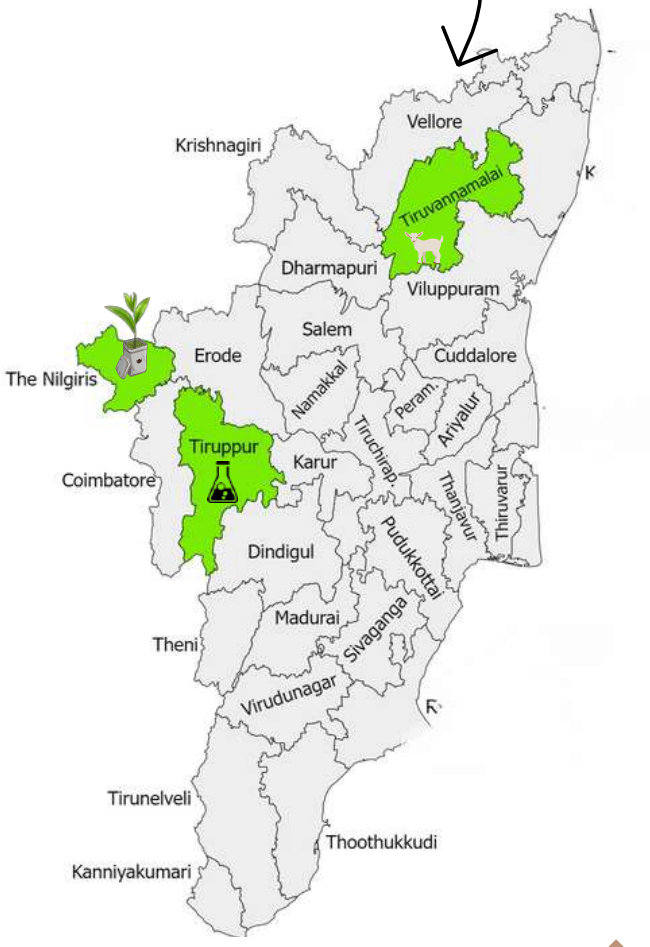
PRANA

BCI

DW







trustea

SKILL DEVELOPMENT

LATACHATHAPATHI

Project on CROP RESIDUE MANAGEMENT

WHY IT CONCERNS?

BECAUSE FARMERS BURN CROP RESIDUE OWING TO...

- Narrow sowing window for Wheat after paddy harvesting (20 to 25 days)
- Burning of the straw is convenient, cheap solution.
- Rice straw (high in Silica content), not used as fodder.
- Equipment such as Happy Seeder, Super Seeder etc. are expensive and beyond the reach of Small & Marginal farmers.
- Farmers don't see immediate benefit of Crop Residue Management.
- Non availability of required CRM machinery during the peak season even for custom hiring basis.

RGR's Endeavour in CRM:

Proof of Concept Initiated with Punjab Agricultural University, Ludhiana

2009 - 2011

2018–2022

Pilot project Project supported by Tata Trusts

Scale up PRANA Project supported by TNC

2022-2025

> **PRANA Goal**
> Arriving at tipping point of elimination of crop residue burning across Northwest India by 2025

The Nature Conservancy initiated the PRANA PROJECT in 2022

"PRANA"

PROMOTING REGENERATIVE AND NO BURN AGRICULTURE

Objectives of PRANA:

- Eliminating burning of one million hectares of cropland.
- Getting at least 250,000 farmers to adopt a no-burn cropping system.
- Preventing at least six million tonnes of CO_2 from entering the atmosphere.
- Saving 500 billion litres of water from enhanced soil health and agronomy.
- Piloting financial instruments that incentivize farmers to adopt no-burn practices

In 2022-23 RGR Cell worked in 6 districts comprising Amritsar, Barnala, Gurdaspur, Tarn Taran, Ferozepur,Moga encompassing 23 blocks and 852 villages.

Key Interventions

Sowing Solutions

117

SMSK'S
STRAW MANAGAMENT SEWA KENDRAS

FORMED FOR CULTIVATING STRAW MANAGEMENT EXCELLENCE

Cultivating Change

792

SCHOOL AWARENESS CAMPAIGNS

Colors of Inspiration

208

WALL MURALS PAINTED

52 Villages

Nurturing Knowledge, Growing Futures

3017

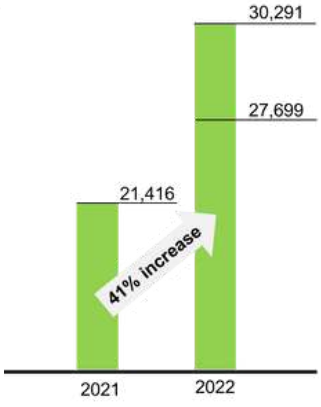
VILLAGE TRAINING CAMPS

50,518 FARMERS

Strengthening

300

CUSTOM HIRING OPERATORS/ AE



289

FARMERS' FIELD DAYS

Key Interventions

Machinery Mapping

852
VILLAGES

9667 MACHINES WERE MAPPED

PRA exercises

52
VILLAGES

Demonstration Plots

319
RABI DEMONSTRATIONS

50 *KHARIF DEMONSTRATIONS*

Ensuring Quality

319
SOIL SAMPLES

Strengthening Agricultural Communities

ENGAGING FARMERS IN VILLAGE LEVEL INSTITUTIONS

Global Collaboration Spotlight

Matt Brown, the Managing Director TNC with RGR Cell's Team

Matt Brown, the Managing Director of Global Conservation at The Nature Conservancy, undertook a visit to India to personally assess the on-ground operations of the PRANA project.

FUTURE PROSPECTS

In 2023-24, our ambit has expanded significantly under the PRANA Project.

- We have extended our reach to encompass **12 districts and 3,800 villages, engaging with a commendable count of 2.8 lakh farmers.**
- This marks a remarkable milestone, with our coverage **doubling from 6 districts in the previous year to a formidable 12 districts** this year. Additionally, our village count has grown substantially, increasing by **more than 4 times from 852 to an impressive 3800**, further expanding our reach and impact.

This awe-inspiring surge in scale stands as a testament to our resolute dedication in championing regenerative and transformative CRM practices, propelling forward our noble mission to elevate agricultural techniques and forge a future of heightened resilience for our cherished farming communities.

Primary Obstacles Encountered in Embracing No-Burn Practices

1. **Availability of SMS Mounted Combine Harvesters:** Overcoming the challenge of ensuring an adequate number of SMS mounted combine harvesters for efficient and timely harvesting operations.
2. **Accessibility to Machinery for Small and Marginal Farmers:** Addressing the issue of limited access to essential machinery, especially for small and marginal farmers, during peak agricultural seasons.
3. **Germination Issue:** Resolving challenges related to germination rates and seedling establishment to optimize crop growth and yield potential.
4. **Frost Injury Management:** Developing strategies to mitigate the impact of frost injury on crops and prevent potential losses due to adverse weather conditions.
5. **Pest and Rodent Problem:** Implementing effective pest and rodent management practices to safeguard crops from infestations and minimize yield losses.

SUCCESS STORY

Baljeet Singh

Harnessing Innovation and Sustainable Growth through CRM

Baljeet Singh, a 38-year-old farmer from Rode Jalle Wala village in Ferozepur district, exemplifies agricultural success through innovation. With 10 acres of land and a family of four, he showcases sustainable farming as a demo farmer with RGR. Notably, he employs Happy Seeder, Superseeder, and mulching methods, which have not only increased efficiency but also positively impacted soil health, reduced urea use, and minimized weed growth, resulting in higher yields. Baljeet's commitment to progress extends to renting out machinery and knowledge with fellow farmers, amplifying sustainable practices in his community.

