



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

Brief report on Kisan Goshti organized by Department of Agriculture, IIAST on "Maximizing Crop Value: Insights from IIAST's Kisan Goshti on Value Addition"

Value addition in crops is a critical aspect of modern agricultural practices, contributing significantly to the overall sustainability, economic viability, and market competitiveness of farming operations. This diversification acts as a risk mitigation strategy, reducing dependence on a single crop or commodity and providing a buffer against market fluctuations.

During the season of potato cultivation, the Department of agriculture, IIAST recognized the need of awareness amongst farmers about value addition in crops and specifically in Potato crop grown in local area catered to it by organizing Kisan Goshti. The Department of Agriculture and the Integral Institute of Agricultural Science & Technology (IIAST) arranged Kisan Goshti in Achramau village on January 9th 2024, the focus centered on elucidating the pivotal role of value addition in the realm of agriculture. the Goshti was addressed by Dr Ayush, Assistant Professor and Dr Setu Ratnam, Assistant Professor, the Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST). The Goshti was observed under the guidance of Prof. Mohd Haris Siddiqui, Director, Integral Institute of Agricultural Science & Technology and Prof. Saba Siddiqui, Head, Department of Agriculture, Integral Institute of Agricultural Science & Technology.

Dr. Ayush delved into the intricacies of value addition in potatoes, offering a comprehensive understanding of both existing practices and potential strategies. Existing practices, as highlighted by Dr. Ayush, encompassed the processing of potatoes into snacks, such as chips, and the production of dehydrated or frozen potato products, showcasing the versatility of this crop. Dr. Ayush proposed potential strategies to amplify value addition, emphasizing diversification of the product range through innovative offerings and a focus on quality improvement in cultivation and storage. The importance of collaborations with processing industries and retailers was discussed, alongside the adoption of modern processing technologies and the integration of the entire value chain for optimal control and efficiency. In a comprehensive overview of government schemes related to value addition in agriculture, Dr. Setu Ratnam outlined a series of impactful initiatives. She provided insightful details about initiatives such as the Krishi Vikas Yojana, emphasizing its role in encouraging the adoption of advanced technologies and value addition methods among farmers through financial incentives and support. The Kisan Samridhi Yojana, according to her, plays a pivotal role by facilitating the establishment of processing units, cold storage facilities and packaging centers, thereby empowering farmers to produce high-quality value-added products. Additionally, she shed light on the Gramin Bazar Vikas Yojana, highlighting its focus on fortifying market infrastructure in rural areas, ensuring direct market access for farmers engaged in value addition.



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The Kisan Goshti organized in Achramau village effectively conveyed the significance of value addition in crops, particularly potatoes, to local farmers. Coupled with positive feedback from farmers taken by the students, the Goshthi facilitated a meaningful exchange of knowledge, empowering the farming community to implement sustainable and economically viable practices for enhanced crop value. A total of 25 farmers were actively engaged in the Kisan Goshti.

Glimpse of the Goshti

