

Brief Report on Student READY (Rural Entrepreneurship and Awareness Development Yojana) Orientation Programme Organized by Department of Agriculture, IIAST from September 4, 2023- September 15, 2023

The Department of Agriculture, Integral Institute of Agricultural Science and Technology (IIAST) had organized 9 Days Student READY (Rural Entrepreneurship and Awareness Development Yojana) Orientation Programme, as per the directives of fifth Dean Committee of Agricultural education of Indian Council of Agricultural Research from 4 September 2023 - 15 September 2023. The primary objectives of the Student READY program were to foster understanding and awareness of rural entrepreneurship, offer hands-on exposure to real-world scenarios in rural agriculture, and to promote knowledge and recognition of Agriculture and allied sciences.

The main objectives of RAWE are:

- To provide an opportunity to the students to understand the rural context in regard to agriculture and allied activities
- To familiarize students with the farmers' socio-economic situation and challenges
- To impart diagnostic and remedial information to the students relevant to real field situations through practical training
- To develop communication skills in students using extension teaching methods for transfer of technology
- To develop confidence and competence to solve agricultural problems
- To acquaint students with on going extension and rural development programmes

During this orientation event, renowned speakers from various Agriculture Institutes, Agro-industrial sectors and Krishi Vigyan Kendras interacted with students of B.Sc (Hons.) Agriculture VIIth Semester and gave them an overview of employability and opportunities in the field of Agriculture. The Coordinator of the RAWE Committee, Dr. Khalid Habib along with members of the RAWE Committee Dr. Malik Mobeen, Dr. Faria Fatima, Mr Nadeem Khan, Dr. Sunil Kumar, Dr. Ayush Bhushan, Dr.Satish Yadav, Dr. Shipra Yadav and Dr. Abhineet enthusiastically organised the whole event under the guidance of Prof. (Dr.) Mohd. Haris Siddiqui, Dean, Faculty of Agricultural Science and Technology and Prof. Saba Siddiqui, Head, Department of Agriculture. The details of the 9 days orientation program are as under:

Day 1 (04.09.2023)

In the welcoming address, **Prof. Saba Siddiqui, Head, Department of Agriculture, IIAST** underscored the significance of the RAWE program as a platform for experiential learning. She explained to the students that through this program, they would have the chance to not only explore and appreciate conventional agricultural methods but also gain a deeper understanding of how modern innovations and approaches could bring about positive changes in the agricultural landscape. Her words served as an inspiration for the students, motivating them to engage wholeheartedly in the RAWE program and harness the knowledge and experiences it had to offer.

Dr. Dharendra Kumar Srivastava, Joint Director, UPCST gave valuable information about “Rural Awareness”. He highlighted that Rural awareness is not just about acknowledging the existence of rural areas but also understanding their unique needs and contributing to their development and well-being. It is often a multi-faceted effort involving various stakeholders, including government agencies, nonprofits, businesses, and individuals, working together to create sustainable and vibrant rural communities.

Dr. G. P. Singh, Deputy Director, Regional Central Integrated Pest Management Centre, Lucknow gave insight on “ Pest Management Techniques in Rural Areas”. He emphasized the importance of IPM, a holistic approach to pest management that combines various strategies to minimize the impact of pests on crops. Effective pest management is crucial in rural areas, where agriculture often plays a significant role in the livelihoods of the community.

Day 2 (05.09.2023)

Dr. A. K. Srivastava ,Programme Coordinator and Head, KVK Pratapgarh discussed about Agritech Startups. He had highlighted the significance of agritech in modernizing and improving the efficiency of agriculture. Agritech solutions can address various challenges, including increasing agricultural productivity, reducing post-harvest losses, and enhancing sustainability. He elaborated the innovative technologies and digital solutions that agritech startups are developing, such as precision agriculture, IoT (Internet of Things) applications,

drones, and data analytics. These technologies can help farmers make data-driven decisions and optimize resource use.

Dr. Nitin Kumar Singh, CEO, Royal Honey and Bee farming Products, Lucknow emphasized upon the “Job Opportunities in Agriculture” . He discussed the wide range of career paths available within the agricultural sector. Agriculture offers opportunities not only in farming but also in research, technology, agribusiness, marketing, policy, and more.