SUCCESS STORY

Harminder Singh

Pioneering change through progressive farming

Harminder Singh, a visionary farmer at 40 from Shahwala village, Ferozepur district, has achieved remarkable strides in sustainable agriculture. Cultivating rice and wheat across 17 acres to support his family of 9, Harminder's partnership as an RGR Demo Farmer brought transformative change. By embracing advanced machinery such as Superseeder, Zero Drill, and Smart Seeder, Harminder demonstrated a departure from traditional residue-burning practices. The results were astounding: reduced cultivation costs, effective weed control, improved yields, and enhanced soil health. This success, witnessed by his community, showcases how Harminder's dedication and the principles of Crop Residue Management not only secure h

RGR Cell's Hall of Farming Fame

₹35 lakhs given to 1054 farmers for Sustainable Farming Practices

Sustainability Champions

Integrated Drinking Water Project

- Jal Jeevan Mission aims to provide Functional Household Tap Connections (FHTC) to all rural households, addressing water access gaps in India by 2024.
- Punjab, a former leader of the Green Revolution, now faces escalating water quality issues.
- 1,634 habitations in the state are affected by arsenic, fluoride, and other contaminants.
- RGR team implemented JJM project in 600 Punjab villages to ensure community ownership.
- DWSS is entrusted with the responsibility of providing safe and adequate drinking water to the rural residents of the State of Punjab.
- The department has been implementing surface water and groundwater Single Village Schemes (SVS)/Multi Village Schemes (MVS).
- RGR cell played the role of an Implementation Support Agency to jointly achieve these objectives with DWSS.

Areas Of Operation

The project aims to cover 600 villages in two districts of Punjab:

- **Ferozepur-** 430 villages (four blocks)
- **Moga-** 170 villages (three blocks)

Key Interventions

Empowered Water Communities

468

VILLAGE LEVEL WATER COMMITTEE

1304

COMMUNITY TRAININGS

WASH Warriors Arise!

3206

PEOPLE TRAINED

Training on various aspects of WASH

39971

HOUSEHOLDS

Access to safe Drinking Water through FHTC

177

VILLAGES

Collection of regular water tariff from users

Activities

On International Women's Day, 11 village-level programs in both districts in which around 687 women participated

World Water Day celebrations in Ferozepur and Moga

448 Har Ghar Jal Certificates were obtained from the Gram Panchayat by team RGR

510 Aam Ijlas conducted to form GPWSC

Awareness in 548 schools in which students were trained on water quality testing

Upcoming Quarterly Initiatives:

- Conduct training sessions for GPWSC (Gram Panchayat Water Supply and Sanitation Committee) members on effective O&M practices and meticulous record-keeping.
- Facilitate the establishment of O&M accounts and provide guidance to GPWSC in managing these accounts.
- Collaborate with GPWSC to proficiently use the mgram app, ensuring accurate data uploads following DWSS guidelines.
- Organize cluster-level training sessions for pump operators, enhancing their operational skills.

SUCCESS STORY

Reviving Hope: Kokri Bhattar's Water Transformation Journey with RGR

Kokri Bhattar, *a village in Moga district, faced water supply challenges due to technical and non-technical issues, resulting in scheme closure. RGR engaged in continuous efforts with Panchayat members to educate villagers on water usage, cleanliness, and conservation. With renewed infrastructure, addressing leaks, and appointing a pump operator, the scheme was revived. Transparent revenue collection and regular community meetings ensured every household had a water connection. RGR's online engagement and collaboration with the Water Supply and Sanitation Committee facilitated progress towards aesthetic enhancement and extended water supply hours. This success story is reflective of RGR's collaborative approach, benefiting not only Kokri Bhattar but also other villages in Moga district, highlighting the positive impact of RGR's efforts in partnership with the Water Supply and Sanitation Department.*

SUCCESS STORY

Revitalizing Water Access: Village Basti Khushal Singh's Journey to 100% FHTC Achievement

In Village Basti Khushal Singh, Ferozepur district, the absence of clean drinking water and awareness prompted the RGR team to initiate change. Through a new scheme, ₹32,000 was secured, enabling water supply since June 2022. With RGR's social team engaging the GPWSC and celebrating 'Har Ghar Jal' utsav, the village achieved 100% FHTC, providing 108 connections, including public places. Solar installation reduced O&M costs, monthly expenses are ₹8,200, with bills and savings managed effectively. FTK training empowered women's involvement. A cluster training further empowered members, fostering proper record keeping. Chairman S: Balwant Singh applauded RGR's Mr. Harmandeep Singh and Mr. Gurjant Singh for their contributions.

Water Warriors: Reverence

Republic Day Honors for GPWSC Awardees of Chotian Khurd, Gajjan Wala, Matwani, and Kili Chehlan for Outstanding Scheme Management

Sustainability Champions

Better Cotton Initiatives

During the season, 38,488 farmers having 63,888 hectares across the 365 villages were benefitted from the programme.

The Cotton was Project undertaken in partnership with WWF-India. It aimed at improving the status of cotton growers by equipping them with the latest technical know-how aligned at enhancing yield of better quality cotton and avoiding wasteful expenditure on inputs.

How do we ensure cotton growers adopting the Minimum Production Criteria?

- Minimizing the harmful impact of crop protection practices
- Promoting water stewardship.
- Prioritizing care for soil health.
- Enhancing biodiversity and responsible land use.
- Preserving fiber quality.
- Ensuring fair and decent work environments.
- Operating an effective management system.

Areas Of Operation

The BCI project is being executed across 365 villages encompassing 4 districts in Punjab and 1 district in Haryana, benefiting 38,488 farmers engaged in cotton cultivation.

Key Interventions

300

PPE KITS

DISTRIBUTED TO FARMERS AT NO COST.

4326

BCI FARMERS

USED FYM DURING THE RABI & KHARIF SEASON TO IMPROVE THE ORGANIC CONTENT IN THEIR FARM SOIL.

365

DEMONSTRATIONS

ON VARIOUS GOOD PRACTICES FOR COTTON CULTIVATION.

5017

PHEROMONE TRAPS

DISTRIBUTED FREE OF COST TO FARMERS

4185

BCI FARMERS

INCORPORATED THE COTTON STALKS INTO THE SOIL BY DIFFERENT METHODS

4711

BCI FARMERS

INCORPORATED THE PADDY STRAW INTO THE SOIL WITHOUT BURNING

15,147

ACRES

WERE COVERED UNDER THIS PRACTICE.

Women Skill Development

Worker trainings were organized for the local workers to familiarize them with aspects related to responsible, ethical and safe work conditions. In this , women were given sensitization on the available social schemes of state and central Government.

Demonstration on SPLAT & PB KNOT Technique

- Over the preceding 2-3 years, cotton yields were significantly affected by the pink bollworm.
- Hotspot mapping had been undertaken within the PU area to monitor PBW attacks, and farmers had received training in identifying pests, recognizing infected flowers, and adopting ETH management practices to prevent further propagation.
- In partnership with other departments, demonstrations on biological control were presented, involving Mating Disruption Techniques like PB knot/Splat.
- The Department of Agriculture and Punjab Agriculture University were assisted by our team in conducting demonstrations for SPLAT/PB Knot pheromone technology.
- Selected BCI Cotton farmers had been informed about the application of SPLAT technology for Pink Bollworm (PBW) management, along with advisories against using insecticides in SPLAT/PB Knot pheromone-treated plots.
- **A total land area of 539 acres in Muktsar and Fazilka districts had been encompassed by this initiative.**

SUCCESS STORY

From Soil Saviour to Stewardship Trailblazer : Jajj Singh's Inspiring Journey of CRM

In Punjab's Sri Muktsar Sahib district, farmer Jajj Singh, 59, *has set an example for his peers by taking care of the health of the soil. modest eighth-grade education ignited a lifelong commitment to farming for societal good. Armed with 41 years of experience tending 8.5 acres, Singh embraced the Better Cotton Initiative Project in 2017. Guided by the Reviving Green Revolution Cell, Punjab, he absorbed lessons in resource conservation and found inspiration in Guru Nanak Dev ji's teachings, valuing wind, water, and earth.*

Farmer's Accomplishments

Jajj Singh, mentored by the Reviving Green Revolution Cell, Punjab, ingeniously explored residue utilization strategies. His determination led him to integrate cotton stalks into the soil, despite initial hurdles. Unfazed by skepticism from friends advising against it, he pursued his innovation. Even when initial wheat yields disappointed, Singh persisted. The following year, unwavering commitment yielded a bumper harvest, elevating soil attributes by increasing organic carbon from 0.36% to 0.39% in three years. Collaborating with the Punjab team of the Reviving Green Revolution Cell fortified his success.

