



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

Brief Report on Student READY (Rural Entrepreneurship and Awareness Development Yojana) Orientation Programme Organized by Department of Agriculture, IIAST from 29th July 2024 – 8th August 2024

The Department of Agriculture, Integral Institute of Agricultural Science and Technology (IIAST), Integral University had organized 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 29 July 2024 – 8 August 2024. 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 Student READY are:

- To provide an opportunity to the students to understand the rural context regarding 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 ongoing extension and rural development programmes

During this orientation event, renowned speakers from various Agriculture Institutes, Agro-industrial sectors and different Krishi Vigyan Kendra interacted with the 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 orientation program are as under:

DAY 1 (29.07.2024)

In the welcoming address, **Prof. Saba Siddiqui, Head, Department of Agriculture, IIAST** highlighted 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.



Mr. Aseem Gangwar, Regional Manager, National Seeds Corporation Ltd, Lucknow provided insightful information on the topic of "Seed and its marketing." He emphasized the importance of high-quality seeds in ensuring robust agricultural productivity and discussed the role of strategic marketing in making these seeds accessible to farmers. Mr. Gangwar highlighted the need for effective distribution channels and the significance of educating farmers on the benefits of certified seeds. He also touched upon the challenges faced in seed marketing, such as competition and market penetration. He discussed about the critical link between seed quality and overall agricultural success.

Dr. Vijay Bahadur Dwivedi, Director, Horticulture and Food Processing Department, UP gave insight 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 2 (30.07.2024)

Dr. K.N. Singh, Royal Honey and Bee farming Products, Lucknow discussed about Bee farming Products. He emphasized the significance of bee farming as a sustainable agricultural practice. He highlighted the wide range of products derived from bee farming, including honey, beeswax, royal jelly etc which have high market value and health benefits. Dr. Singh also discussed the role of bee farming in enhancing crop pollination, thereby increasing agricultural productivity. He encouraged farmers to adopt bee farming as a supplementary income source, leveraging the growing demand for natural and organic products.

Dr. Reema Devi Scientist, KVK Katiya, Sitapur II emphasized on “Entrepreneurship in Agriculture” as a means to drive innovation and economic growth in rural areas. She highlighted that by adopting entrepreneurial approaches, farmers can diversify their income streams, adding value to their produce through processing, marketing, and direct sales. Dr. Devi also pointed out the significance of developing agribusiness skills and leveraging technology to create sustainable agricultural enterprises. She encouraged agricultural graduates to explore entrepreneurial opportunities, contributing to the overall development of the agricultural sector.



Day 3 (31.07.2024)

Dr. Pankaj Nautiyal Senior Scientist -cum-Head KVK Hardoi II Hardoi explained about “ Smart Agriculture through Artificial Intelligence and Machine learning ” He explained how AI and ML technologies can optimize farming practices by enabling precision agriculture, such as real-time monitoring of crop health, soil conditions, and weather patterns. Dr. Nautiyal highlighted that these technologies can lead to more efficient resource use, reduced costs, and improved yields. He urged farmers should embrace AI-driven tools to enhance decision-making and ensure sustainable agricultural practices.

Dr. Sunil Kumar, 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. He also 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.



Day 4 (1.08.2024)

Dr. Salyendra Kumar Mishra, GM, IPL Biological Ltd. gave valuable information on topic “Working Towards Sustainable Agriculture” emphasizing the need for environmentally friendly farming practices. He discussed how the use of biological inputs, such as bio-fertilizers and bio-pesticides, can reduce chemical dependency and enhance soil health. Dr. Mishra highlighted the importance of adopting sustainable methods to ensure long-term agricultural productivity while preserving natural resources. He encouraged farmers to shift towards practices that promote ecological balance and contribute to the overall sustainability of the agricultural ecosystem.

Mr. Ravi Bhaduria , Assistant General Manager, International Pannacea Ltd. Lucknow discussed the critical role of plant nutrients and soil health management in enhancing agricultural productivity. He emphasized that proper nutrient management is essential for optimizing plant growth and improving crop yields. Mr. Bhaduria highlighted various soil health practices, such as balanced fertilization, organic amendments, and soil

testing, which help maintain soil fertility and structure. He encouraged farmers to adopt these practices to ensure sustainable farming and long-term soil health.

Dr. Ayush Bhushan, Assistant professor, IIAST, gave presentation on “Experiential Learning Program (ELP) highlighting its role in bridging the gap between theoretical knowledge and practical skills in agriculture. He explained that ELP provides students with hands-on experience in real-world agricultural settings, allowing them to apply classroom concepts to actual farming practices. Dr. Bhushan emphasized that this program enhances students' problem-solving abilities and prepares them for the complexities of modern agriculture. He encouraged students to actively participate in ELP to gain valuable insights and become more proficient in their future agricultural careers. He also discussed the importance of report writing and the proper format of report writing as an essential aspect of the learning process. These insights contribute significantly to a comprehensive agricultural education program.