Day 3 (08.09.2023)

Mr. Dheerendra Kumar, Zonal Head (North), Syngenta Foundation, India stated that Agriculture represents an important component of the Indian economy both in terms of contribution to the GDP as well as a source of employment to the majority of population. He discussed in detail how sustainable growing can generate decisive impetus and make significant contributions to fight against poverty. urged the students to develop confidence and continuity for solving the problems related to Agriculture . He sensitized about the village social work, village survey, and role of students in creating awareness amongst the farmers.

Prof. K.N. Tiwari, Consultant , IIFCO, Lucknow emphasized on “Nanofertilizers for Smart Agriculture”. He had highlighted the advantages of nanofertilizers, including their ability to enhance nutrient availability to plants, reduce nutrient losses through leaching or volatilization, and improve crop yields and quality. Prof. Tiwari's emphasis on this subject was aimed to raise awareness and promote discussions about the future of smart and sustainable agriculture.

Day 4 (09.09.2023)

Dr. Pushendra Pratap Singh Yadav, Scientist Soil Survey, Remote Sensing & GIS GNSS explained about “Precision Agriculture and Geo Spatial Technology”. He emphasized the importance of geospatial technology, which includes Global Navigation Satellite Systems (GNSS), Geographic Information Systems (GIS), and remote sensing. These technologies provide tools for collecting, analyzing, and interpreting spatial data related to agriculture .He also explained how GNSS technology, such as GPS, can precisely determine the location of

farming equipment, helping farmers map their fields and collect accurate data about soil conditions, topography, and crop health.

Mr. Vimlesh Kumar Mishra , Officer Incharge, Govt. Community Canning and Fruit Preservation Centre Kabbir Bhawan G. T Road, Kanpur gave valuable information on “ Value Addition of Horticultural Produce”. He emphasized the significance of value addition in horticulture, as it can lead to higher profits for farmers, reduce post-harvest losses, and create diversified product lines. He also discussed different methods of value addition, including processing, packaging, preservation, and branding.

Day 5 (11.09.2023)

Dr. Khalid Habib. Assistant Professor, Department Of Agriculture, IIAST, Integral University talked about different components of the RAWE programme and how various components are interactive and conceptualized for building skills, executing decision making, team coordination etc. with end-to-end approach. He highlighted the various components of the RAWE program, including field visits, practical training, farm management, rural engagement, and community interaction. These components are designed to be interactive and experiential. He stated that one of the primary objectives of RAWE is to develop practical skills among students and how students are exposed to activities like soil testing, crop management, pest control, and post-harvest handling, which enhance their technical skills.

Day 6 (12.09.2023)

Sh. Tarendra Singh, Regional Development Leader, International Panaacea Limited; Lucknow addressed about “Changing Needs of Agricultural Input Market” . He gave insights into current market trends and emerging opportunities for businesses in the agricultural input sector. He also emphasized the need for input providers and farmers to be adaptable and responsive to changing market conditions and consumer preferences.

Dr. Mehraj Shah, Associate Professor, Plant Pathology, Sher-e-Kashmir underlined the “ Importance Of Microbial Technology and its uses in Agriculture”. He said that Importance of microbial technology in agriculture lies in its ability to enhance soil health, nutrient management, disease control, and overall sustainability. This technology aligns with the goals

of improving agricultural productivity while reducing the environmental impact of farming practices.

Day 7 (13.09.2023)

Dr. Vinod Kr. Singh, Programme Coordinator and Senior Scientist KVK Amberpur, Sitapur gave insights on “IPM”. He explained the importance of regular monitoring and scouting of fields or orchards to assess pest populations and damage levels. He also discussed how IPM encourages the use of natural predators, parasites, and beneficial organisms to control pest populations, reducing the need for chemical pesticides.

Mr. Surendra Kumar, General Manager and Head, Agro Operation Unit, Organic India Barabanki, emphasized on Organic Farming. He stressed on the significance of organic farming for promoting environmentally friendly practices, sustainable agriculture, and the production of chemical-free, healthy food.

Day 8 (14.09.2023)

Dr. Khalid Habib, Assistant professor, IIAST addressed students about Village Attachment. He emphasized the need for students to engage humbly with the farmer and their families and maintain thorough records during their village attachment. **Dr. Sunil Kumar**, Assistant professor, IIAST, Highlighted about the industrial attachment that the students will do after their village attachment, which focuses on processing and enhancing value-added goods during a 21-day training period. **Dr. Ayush Bhushan**, Assistant professor, IIAST, discussed the importance of report writing and the proper format of report writing as an essential aspects of the learning process. These insights contribute significantly to a comprehensive agricultural education program.