In 2022, Singh's influence cascaded, persuading over 15 fellow villagers to allocate at least an acre for cotton crop stalk incorporation. Swiftly, he transformed into a farmers' beacon. Since 2019, diverse crops have thrived, embracing the legacy of soil stewardship through crop residue incorporation.

SUCCESS STORY

Earthworm Alchemy : Revolutionizing Agriculture through Vermicomposting Innovation

*Meet **Gurpreet Singh,***

***A 38-year-old visionary farmer** from Malri village, Sirsa, Haryana. With a 10th-grade education and a profound connection to nature, Singh's journey into vermicomposting began in 2021 through training from the Reviving Green Revolution Cell and guidance from Harkirpa Farm, Karnal.*

In March 2022, Singh implemented his knowledge, crafting a vermicompost bed spanning 30 x 4.5 x 1 feet. The outcome was astounding – a first harvest of 3000 kg in three months, followed by four additional batches totaling 17,000 kg. With a net return of Rs. 100,000/- in the inaugural year and Rs. 70,000 from earthworm sales, Singh's success validated the venture's profitability.

Today, boasting 27 vermicompost beds and an estimated earthworm value of ~Rs. 2.5 lakh, Singh's innovation continues to thrive. He has also ventured into Azolla cultivation, harnessing its nitrogen-fixing potential. Beyond personal success, Singh has empowered 15-20 fellow farmers with his vermicomposting expertise, fueling a cycle of growth and improvement.

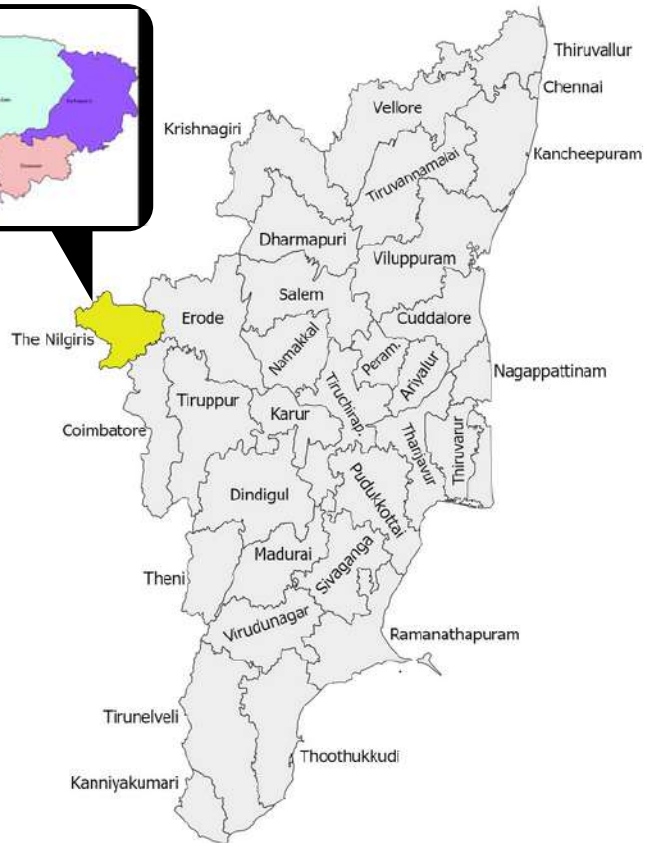
trustea Program

In the Nilgiris, 65,000 Small Tea Growers cultivate tea across 9,000 hectares, producing 30 million kgs of tea annually. While Dr. Swaminathan Committee suggests a minimum price of Rs.37.50 per kg, growers currently sell at Rs.12 - 18 due to challenges in adopting best practices amidst climate change and urbanization.

'trustea Program' is a sustainability code certification, which focuses on achieving end-to-end sustainable tea cultivation, thus, working across the entire value chain from Small Tea Growers (STGs) to Bought Leaf Factories (BLFs), estates and packers to address issues such as working conditions and entitlements, health and safety of tea workers, prevention of sexual harassment and promotion of gender equality, water pollution, food safety, soil erosion & contamination, gender issues and adverse effects of climate change.

- Enhances tea ecosystem biodiversity and offers sustainability certification for tea cultivated under trustea code.
- Focuses on 'Environment, Safety, and Livelihoods' pillars following Indian regulations and global sustainability principles

Areas Of Interventions:The Nilgiris



> ***Enhancing tea productivity, reducing costs, securing future tea leaf supply, and protecting ecosystems while improving the quality of life for tea growers and workers through sustainable agricultural practices in India.***

Objectives

1. To provide 'Best Agricultural Practices' training to uplift Small Tea Growers' income and livelihood.
2. To enforce 'Equal Work, Equal Pay' and Provident Fund compliance for tea workers.
3. To uphold zero tolerance for child labor, ensuring no child engagement.
4. To strengthen biodiversity through strict adherence to estates', factories', and STGs' biodiversity action plans.
5. To enhance waste management, segregating hazardous, non-hazardous, and biomedical waste.
6. To prioritize worker safety through training in machinery handling and factory protocols.

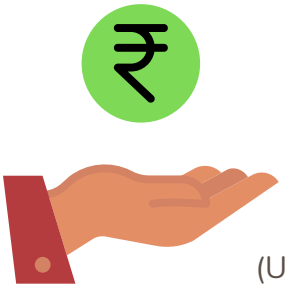
Key Interventions

Educational Endeavors

148

TRAININGS CONDUCTED

FOR SMALL TEA GROWERS, AGGREGATORS AND TRUSTEA OFFICERS INCLUDING E-LEARNING CERTIFICATION



₹5000

REDUCTION IN INPUT COSTS

(Urea, Potash, Ammonia and Fertilizer spray)

