



# Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow

## Brief report of

**Kisan Goshti organized by Department of Agriculture, IIAST in collaboration with Anganbadi, Bhagatpurwa, Gram Panchayat BKT, Block-Lucknow to aware the villagers of the Bhagatpurwa on “Rabi Crop Cultivation and Marketing Strategies”**

**“रबी फसल की खेती और विपणन रणनीतियाँ”**

A one-day Kisan Goshti was organized by the Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST), in collaboration with Anganbadi, Bhagatpurwa, Gram Panchayat BKT, Block-Lucknow on 26th October 2024 in Bhagatpurwa village, Tehsil BKT, District Lucknow on topic “Rabi Crop Cultivation and Marketing Strategies”. The Goshti aimed to sensitize the local farming community and to address challenges in rabi crop cultivation and its management practices. Expert panels structured their discussions based on the farmers' expressed concerns, fostering an engaging and interactive platform for knowledge dissemination. . The primary objective of the program was to enhance awareness of rabi crop cultivation, its management practices and post-harvest marketing strategies to optimize productivity and profitability.

The goshti was conducted under the esteemed guidance of Prof. Mohd Haris Siddiqui, Dean, Faculty of Agricultural Science and Technology and Prof. Saba Siddiqui, Head, Department of Agriculture, IIAST. Faculty coordinators, including Dr. Sunil Kumar, Dr. Mustfa Hussain, Dr. Satish Yadav, and Ms. Munny Chinyo, accompanied the students to Bhagatpurwa village, where the Goshti was held. The Goshti witnessed enthusiastic participation from 20 students of B.Sc. (Hons.) Agriculture and 68 farmers from Bhagatpurwa and neighboring villages.

Dr. Sunil Kumar emphasized the importance of soil health cards and encouraged farmers to utilize the services of nearby soil testing laboratories for sustainable agricultural practices. He highlighted the benefits of maintaining soil health for better crop productivity. Dr. Mustfa Hussain discussed innovative marketing strategies for rabi crops, stressing the need for women entrepreneurs in the agricultural sector to participate in such initiatives. He further highlighted the significance of marketing vegetables in local mandis to enhance profit margins and minimize costs. Dr. Satish Yadav elaborated on the value addition of rabi crops and introduced innovative nursery management techniques. He provided practical recommendations to mitigate pest and disease issues in okra cultivation through the application of balanced fertilizers. Ms. Munny Chinyo focused on critical irrigation management, plant protection measures, and the cultivation of border and trap crops to combat the declining chickpea production due to Nilgai attacks.

The Pradhan of Bhagatpurwa Mr. Virendra Yadav addressed the participants, encouraging them to



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adopt sustainable practices such as vermicompost and vermiwash preparation and highlighted the economic potential of mushroom farming. The goshti effectively bridged the gap between scientific knowledge and field practices, fostering awareness among farmers and enriching students' practical learning.

## Glimpses of Kisan Goshti to village Bhagatpurwa (Lucknow District, Uttar Pradesh)



Expert's interactions to the farmers and Students



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**Kisan Goshthi was organized by the Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST)**



**Dr Mustafa addressing to the Bhagatpurwa Villagers about marketing strategies**



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**Experts with the Bhagatpurwa Farm women**



**Experts answering the queries of farmers**



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**Dr.Sunil addressing the issues of women farmers**