Day 5 (2.08.2024)

Mr. Ashish Kumar, Project Manager, Suryansh Coolex Pvt. Ltd addressed about “Frozen Vegetables and Fruits” emphasizing their growing demand in both domestic and international markets. He explained that freezing preserves the nutritional value and freshness of produce, making it a convenient option for consumers seeking healthy food choices year-round. Mr. Kumar highlighted the potential for farmers to tap into this market by investing in cold chain infrastructure and adopting proper preservation techniques. He encouraged stakeholders to explore this sector as a means to reduce post-harvest losses and increase profitability in the agricultural supply chain.

Mr. Munesh, State Manager (Enterprise Development), Directorate of Horticulture and Food Processing, Udyan Bhavan, Lucknow emphasized on various “Government Schemes in Agriculture for Farmers”. He highlighted key initiatives such as subsidies for drip irrigation, loans for agribusiness start-ups, and incentives for organic farming practices. Mr. Munesh explained how these schemes are designed to enhance agricultural productivity, promote sustainable practices, and provide financial assistance to farmers for adopting new technologies. He encouraged farmers to take advantage of these government programs to improve their livelihoods and contribute to the agricultural sector's growth.



Day 6 (3.08.2024)

Dr. Kamta Prasad Principal Scientist, Extension & Training Unit, IISR, Lucknow underlined the “ Importance of PRA for conducting RAWE and different techniques involved in PRA”. He explained that PRA techniques, such as mapping, transect walks, and

focus group discussions, are crucial for understanding local farming practices and community needs. Dr. Prasad emphasized that these methods enable students and researchers to engage directly with farmers, facilitating the co-creation of solutions tailored to specific agricultural challenges. He advocated for the integration of PRA into RAWE to enhance the effectiveness and relevance of agricultural education and extension activities.

Dr. Ashwani Kumar Singh Senior Scientist and Head KVK Haidergarh, Barabanki 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. Vinod Kumar, General Manager NABARD, Lucknow gave valuable information about “NABARD and Banking Exams”. He addressed the role of NABARD in supporting rural development and agriculture through financial initiatives. He discussed how NABARD facilitates credit access for farmers and agribusinesses, playing a crucial role in the agricultural banking sector. Dr. Kumar also shared information about various banking exams conducted by NABARD, which offer opportunities for aspiring professionals to join the banking sector and contribute to rural development. He encouraged students and young professionals to explore careers in agricultural banking, highlighting the importance of these roles in advancing rural economies.





Day 7 (5.08.2024)

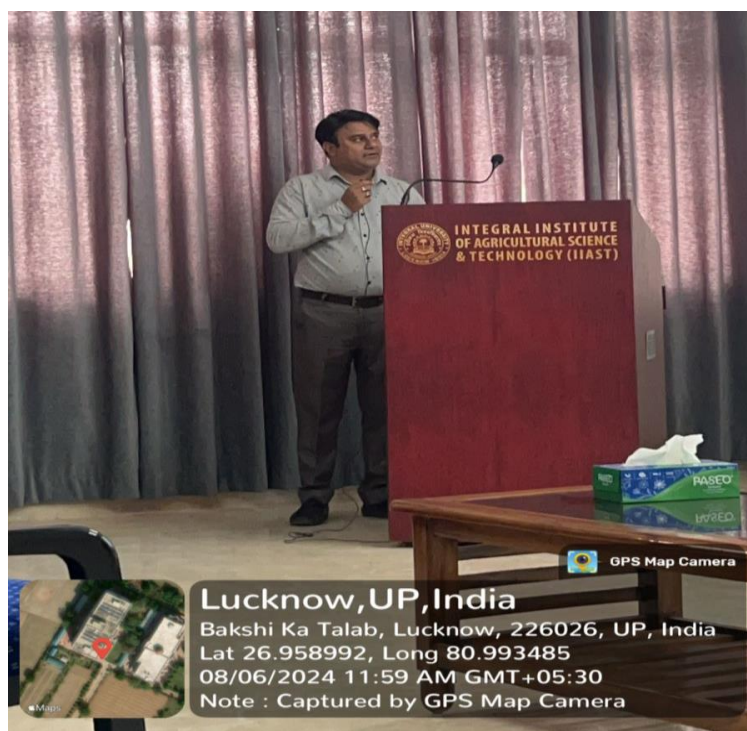
Dr. Pankaj Kumar Singh, DCM Shriram Fertilizers and Chemical Ltd. Lucknow gave insights on “IPM”. He explained the importance of regular monitoring and scouting of fields or orchards to assess pest populations and damage levels. He also discussed how IPM encourages the use of natural predators, parasites, and beneficial organisms to control pest populations, reducing the need for chemical pesticides.

Dr. Braham Tripathi, General Manager, Corteva, 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. He also gave overview about his company Corteva, explaining how the company supports organic farming through innovative solutions and research. He encouraged the adoption of organic practices to enhance soil health and ensure long-term agricultural sustainability.



Day 8 (6.08.2024)

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 9 (7.08.2024)

This day of RAWE Orientation Program was marked by important activities. Firstly, the KVK allotments, a crucial step in the program, were successfully completed. Secondly, all the members of RAWE Committee interacted with the students and gave their valuable inputs about RAWE and Student READY Program.

Day 10 (8.08.2024)

On the final day of the RAWE Orientation Program 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 91 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.