7846

STGS

ADOPTING TRUSTEA PROTOCOL

Yield Enhancement

3 QUINTAL ANNUAL INCREASE IN YIELD

THROUGH IMPROVED TEA CULTIVATION PRACTICES

20.5

MILLION KGS

CERTIFIED TRUSTEA

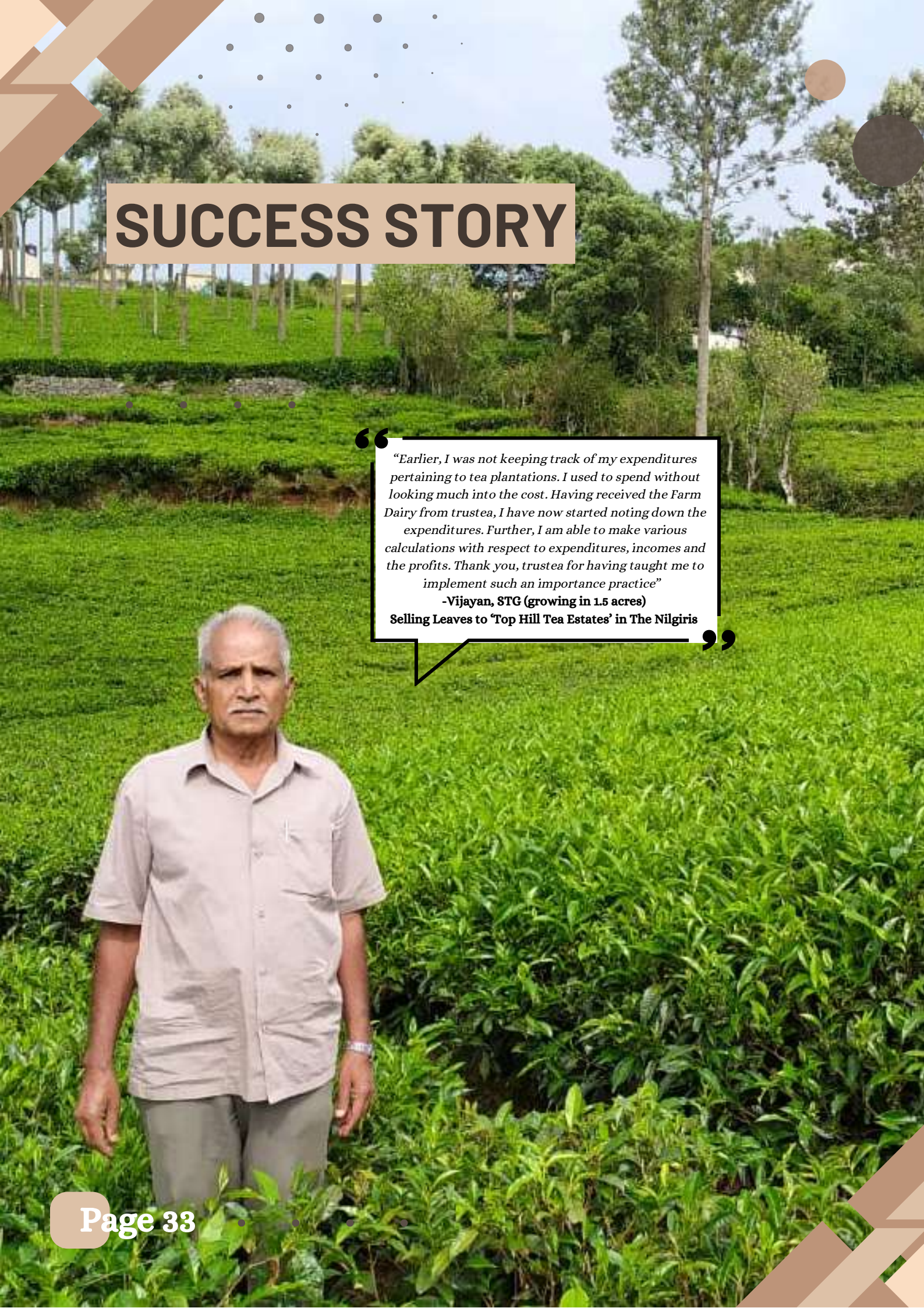
₹5100

PER ACRE INCOME ENHANCED

Challenges and Future prospects

- Despite encountering challenges during the certification process, progress was made towards ensuring responsible practices in the tea sector.
- Some entities initially showed reluctance and were unresponsive to certification efforts. However, through collaboration with trustea and Commercial Partners (CPs), these obstacles were addressed, and support was garnered to encourage participation.
- Delays in adoption of trustea code were mitigated through persistent follow-ups, rectifying issues and ensuring progress towards certifications.
- The commitment to promoting sustainable practices remained unwavering, demonstrating resilience and adaptability in the face of challenges.

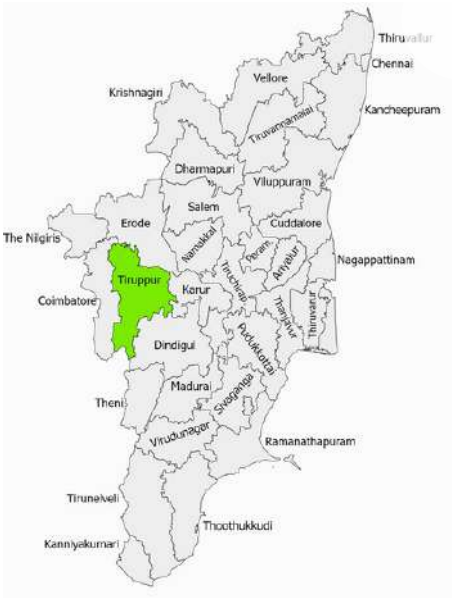
SUCCESS STORY



"Earlier, I was not keeping track of my expenditures pertaining to tea plantations. I used to spend without looking much into the cost. Having received the Farm Dairy from trustea, I have now started noting down the expenditures. Further, I am able to make various calculations with respect to expenditures, incomes and the profits. Thank you, trustea for having taught me to implement such an importance practice"

-Vijayan, STG (growing in 1.5 acres)
Selling Leaves to 'Top Hill Tea Estates' in The Nilgiris

Skill Development



(Textile Technology Training)

Tirupur, a textile and garment industry hub, focuses on export-oriented production, catering to diverse domestic and international demands. Material quality significantly impacts garment durability, with leading brands requiring quality certifications. To address textile testing gaps and enhance quality assurance, a youth training program aims to uplift underprivileged individuals by equipping them with textile quality assurance skills, fostering their placement in reputable textile companies, and improving their economic prospects.

To bridge the skilling gap in textile testing, RGR Cell established a Tirupur training center with Intertek's support. Two-year training started in July 2022 in lab tech and customer coordination for 300+ youth, focusing on textile testing & quality aspects, and soft skills. Post-completion, graduates are certified and placement opportunities created in leading textile/garment industries.

Goals & Objectives

> ***Skill Development and Livelihood Enhancement of underprivileged youth in Tirupur district of Tamil Nadu***

KEY INTERVENTIONS

- Visit graduates to emphasize training importance.
- Provide 3-month Textile Lab Tech and Merchandising course.
- Organize guest lectures, Industrial Visits for exposure.
- Providing 1-month hands-on training at Intertek.
- External evaluation by Skill India's 'Methods Apparel'.
- Facilitate placements in textile companies.
- Follow-up for growth in knowledge and economics.

OUTPUT & IMPACT

Rapport Building

265

EDUCATIONAL INSTITUTIONS, TEXTILE INDUSTRIES

LEVERAGED FOR MOBILIZING SUITABLE CANDIDATES

Building Bright Minds

3 TRAININGS CONDUCTED FOR YOUTH

Textile Lab Technician and Textile Merchandising

Learning Pathways, Leading Destinations

89 YOUTH CERTIFIED

70 PLACED IN FULL-TIME EMPLOYMENT

AVERAGE

₹ 1.20 LAKH/ANNUM

additional household income through employment

Challenges & Future Prospects

- Dropout rates were noted for few candidates. For some trainees, they expressed reluctance for job placements due to factors like distance from home, salary expectations, and work hours.
- Addressing the issue of dropouts, trainers proactively provided counselling and engaging with trainees' families to enhance retention. Encouraging trainees to embrace initial job opportunities as a means of gaining valuable experience for future career advancement positively impacted their motivation.
- These efforts collectively resulted in improved participant engagement and a more positive approach towards job placements, contributing to program success.

SUCCESS STORY

Empowering Lives: Samyuktha's Transformation through Textile Lab Training

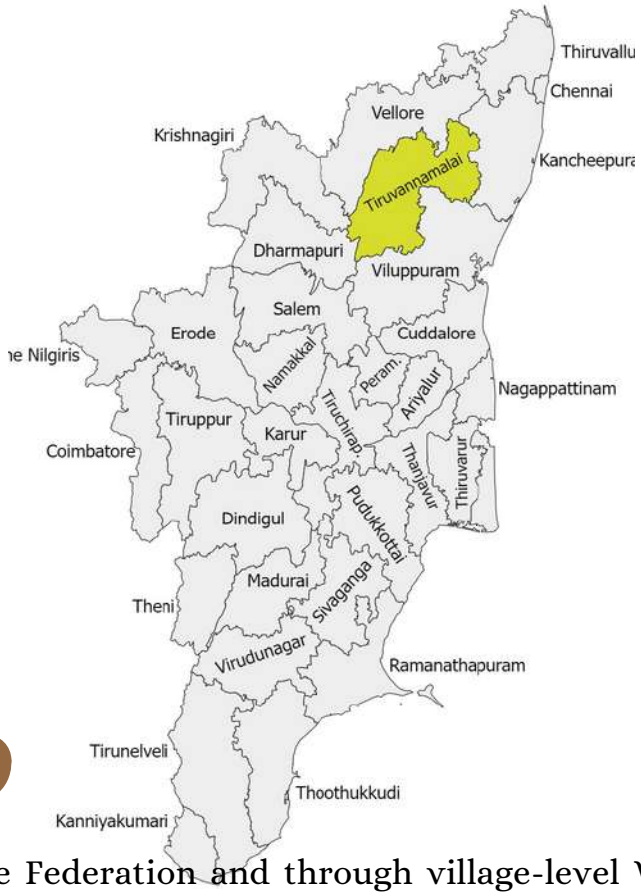
Ms. Samyuktha, a resident of Suriyappam Palayam, a remote village in Tirupur district, completed the rigorous three-month 'Textile Lab Technology' course in October 2022. Despite challenges, her dedication and performance stood out, leading to a job as a Lab Technician at Intertek, Tirupur. With her monthly salary of Rs.15,000, Samyuktha's family income increased significantly from Rs.96,000 to 2,76,000 per annum. Her success story highlights the impactful partnership between Reviving Green Revolution Cell and Intertek.

