



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

Brief report on Kisan Goshti organized by Department of Agriculture, IIAST on “Emerging Trends in Agriculture”

The Department of Agriculture, IIAST plays a crucial role in supporting farmers by providing financial, technical, and market assistance, as well as promoting sustainable and innovative agricultural practices. It provides training, and extension services to farmers. It educates them on modern farming practices, efficient resource management, pest control, and other relevant skills to enhance productivity and sustainability. IIAST makes efforts to ensure the welfare and prosperity of farmers. In view of the same, Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST) organized a Kisan Goshti on 5 June 2023 to sensitize the farmers of the Basaha village on “Emerging Trends in Agriculture”. Important information was disseminated to farmers about organic farming, digital marketing and proper vaccination and management of animals to keep them updated, make informed decisions and improve their farming practices.

The faculty member Mr. Nadeem Khan, Assistant Professor, delivered a lecture on Organic Farming. He elaborated that Organic farming not only encourages sustainable production practices by minimizing the use of chemical inputs and also focused on natural and ecological approaches. He emphasized on resource efficiency, reduced waste and the use of renewable resources which is promised by organic farming and this positively aligns with SDG 12 (goal of promoting sustainable patterns of consumption and production). Dr. Ruqaiya Bano, Assistant Professor, provided information about the Digital Marketing techniques available in India. Digital marketing techniques in agriculture have gained prominence in recent years as technology which continues to advance. These techniques leverage digital channels and platforms to promote agricultural products, reach target audiences and enhance farming practices. She explained various techniques like content marketing, social media marketing, email marketing, e-NAM, mobile marketing, online advertisement, etc which can be used for marketing of agricultural products. Dr Zeeshan Ahmad Khan, Assistant Professor, addressed the farmers and shared information on proper vaccination and management of animals. He encouraged farmers for proper vaccinations at the right time and acquainted them about various vaccination drives under government initiatives like National Animal Disease Control Program and National Livestock Mission. He also explained the procedure of registration under the National Animal Disease Reporting System. Dr. Sunil and Dr. Mustafa also provided the information regarding benefits of vermicompost and biopesticides. The Goshti was observed under the guidance of Prof. Mohd Haris Siddiqui, Dean, Faculty of Agricultural Science and Technology and Prof. Saba Siddiqui, Head, Department of Agriculture, IIAST.

The farmers of Basaha enthusiastically embraced organic farming techniques to cultivate safe and nutritious food, while also showing great interest in learning about digital marketing and the importance of animal vaccination. They actively engaged with expert faculty members, seeking guidance and clarifying their doubts. To gauge their satisfaction levels, students conducted feedback sessions, which revealed that the majority of farmers who participated in the Kisan Goshti were highly content with the well-organized event and the valuable information shared during the sessions. The positive feedback indicated that the event successfully delivered high-quality content to the farmers.



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Glimpse of Kisan Goshthi