Day 9 (15.09.2023)

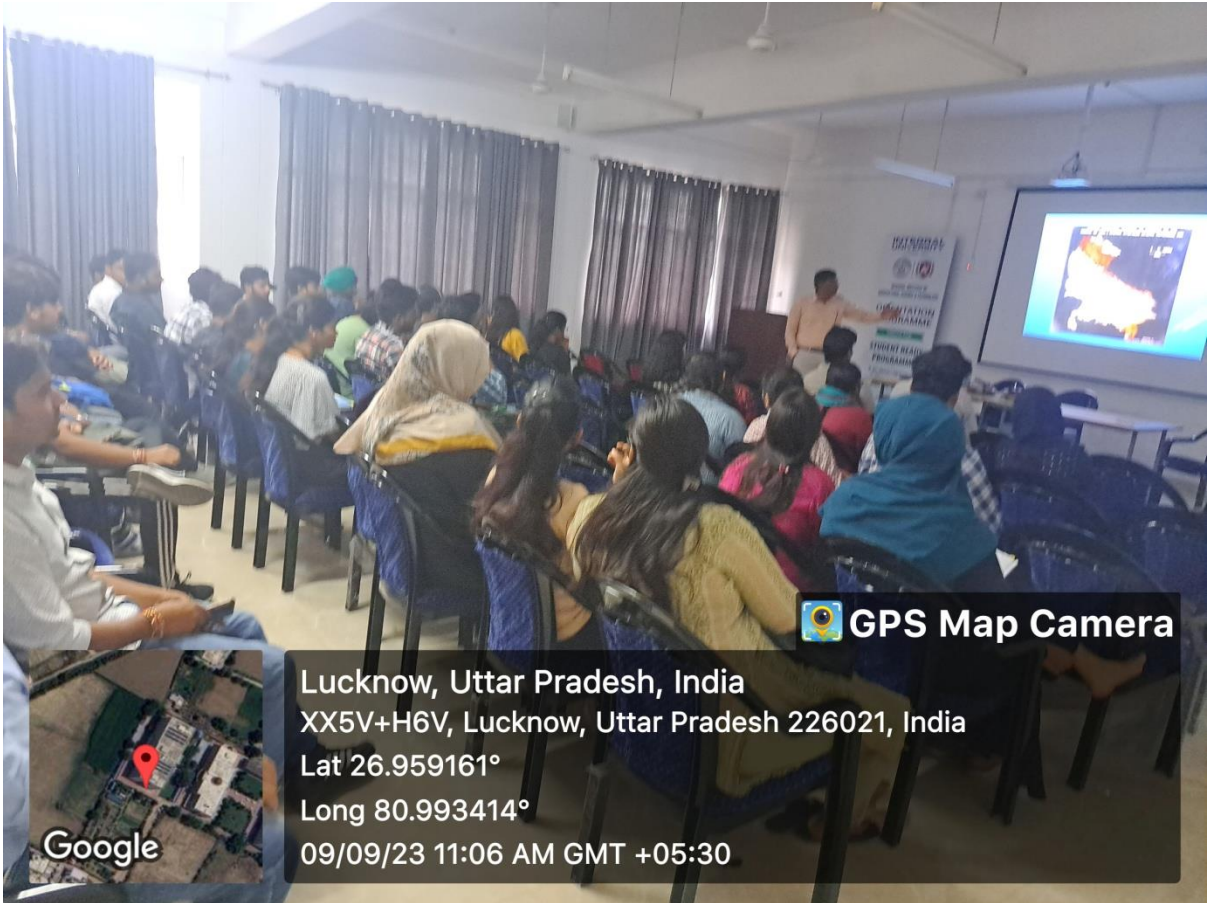
The final day of the RAWE Orientation Program was marked by several important activities. Firstly, the KVK allotments, a crucial step in the program, were successfully completed. Secondly, RAWE booklets, containing essential information and guidelines, were distributed to all participating students. Additionally, the students received further guidance on how to proceed with their respective RAWE assignments.


It's noteworthy that a total of 124 students actively participated in the Orientation program. The feedback and enthusiasm displayed by the students were truly remarkable and exceeded expectations. They showed a high level of interest and engagement in the program, which bodes well for their future involvement in RAWE activities. This positive response from the students indicates a strong commitment to the program and a promising start to their practical agricultural experiences.

Glimpses of the RAWE Orientation Program








 **GPS Map Camera**

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