LATCHATHIPATHI VIVASAYI PROJECT

RGR Cell with the invaluable support of Titan Company has missioned to uplift economically distressed tribal farmers in Jawadhu Hills, Tamil Nadu irreversibly out of poverty through community-led income enhancement interventions. Latchathipathi Vivasayi focuses on tribal women in high-poverty areas using a community-led approach that addresses a wide range of their needs and interests to improve their income and quality of life. Aimed at increasing annual incomes to over Rs.1 lakh per annum, the program is currently, in its third year and showing promising results in this journey. A 100% women-led Federation i.e., Jawadhu Hills Women Entrepreneurs Federation (JHWEF) has been formed and is responsible for marketing raw little millet in bulk and value-added little millet rice, ragi, horsegram and wild forest honey to retail markets.

Implementation Strategy: Jawadhu Hills

Focus is on marginalized tribal women in Jawadhu Hills using a community-led approach that addresses a wide range of their needs and interests to improve their income and quality of life. .



Program implementation is anchored in the Federation and through village-level Women Producer Groups. These groups in addition to thrift and saving are responsible for the aggregation of Non-Timber Forest Produce (NTFP) such as custard-apple and little millet. The group further forms the central point for implementation of agricultural demonstrations for improved practices in millet and paddy and promoting goatery as an additional livelihood option for tribal women.

Thus, three key "prototypes" for livelihood enhancement in the program are

(i) Agricultural Development, including vegetable cultivation and water resource harvesting;
(ii)Livestock Development, specifically for promoting goat rearing;
(iii) NTFP marketing, specifically, custard apple and honey.

It is through layering of these three prototypes that the income enhancement of Rs.1 lakh/annum is planned.

Key Interventions

- Formation of JHWEF and establishing market linkages for agricultural and forest produce.
- Promoting goatery as a livelihood option, including vaccination, improved feed/fodder and shed management.
- Establishing farm ponds and de-silting existing water bodies to increase area under irrigation and promote groundwater recharge.
- Promoting vegetable cultivation through trellis structures for additional income.
- Marketing of JHWEF under the JHWEF brand of “Baya”

Key Activities

30

TRAININGS

ON BETTER PRACTICES IN AGRICULTURAL ACTIVITIES WERE GIVEN TO 500 FARMING HOUSEHOLDS.

Mineral block introduced for improving overall goat health.

100

LITTLE MILLET AGRICULTURAL DEMO PLOTS

promoted in 50 acres with 100 farmers with improved ATL 1 (Athiyandal-1) variety. Average yield of 3.6 quintals/acre achieved.

41 WOMEN HAVE ACHIEVED LATCHATHAPATI VIVSAYI STATUS WITH INCOME NOW OVER RS.1 LAKH

2

COMMUNITY TANKS DESILTED

21,000 CU.MT. ADDITIONAL WATER STORAGE

Inaugurated by Jeeva Moorthy, BDO, Jawadhu Block

86 WOMEN NOW HAVE INCOME RANGING FROM RS.65,000 TO RS.1 LAKH/ANNUM

4 DEWORMING CAMPS

3 VACCINATION CAMPS

950+ ANIMALS VACCINATED

for goats were conducted in 9 villages

Key Interventions

150

FARMERS WERE TRAINED

IN SYSTEM OF RICE INTENSIFICATION (SRI) CULTIVATION METHODS.

11

MODEL GOAT SHEDS

25

FODDER UNITS

HAVE BEEN DEVELOPED TO INCREASE THE AVAILABILITY OF GREEN FODDER AT THE HOUSEHOLD LEVEL AND PREVENT OPEN GRAZING.

20 TRELLIS VEGETABLES AND 25 VEGETABLE GARDENS WERE SETUP THROUGH WHICH

₹1.74 LAKH

WAS EARNED.

140

WOMEN

HAVE BEEN DEVELOPED INTO GOAT REARERS.

WITH A TOTAL HERD VALUE OF

₹43.65 LAKHS

₹85.65 LAKHS

TURNOVER

JAWADHU HILLS WOMEN ENTREPRENEUR FEDERATION (JHWEF)

IN TWO YEARS, TOTAL INCOME OF BENEFICIARIES HAS INCREASED FROM RS.48.52 LAKHS T0

₹1.05 CRORES

Challenges & Future Prospects

- The tribal communities in Jawadhu Hills have been engaged in developmental activities facilitated by various agencies over recent decades. The prevalence of government-sponsored freebies remains an obstacle. The cultivation of a spirit of reciprocity, rather than mere reliance on free provisions, is fostered through the women producer group engagement to negate this.
- With the entry of RGR Cell in goatery, Don Bosco and CMC, Vellore have renewed their interventions in goat rearing, though this is a positive development; challenges arise from their provision of free vaccination and deworming services. However, RGR Cell has chosen to prioritize the delivery of quality services at equitable rates, opting against the provision of free vaccination and deworming services due to their unsustainable nature. A noteworthy breakthrough has emerged in cases where does previously experiencing miscarriages/no conception; now, through consistent healthcare, are successfully pregnant and delivering healthy offspring. Field experiences such as these have convinced rearers to pay for veterinary services.

SUCCESS STORY

Rising from Poverty: Rajeshwari's Goat-astic Triumph in Kuriyanur Village

Nestled in Tamil Nadu's Jawadhu Hills, Kuriyanur village is a potential hub for small ruminant rearing as a significant income source for tribal communities. Rajeshwari, part of Kuriyanur Women Producer Group by RGR Cell, emerged from poverty's grasp through goat rearing. As a mother of four and wife to a woodcutter in Athipalli, she struggled until receiving four goats from RGR Cell in 2022. Despite lacking prior experience, RGR Cell's veterinary training empowered her to nurture a thriving goat herd. Within a year, Rajeshwari's herd grew to 12, and she even one goat for Rs. 12,000. Her additional income has enabled her children to go to school and support their educational expenses. Her goats' gentle bleating harmonizes with her success story, a testament to RGR Cell and Titan Company's transformative support, inspiring not only her village but also women across the program.

Headline Chronicles:
RGR's Media Mentions & Accomplishments

ਜ਼ੀਰਾ ਦੇ ਪਿੰਡ ਠੱਠਾ ਵਿਖੇ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਕਿਸਾਨ ਸਿਖਲਾਈ ਕੈਂਪ

ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਕਿਸਾਨ ਸਿਖਲਾਈ ਕੈਂਪ ਲਗਾਇਆ

ਪੰਜਾਬ ਟਾਈਮਜ਼ ਵਿਸ਼ੇਸ਼

ਮੱਖੂ, 11 ਮਾਰਚ (ਜਸਵੰਤ ਸਿੰਘ ਮੱਲ੍ਹੀ)- ਪਿੰਡ ਠੱਠਾ ਸਾਹਿਬ ਵਿਖੇ ਆਰ ਜੀ ਆਰ ਸੈੱਲ ਵੱਲੋਂ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਕਿਸਾਨ ਸਿਖਲਾਈ ਕੈਂਪ ਲਗਾਇਆ ਗਿਆ ਕੈਂਪ ਵਿੱਚ ਇਲਾਕੇ ਦੇ 400 ਤੋਂ ਵੱਧ ਕਿਸਾਨਾਂ ਨੇ ਭਾਗ ਲਿਆ ਡਾ ਅਮਿਤ ਪੁੰਜ ਖੇਤੀਬਾੜੀ ਵਿਕਾਸ ਅਫਸਰ, ਡਾ ਸਾਵਣਦੀਪ ਸ਼ਰਮਾ ਪ੍ਰੋਜੈਕਟ ਡਾਇਰੈਕਟਰ ਆਤਮਾ, ਫਿਰੋਜ਼ਪੁਰ, ਆਰ ਜੀ ਆਰ ਸੈੱਲ ਦੇ ਮਾਹਿਰ ਡਾ ਸੁਰਜੀਤ ਸਿੰਘ, ਡਾ ਇੰਦਰ ਮੋਹਨ ਛਿਬਾ, ਡਾ ਰਣਜੋਧਨ ਸਿੰਘ ਸਹੋਤਾ, ਡਾ ਚੰਦਰ ਮੋਹਨ , ਕੁਲਬੀਰ ਸਿੰਘ ਬਰਾੜ ਸੀਨੀਅਰ ਏਰੀਆ ਮੈਨੇਜਰ, ਹਰਮਨਦੀਪ ਸਿੰਘ ਸਰਾਂ ਏਰੀਆ ਮੈਨੇਜਰ ਹਾਜ਼ਿਰ ਹੋਏ ਕੈਂਪ ਦੌਰਾਨ ਪਰਾਲੀ ਸੰਭਾਲ ਦੀਆਂ ਵੱਖ ਵੱਖ ਤਕਨੀਕਾਂ ਦੀ ਪ੍ਰਦਰਸ਼ਨੀ ਕੀਤੀ ਗਈ ਡਾ ਅਮਿਤ ਪੁੰਜ ਵੱਲੋਂ ਪਰਾਲੀ ਸੰਭਾਲਣ ਦੀਆਂ ਵੱਖ ਵੱਖ ਤਕਨੀਕਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿੱਤੀ ਗਈ ਆਰਜੀਆਰ ਸੈੱਲ ਦੇ ਮਾਹਿਰਾਂ ਵੱਲੋਂ ਕਿਸਾਨਾਂ ਨੂੰ ਕਣਕ-ਝੋਨੇ ਦੀ ਕਾਸ਼ਤ ਬਾਬਤ ਵੀ ਤਕਨੀਕੀ ਜਾਣਕਾਰੀ ਮੁਹਈਆ ਕਰਵਾਈ ਗਈ ਡਾ ਸ਼ਰਮਾ ਪ੍ਰੋਜੈਕਟ ਡਾਇਰੈਕਟਰ ਵੱਲੋਂ ਆਤਮਾ ਸਕੀਮ ਬਾਰੇ ਜਾਣਕਾਰੀ ਮੁਹਈਆ ਕਰਵਾਈ ਗਈ ਪ੍ਰੋਗਰਾਮ ਵਿੱਚ ਜਿਲ੍ਹੇ ਦੇ 16 ਕਿਸਾਨਾਂ ਨੂੰ ਪਰਾਲੀ ਸੰਭਾਲਣ ਲਈ ਸਨਮਾਨਿਤ ਕੀਤਾ ਗਿਆ ਅੰਤ ਵਿੱਚ ਆਬਜ਼ਰਵਰ ਸਿਮਰਨ ਸਿੰਘ ਵੱਲੋਂ ਟੀਐਨਸੀ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿੱਤੀ ਗਈ ਆਏ ਹੋਏ ਮਹਿਮਾਨਾਂ ਅਤੇ ਕਿਸਾਨਾਂ ਦਾ ਧੰਨਵਾਦ ਕੀਤਾ ਗਿਆ ।

ਪਰਾਲੀ ਦੀ ਸੁਚੱਜੀ ਸੰਭਾਲ ਲਈ 16 ਕਿਸਾਨ ਸਨਮਾਨੇ

ਪੱਤਰ ਪ੍ਰੇਰਕ, ਮੱਖੂ : ਆਰਜੀਆਰ ਸੈੱਲ ਵੱਲੋਂ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਕਿਸਾਨ ਸਿਖਲਾਈ ਕੈਂਪ ਲਗਾਇਆ ਗਿਆ। ਇਸ ਕੈਂਪ ਵਿੱਚ ਇਲਾਕੇ ਦੇ 400 ਤੋਂ ਵੱਧ ਕਿਸਾਨਾਂ ਨੇ ਭਾਗ ਲਿਆ। ਕੈਂਪ ਵਿੱਚ ਡਾ. ਅਮਿਤ ਪੁੰਜ ਖੇਤੀਬਾੜੀ ਵਿਕਾਸ ਅਫਸਰ, ਡਾ. ਸਾਵਣਦੀਪ ਸ਼ਰਮਾ ਪ੍ਰੋਜੈਕਟ ਡਾਇਰੈਕਟਰ ਆਤਮਾ ਫਿਰੋਜ਼ਪੁਰ, ਆਰਜੀਆਰ ਸੈੱਲ ਦੇ ਮਾਹਿਰ ਡਾ. ਸੁਰਜੀਤ ਸਿੰਘ, ਡਾ. ਇੰਦਰ ਮੋਹਨ ਛਿਬਾ, ਡਾ. ਰਣਜੋਧਨ ਸਿੰਘ ਸਹੋਤਾ, ਡਾ. ਚੰਦਰ ਮੋਹਨ , ਕੁਲਬੀਰ ਸਿੰਘ ਬਰਾੜ ਸੀਨੀਅਰ ਏਰੀਆ ਮੈਨੇਜਰ, ਹਰਮਨਦੀਪ ਸਿੰਘ ਸਰਾਂ ਏਰੀਆ ਮੈਨੇਜਰ ਹਾਜਰ ਹੋਏ। ਇਸ ਮੌਕੇ ਪਰਾਲੀ ਸੰਭਾਲ ਦੀਆਂ ਵੱਖ-ਵੱਖ ਤਕਨੀਕਾਂ ਦੀ ਪ੍ਰਦਰਸ਼ਨੀ ਕੀਤੀ ਗਈ। ਡਾ. ਅਮਿਤ ਪੁੰਜ ਵੱਲੋਂ ਵੱਖ ਵੱਖ ਪਰਾਲੀ ਸੰਭਾਲਣ ਦੀਆਂ ਵੱਖ ਵੱਖ ਤਕਨੀਕਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿੱਤੀ ਗਈ। ਆਰਜੀਆਰ ਦੇ ਮਾਹਿਰਾਂ ਵੱਲੋਂ ਕਿਸਾਨਾਂ ਨੂੰ ਕਣਕ-ਝੋਨੇ ਦੀ ਕਾਸ਼ਤ ਬਾਰੇ ਤਕਨੀਕੀ ਜਾਣਕਾਰੀ ਮੁਹਈਆ ਕਰਵਾਈ ਗਈ। ਡਾ. ਸ਼ਰਮਾ ਪ੍ਰੋਜੈਕਟ ਡਾਇਰੈਕਟਰ ਆਤਮਾ ਵੱਲੋਂ ਆਤਮਾ ਸਕੀਮ ਬਾਰੇ ਜਾਣਕਾਰੀ ਮੁਹਈਆ ਕਰਵਾਈ ਗਈ। ਪ੍ਰੋਗਰਾਮ ਵਿੱਚ ਜ਼ਿਲ੍ਹੇ ਦੇ 16 ਕਿਸਾਨਾਂ ਨੂੰ ਪਰਾਲੀ ਸੰਭਾਲਣ ਲਈ ਸਨਮਾਨਿਤ ਕੀਤਾ ਗਿਆ। ਅੰਤ ਵਿੱਚ ਟੀਐਨਸੀ ਦੇ ਆਬਜ਼ਰਵਰ ਸਿਮਰਨ ਸਿੰਘ ਵੱਲੋਂ ਟੀਐਨਸੀ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿੱਤੀ ਗਈ ਅਤੇ ਆਏ ਹੋਏ ਮਹਿਮਾਨਾਂ ਅਤੇ ਕਿਸਾਨਾਂ ਦਾ ਧੰਨਵਾਦ ਕੀਤਾ ਗਿਆ।

ਪਿੰਡ ਮੱਲੀਆਂ ਵਿਖੇ ਖੇਤੀਬਾੜੀ ਯੂਨੀਵਰਸਿਟੀ ਦੇ ਅਧਿਕਾਰੀ ਖੇਤ ਦਿਵਸ ਮੌਕੇ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕਰਨ ਸਮੇਂ। ਤਸਵੀਰ : ਸੰਨੀ ਚੀਮਾ

ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਦੇ ਅਧਿਕਾਰੀਆਂ ਨੇ ਕਿਸਾਨਾਂ ਨੂੰ ਕੀਤਾ ਜਾਗਰੂਕ

