



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

### Brief report on Kisan Goshti organized by Department of Agriculture, IIAST on “Organic Farming, Vaccination of Animals & Digital Marketing”

(जैविक खेती, पशुओं का टीकाकरण और डिजिटल मार्केटिंग।)

Kisan Goshti events provide a platform for government representatives, agricultural experts, researchers, government officials, and other stakeholders to disseminate information about various agricultural schemes, subsidies, loans, and other support programs available to farmers. This helps farmers stay updated and take advantage of government initiatives. To propagate these benefits to farmers, Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST) had organized a Kisan Goshti on 05 of June 2023 to sensitize the farmers of the Basaha village on “Organic Farming”, “Vaccination of Animals” & “Digital Marketing”.

The faculty members 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 the goal of promoting sustainable patterns of consumption and production (SDG 12). 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 about various techniques like content marketing, social media marketing, email marketing, eNAM, mobile marketing, online advertisement, etc which can be used for marketing of agricultural produces. 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 right time and acquainted them about various vaccination drives under government initiatives like National Animal Disease Control Program, National Livestock Mission. He also explained the procedure of registration under National Animal Disease Reporting System. Dr. Sunil and Dr. Mustafa also provided the information regarding benefits of vermicompost. 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 Goshti





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