ਟੌਲੇਵਾਲ, 11 ਮਾਰਚ (ਸੰਨੀ ਚੀਮਾ)-ਪਿੰਡ ਮੱਲੀਆਂ ਵਿਖੇ ਉੱਘੇ ਕਿਸਾਨ ਰਣਜੀਤ ਸਿੰਘ ਮੱਲੀ ਦੇ ਖੇਤ ਵਿਖੇ ਖੇਤ ਦਿਵਸ (ਫ਼ੀਲਡ ਡੇਅ) ਟੀ.ਐਨ.ਸੀ ਤਹਿਤ ਖੇਤੀਬਾੜੀ ਯੂਨੀਵਰਸਿਟੀ ਲੁਧਿਆਣਾ ਦੇ ਅਧਿਕਾਰੀਆਂ ਵਲੋਂ ਫ਼ਸਲ ਦੀ ਰਹਿੰਦ ਖੂੰਹਦ ਅਤੇ ਜ਼ਮੀਨ ਦੀ ਉਪਜਾਊ ਸ਼ਕਤੀ ਵਧਾਉਣ ਸਬੰਧੀ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਗਿਆ। ਇਸ ਮੌਕੇ ਗੁਰਪ੍ਰੀਤ ਸਿੰਘ ਵਾਲੀਆ ਏਰੀਆ ਮੈਨੇਜਰ, ਅਮਨਦੀਪ ਸਿੰਘ ਫ਼ੀਲਡ ਅਸਿਸਟੈਂਟ, ਅਨਿਲ ਕੁਮਾਰ ਖੇਤੀ ਦੂਤ, ਅਰਸ਼ਦੀਪ ਸਿੰਘ ਅਤੇ ਰਜਨੀ ਸਿੰਘ ਨੇ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕਰਦਿਆਂ ਕਿਹਾ ਕਿ ਸੂਝਵਾਨ ਕਿਸਾਨ ਵੱਡੀ ਪੱਧਰ 'ਤੇ ਇਸ ਮੁਹਿੰਮ ਨਾਲ ਜੁੜ ਰਹੇ ਹਨ। ਖੇਤਾਂ ਵਿਚ ਪਰਾਲੀ ਸਾੜਨ ਦੇ ਰੁਝਾਨ ਨੂੰ ਰੋਕਣ ਅਤੇ ਪਰਾਲੀ ਨਾ ਸਾੜਨ ਵਾਲੇ ਕਿਸਾਨਾਂ ਦੇ ਮਨੋਬਲ ਨੂੰ ਵਧਾਉਣ ਲਈ ਵਿਭਾਗ ਵਲੋਂ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਚਲਾਈ ਹੋਈ ਹੈ। ਉਨ੍ਹਾਂ ਕਿਹਾ ਕਿ ਫ਼ਸਲ ਦੀ ਰਹਿੰਦ ਖੂੰਹਦ ਨੂੰ ਅੱਗ ਲਗਾਉਣ ਦੀ ਬਜਾਏ ਕਿਸਾਨ ਖੇਤਾਂ ਵਿਚ ਰਲਾ ਕੇ ਭੂਮੀ ਦੀ ਉਪਜਾਊ ਸ਼ਕਤੀ ਵਿਚ ਸੁਧਾਰ ਲਿਆਉਣ ਦੇ ਨਾਲ-ਨਾਲ ਵਾਤਾਵਰਨ ਨੂੰ ਪ੍ਰਦੂਸ਼ਿਤ ਹੋਣ ਤੋਂ ਬਚਾਉਣ ਵਿਚ ਵਡਮੁੱਲਾ ਯੋਗਦਾਨ ਪਾ ਸਕਦੇ ਹਨ ਅਤੇ ਧਰਤੀ ਵਿਚਲੇ ਕਿਸਾਨ ਦੇ ਮਿੱਤਰ ਕੀੜਿਆਂ ਦੇ ਜਿਉਂਦੇ ਰਹਿਣ ਅਤੇ ਅੱਗ ਲਗਾਉਣ ਨਾਲ ਪੈਦਾ ਹੁੰਦੇ ਧੂੰਏਂ ਕਾਰਨ ਹੁੰਦੇ ਸੜਕੀ ਹਾਦਸਿਆਂ ਅਤੇ ਮਨੁੱਖੀ ਸਿਹਤ 'ਤੇ ਪੈਣ ਵਾਲੇ ਮਾੜੇ ਪ੍ਰਭਾਵ ਤੋਂ ਵੀ ਬਚਾਅ ਕਰ ਸਕਦੇ ਹਨ। ਇਸ ਮੌਕੇ ਅਧਿਕਾਰੀਆਂ ਨੇ ਰਣਜੀਤ ਸਿੰਘ ਮੱਲੀ ਸਮੇਤ ਅਗਾਂਹਵਧੂ ਕਿਸਾਨਾਂ ਦੀ ਪ੍ਰਸ਼ੰਸਾ ਕੀਤੀ। ਇਸ ਮੌਕੇ ਕੁਲਵੰਤ ਸਿੰਘ ਮੱਲੀ ਸਾਬਕਾ ਸਰਪੰਚ ਅਤੇ ਪ੍ਰਧਾਨ ਪੰਚਾਇਤ ਯੂਨੀਅਨ, ਸਰਪੰਚ ਜਗਦੀਪ ਸਿੰਘ ਮੱਲੀ, ਜਗਮੋਹਨ ਸਿੰਘ ਮੱਲੀ, ਅਵਤਾਰ ਸਿੰਘ ਕਾਲਾ ਮੱਲੀ, ਰਾਜ ਸਿੰਘ ਮੱਲੀ, ਜਗਤਾਰ ਸਿੰਘ ਮੱਲੀ, ਬੂਟਾ ਸਿੰਘ ਮੱਲੀ ਆਦਿ ਤੋਂ ਇਲਾਵਾ ਹੋਰ ਵੀ ਕਿਸਾਨ ਹਾਜ਼ਰ ਸਨ।

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http://epaper.ajitjalandhar.com/edition/20230312/18/7.cms

ਖੇਤੀ ਦੀਆਂ ਉੱਨਤ ਤਕਨੀਕਾਂ ਨੂੰ ਦਰਸ਼ਾ ਰਿਹਾ ਡੈਮੋ ਪਲਾਟ

ਮਹਿਲ ਕਲਾਂ, 9 ਜਨਵਰੀ (ਜਗਸੀਰ ਸਿੰਘ ਧਾਲੀਵਾਲ ਸਹਿਜੜਾ)- "ਦ ਨੇਚਰ ਕੰਸਰਵੇਸੀ "ਦੇ ਉਪਰਾਲੇ-ਪਰਾਲਾ ਪ੍ਰੋਜੈਕਟ ਦੇ ਅਧੀਨ "ਰਿਵਾਇਵਿੰਗ ਗਰੀਨ ਰੈਵੂਲੂਸ਼ਨ-ਸੈੱਲਦੀ ਟੀਮ ਵੱਲੋਂ ਪਿੰਡ ਚੁਹਾਣਕੇ ਕਲਾਂ ਵਿਖੇ ਕਣਕ ਦੀ ਬਿਜਾਈ ਕਰਵਾਈ ਗਈ। ਜਿਸ ਵਿੱਚ ਪਰਾਲੀ ਸਾਂਭਣ ਦਿਆਂ ਅਲਗ-ਅਲਗ ਤਕਨੀਕਾਂ ਨੂੰ ਇੱਕੋ ਪਲਾਟ ਦੇ ਜ਼ਰੀਏ ਪ੍ਰਦਰਸ਼ਿਤ ਕੀਤਾ ਗਿਆ ਹੈ। ਬੀਤੇ ਦਿਨ ਆਰ.ਜੀ. ਆਰ.-ਸੈੱਲ ਵੱਲੋਂ ਏਰਿਆ ਮੈਨੇਜਰ ਗੁਰਪ੍ਰੀਤ ਸਿੰਘ ਵਾਲਿਆ ਜੀ ਨੇ ਇਸ ਪਲਾਟ ਦਾ ਨਿਰੀਖਣ ਕੀਤਾ ਅਤੇ ਕਿਹਾ ਕਿ ਇਹ ਪਲਾਟ ਪੰਜਾਬ ਖੇਤੀਬਾੜੀ ਯੂਨਿਵਰਸਿਟੀ ਦਿਆਂ ਸਿਫਾਰਿਸ਼ਾਂ ਦੇ ਅਨੁਸਾਰ ਲਗਵਾਇਆ ਗਿਆ ਹੈ ਅਤੇ ਇਸ ਵਿੱਚ ਵਰਤੀ ਜਾਣ ਵਾਲੀ ਹਰ ਤਕਨੀਕ ਵਾਤਾਵਰਣ ਪ੍ਰਤੀ ਅਨੁਕੂਲ ਹੈ। ਪਿੰਡ ਚੁਹਾਣਕੇ ਕਲਾਂ ਤੋਂ ਕਿਸਾਨ, ਗੁਰਤੇਜ ਸਿੰਘ ਜੀ ਨੇ ਇਹ ਹੰਭਲਾ ਮਾਰਿਆ ਅਤੇ ਇਸ ਪ੍ਰਦਰਸ਼ਨੀ ਪਲਾਟ ਨੂੰ ਸਫਲ ਕੀਤਾ ਜੋ ਕਿ ਪਿੰਡ ਵਾਸਿਆਂ ਅਤੇ ਆਸ ਪਾਸ ਦੇ ਕਿਸਾਨਾਂ ਲਈ ਖਿਚ ਦਾ ਕੇਂਦਰ ਬਣਿਆ ਹੋਇਆ ਹੈ। ਇਸ ਸਮੇਂ ਟੀਮ ਆਰ.ਜੀ.ਆਰ. ਵੱਲੋਂ ਅਨਿਲ ਕੁਮਾਰ, ਜਸਵੀਰ ਸਿੰਘ ਅਤੇ ਪਿੰਡ ਦੇ ਹੋਰ ਕਿਸਾਨ ਵੀ ਸ਼ਾਮਿਲ ਸਨ।

ਨਵਾਂ ਸੁਨੇਹਾ ਪੰਜਾਬੀ ਅਖਬਾਰ

Tuesday, 14-03-2023

ਨਵਾਂ ਸੁਨੇਹਾ

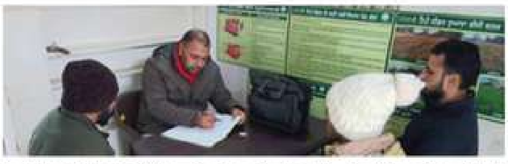
ਪ੍ਰੋਜੈਕਟ "ਪਰਾਲਾ" ਦੇ ਤਹਿਤ ਪਿੰਡ ਬੁਤੇਕੇ ਕਲਾਂ ਵਿਖੇ ਲਗਾਇਆ ਗਿਆ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਕਿਸਾਨ ਸਿਖਲਾਈ ਕੈਂਪ ਲਗਾਇਆ ਗਿਆ ਖੇਤੀ ਬਾੜੀ ਅਫਸਰਾਂ ਨੇ ਖੇਤੀ ਸੰਬੰਧੀ ਕਿਸਾਨਾਂ ਨੂੰ ਦਿੱਤੀ ਜਾਣਕਾਰੀ

ਖੇਤੀ ਮਾਹਿਰਾਂ ਨੇ ਕਿਸਾਨਾਂ ਨੂੰ ਨਵੀਂ ਤਕਨੀਕ ਨਾਲ ਖੇਤੀ ਕਰਨ ਦੀ ਅਪੀਲ ਕੀਤੀ

ਆਰ.ਜੀ.ਆਰ.- ਸੈੱਲ ਵੱਲੋਂ ਬਣਵਾਏ ਗਏ ਖੇਤੀਬਾੜੀ ਸੇਵਾ ਕੇਂਦਰਾਂ ਦਾ ਦੌਰਾ ਕੀਤਾ ਗਿਆ

ਮਹਿਲ ਕਲਾਂ 30 ਜਨਵਰੀ

ਜਗਜੀਤ ਸਿੰਘ / ਗੁਰਪ੍ਰੀਤ ਸਿੰਘ



ਪੰਜਾਬ ਵਿੱਚ "ਦ ਨੇਚਰ ਕੰਸਰਵੇਂਸੀ" ਵੱਲੋਂ ਚਲਾਏ ਜਾ ਰਹੇ ਪ੍ਰੋਜੈਕਟ ਪਰਾਲਾ ਦੇ ਜ਼ਰੀਏ ਰਿਵਾਇਵਿੰਗ ਗਰੀਨ ਰੈਵੂਲੂਸ਼ਨ - ਸੈੱਲ ਵੱਲੋਂ ਪੰਜਾਬ ਖੇਤੀਬਾੜੀ ਯੂਨਿਵਰਸਿਟੀ ਦਿਆਂ ਪਰਮਾਣਿਤ ਤਕਨੀਕਾਂ ਨੂੰ ਪਿੰਡ ਪੱਧਰ ਤੇ ਪਹੁੰਚਾਉਣ ਦੇ ਉਦੇਸ਼ ਨਾਲ ਸਟਰਾਅ ਮੈਨੇਜਮੈਂਟ ਸੇਵਾ ਕੇਂਦਰ ਬਣਾਏ ਗਏ ਹਨ। ਇਹਨਾਂ ਕੇਂਦਰਾਂ ਦਾ ਮੁੱਖ ਮਕਸਦ ਕਿਸਾਨਾਂ ਨੂੰ ਵਧਿਆ ਤਕਨੀਕੀ ਜਾਣਕਾਰੀ ਦੇਣਾ ਅਤੇ ਵੱਧ ਤੋਂ ਵੱਧ ਲੋਕਾਂ ਨੂੰ ਖੇਤੀ ਪ੍ਰਤੀ ਜਾਗਰੂਕ ਕਰਨਾ ਹੈ। ਇਸ ਸਮੇਂ ਪ੍ਰਭਾਵੀ ਦੌਰੇ ਤੇ ਏਰਿਆ ਮੈਨੇਜਰ ਗੁਰਪ੍ਰੀਤ ਸਿੰਘ ਵਾਲਿਆ ਜੀ ਵੱਲੋਂ ਤਮਾਮ ਸੈਂਟਰਾ ਦੀ ਚੈਕਿੰਗ ਕੀਤੀ ਗਈ, ਉਹਨਾਂ ਦੱਸਿਆ ਕਿ ਜਿਲ੍ਹਾ ਬਰਨਾਲਾ ਵਿਖੇ 11 ਐੱਸ.ਐੱਮ.ਐੱਸ.ਕੇ. ਬਣਾਏ ਗਏ ਹਨ ਜਿਸ ਵਿੱਚ ਕਿ ਸੇਵਾ ਆਰ.ਜੀ.ਆਰ.-ਸੈੱਲ ਦੇ ਖੇਤੀ ਦੂਤ ਵੱਲੋਂ ਨਿਭਾਈ ਜਾ ਰਹੀ ਹੈ ਅਤੇ ਫੀਲਡ ਅਸਿਸਟੈਂਟ ਦੀ ਦੇਖਰੇਖ ਵਿੱਚ ਮੈਪ ਕਲਸਟਰ ਦੇ ਹਿਸਾਬ ਨਾਲ ਬਣਾਏ ਇਹ ਕੇਂਦਰ ਪਿੰਡ ਵਾਸਿਆਂ ਲਈ ਨੇੜੇ ਤੋਂ ਨੇੜੇ ਸੇਵਾ ਨੂੰ ਯਕੀਨੀ ਬਣਾਉਂਦੇ ਹਨ ਇਸ ਮੌਕੇ ਗੁਰਪ੍ਰੀਤ ਵਾਲੀਆ ਨੇ ਕਿਸਾਨਾਂ ਨੂੰ ਵਾਤਾਵਰਣ ਦੀ ਸੰਭਾਲ ਕਰਨ ਲਈ ਸੁਝਾਅ ਦਿੱਤੇ ਤੇ ਜ਼ਮੀਨੀ ਪਾਣੀ ਅਤੇ ਹਵਾ ਨੂੰ ਸਾਫ਼ ਸੁਥਰਾ ਰੱਖਣ ਲਈ ਅਪੀਲ ਕੀਤੀ ਮੋਟੇ ਅਨਾਜ ਉਗਾਉਣ ਲਈ ਪ੍ਰੇਰਿਤ ਕੀਤਾ